



**RE: Eden Park Support Letter**  
7 March 2024

To whom this may concern,

I hope this letter finds you well. I am writing to express my strong support for Eden Park's application to adjust their resource consent, enabling a more diverse and number of events and concerts to be hosted at the stadium. As an Auckland resident and avid supporter of the vibrant cultural and entertainment scene in Auckland, I believe that expanding the number of events at the stadium will not only enhance the city's cultural fabric but also contribute significantly to its economic and tourism growth.

Eden Park holds a special place in the hearts of both locals and visitors, serving as a cornerstone for sports, entertainment, and cultural events. Its iconic status is a testament to the rich history and community engagement fostered within its walls. However, I am aware that the current limitations on events and concerts have restrained the full potential of this world-class venue.

Supporting the application for an adjustment in resource consent will not only provide a boost to the local economy but also make Auckland a more attractive destination for both national and international visitors. The ability to host a diverse range of events throughout the year can generate a steady flow of tourism, preventing spikes in demand and creating busier shoulder seasons, particularly during the winter months.

Eden Park has proven to be a powerful catalyst for community engagement and economic development. By allowing more events and concerts, we have the opportunity to showcase Auckland as a dynamic and culturally rich destination. This will undoubtedly attract tens of thousands of visitors, further establishing the city as a premier hub for entertainment and leisure.

I believe that the proposed adjustments to the resource consent align with the vision of making Eden Park a multifaceted venue that serves the diverse interests of the community. I am confident that these changes will have a positive impact on the overall well-being of Auckland, bringing people together and fostering a sense of pride in our city.

Thank you for your time and consideration of this matter. I trust that your leadership and vision will support Eden Park towards a future that benefits both the local community and the broader Auckland region.

Ngā mihi nui,

Clinton Farley  
**General Manager**  
The Hotel Britomart

13 March 2024

Nick Sautner  
Chief Executive  
Eden Park

Dear Nick,

Thank you to you and the team for assisting to bring the P!NK event to Auckland. It was an amazing event that benefited our city during a very uncertain time for businesses. We know the current living conditions are difficult with high interest rates & inflationary pressures, however these events bring great opportunities for local Aucklanders to relax and catch up with friends and family. This is so important for everyone's wellbeing.

The manner in which your team embraced this event with your "P!NK" activations throughout the stadium and surrounding areas created an excitable atmosphere for all demographics to enjoy. It was not only the stadium that embraced this event, but it was noticeable throughout Auckland with the Sky Tower illuminated pink. The city was full of people wearing pink and it was clear that everyone embraced this beneficial event. Our city needs to attract more of these events to Auckland through the support of Auckland Council and Tataki Auckland Unlimited. I believe the true benefit of a stadium event to the city businesses is still not fully understood.

Over the weekend of the P!NK events, Auckland was a destination for the domestic market and overseas. Hotel operator's right through the city operated at high occupancies with strong rates throughout the entire weekend. Guests from Australia and other regions visited Auckland over the weekend to see the event. Local businesses and operators on Dominion Road & Kingsland Road were appreciative of the area coming to life. I spoke to a few business operators surrounding Eden Park who mentioned business has been tough over the past 12 months, however these events are greatly beneficial for their confidence to continue operating.

I do hope this amazing event will assist in creating interest for Auckland to accept more events at Eden Park. Cold Play will provide similar benefits in November during their Auckland tour, however the concern is we have nothing between now and then, and Eden Park is clearly limited with their Resource Consent. Hospitality and Tourism Businesses right through Auckland are concerned about the coming winter period, and I just hope businesses can continue operating over the next six months to reap the benefits of our next large international act at Eden Park.

It is great to work with the Eden Park team, Nick, and hopefully take Auckland forward to become a destination city for tourists and event goers. Many businesses are relying on these events to continue their business and pay their colleagues.

Yours sincerely,



**Brett Sweetman**  
General Manager





Hilton Auckland  
47 Quay Street,  
Auckland 1010  
Scott.Thomson@hilton.com  
10/04/2024

Nick Sautner  
Chief Executive Officer – Eden Park  
Eden Park  
42 Reimers Ave, Kingsland,  
Auckland, New Zealand  
Private Bag 56906,  
Dominion Road, Auckland

Dear Nick,

I am writing to express Hilton Auckland's full support of Eden Park to host more events by removing limitations on the number permitted annually. As a prominent establishment within the Auckland hospitality industry, we recognize the importance of having world-class and versatile venues like Eden Park that can accommodate a diverse range of events and activities.

Hilton Auckland recognises the economic and cultural benefits that major events bring to our city. These events not only attract tourists and visitors but stimulate local business, create employment and promote Auckland as a vibrant and dynamic destination on the global stage. By supporting your application, we aim to bolster Eden Park's ability to attract a diverse range of events.

Recent data from [HotelManagement.com](https://www.hotelmanagement.com) reveals the impact of Taylor Swift on the Australian Hospitality sector. Additionally, as per an update provided by Tātaki Auckland Unlimited, occupancies during the PINK concert across Auckland averaged at 97%.

As stakeholders in Auckland's hospitality sector, we are committed to fostering growth and excellence. We believe granting Eden Park the necessary permissions aligns with this vision and will benefit the community at large. We commend your efforts to enrich Auckland's cultural landscape and the city's dynamism.

Please feel free to reach out for any further assistance or support.

Kind Regards,

A handwritten signature in black ink, appearing to read 'S. Thomson'.

Scott Thomson

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20/03/2024

Dear Nick

As owner of the Nesuto Stadium Hotel, Auckland (PropCo) we find it absurd that Auckland City Council only allows 6 concerts to be held at Eden Park per calendar year.

We are extremely supportive of your initiative to increase the number of Events to be held at Eden Park.

Auckland City Council has approved development applications for new hotels that has led to an increase in supply of at least 30% of hotel rooms in the Auckland CBD.

In a normal market to absorb such an increase would be challenging enough but in a market that is recovering from COVID, an environment of higher interest rates and an economic downturn it is extremely challenging and will be this way for another couple of years unless there is a change in policy.

Concerts and Events through studies have proven that they are good for the local economy whereby events drive an economic stimulus to cafes, restaurants, bars, taxi drivers, uber drivers, hotels, retail shops and the list goes on and on. The economic benefit of events is across a broad spectrum of businesses, small business, mum and dad operators, to larger corporate businesses like ours.

A case in point is the Taylor Swift impact on Melbourne and Sydney last month, these two cities had near record performances in the month.

Auckland City Council should reconsider their decision and increase the gap on events at Eden Park with immediate effect.

Best Regards

## DAVID BARK

Hotels Asset Manager and General Manager Hub OS / Australia and Asia /



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Nick Saunter  
Chief Executive Officer – Eden Park  
Via Email

Friday, 15 March 2024

Dear Nick,

RE: Support for changing Eden Park's resource consent

I am writing on behalf of Daiwa Living Nesuto Ltd (**Nesuto**), a subsidiary of Daiwa House Group Japan. Nesuto operates three accommodation businesses in Auckland with 430 hotel rooms and serviced apartments under management. We also operate a further eleven properties across Australia with a total of 1210 hotel rooms and serviced apartments under management.

I'm writing this letter a week after the musician P!nk performed two nights at Eden Park on the 8th and 9th of March 2024. Having a performer of this calibre play at Eden Park was a huge win for Auckland, both in terms of the economy with the influx of visitors but also in terms of raising Auckland's profile as one of the best destinations in the world to visit.

The economic impact of these events cannot be understated. The influx of visitors to Auckland staying at hotels, using AT services to move around the city, dining in the cafés and restaurants, and visiting all our world-class tourist attractions provides an income boost that many operators are relying on to supplement quieter periods. The economic activity generated by these events drives jobs and leads to higher levels of investment in the Auckland community.

During high-demand events, Nesuto sees guests coming from both the domestic and international markets. A large percentage of these guests stay for multiple nights and use it as an opportunity to explore Auckland. These guests leave our hotels speaking of their great experience in Auckland and then go back to their homes where they will go on to speak highly of Auckland as a place to visit. This word-of-mouth promotion is the best marketing a city can have. No advertising campaign can come close to it.

I firmly believe that the current resource consent for Eden Park, which only allows for six events a year, means that Auckland is missing out on amazing opportunities to showcase to New Zealand and the rest of the world what a truly special city it is to visit.

Nesuto strongly supports a change in Eden Park's resource consent to allow for a minimum of twenty-four events a year.

Furthermore, it's worth acknowledging the significant historical profile of Eden Park. As one of New Zealand's most iconic sporting and entertainment venues, Eden Park has been the stage for numerous historic moments, from thrilling sporting triumphs to unforgettable concerts. Its rich history is woven into the fabric of Auckland's identity, serving as a cultural landmark that resonates with locals and visitors alike. Preserving and enhancing Eden Park's role as a hub for entertainment and community gatherings is not only vital for Auckland's economic prosperity but also for honouring its storied past and ensuring its enduring legacy for generations to come.

Yours sincerely,



John Bristowe  
Director of Operations Australia and New Zealand  
Daiwa Living Nesuto  
[John.bristowe@nesuto.com](mailto:John.bristowe@nesuto.com)





To Whom it might concern,

I am writing to express my strong support for Eden Park Stadium's endeavour to increase the number of events held throughout the year. I understand the significant economic impact that such an expansion could have on our community, particularly for businesses in the hospitality sector.

The vibrancy and vitality of our city are closely tied to the activities and events hosted at Eden Park Stadium. By allowing for more events to take place annually, we can capitalize on opportunities to attract visitors, boost tourism, and stimulate local spending. Moreover, extending the stadium's event calendar would not only benefit our economy but also enhance the overall cultural and entertainment landscape of our city.

As the General Manager of the Auckland City Hotel, a hotel located in the CBD, I have witnessed firsthand the positive effects of major events held at Eden Park Stadium. These events draw in visitors from near and far, resulting in increased demand for accommodations, dining, shopping, and other services. By diversifying the types of events and spreading them across the calendar year, we can achieve a more sustainable and consistent flow of tourism revenue, benefiting not only our business but the entire hospitality sector.

Furthermore, expanding the event calendar at Eden Park Stadium aligns with our city's goals of promoting economic growth and fostering a dynamic, welcoming environment for residents and visitors alike. It would create job opportunities, generate tax revenue, and contribute to the overall prosperity of our community.

In conclusion, I urge you to consider the immense potential that lies in allowing Eden Park Stadium to host more events throughout the year. By doing so, we can unlock new opportunities for economic development, strengthen our local businesses, and ensure a brighter future for our city.

Thank you for considering my perspective on this matter. I look forward to seeing Eden Park Stadium thrive as a hub of activity and excitement for years to come.

Ngā mihi,

Kevin Brodien  
General Manager  
Auckland City Hotel



6 March 2024

Nick Sautner  
Chief Executive Officer  
The Eden Park Trust  
Private Bag 56-907, Dominion Road  
Auckland 1442

Via email: [NSautner@edenpark.co.nz](mailto:NSautner@edenpark.co.nz)

Hi Nick

Please accept this letter of support for Eden Park's increased Resource Consent to 12 shows and six Artists in a calendar year.

TEG is the leading Promoter of live content across the full spectrum of entertainment genres in New Zealand. The current Resource Consent at Eden Park is limiting the number of major Acts TEG can bring to Auckland, and subsequently, to New Zealand. This is to the detriment of Auckland's economy, Auckland's Arts and Live Entertainment sectors and, most importantly, Auckland's residents.

TEG is currently in discussions with numerous Artists about large-scale Tours that will require multiple dates at Eden Park in 2025/26. The current Resource Consent will mean we are unable to guarantee the Artists the necessary dates to make the Auckland legs of their respective Tours viable.

The competitive landscape of live entertainment in NZ and Australia has changed. Increasing international freight costs and foreign currency exchange rates make it difficult to compete with other parts of the world. Australian state governments are investing large amounts in high quality content to protect the economic benefits these Tours deliver for those jurisdictions.

Furthermore, in recent months we have seen concert caps increase at numerous major stadiums in Australia, for example, Allianz Stadium in Sydney and Suncorp Stadium in Brisbane.

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With its capacity, transport links and proximity to the Auckland CBD not being rivalled in NZ's largest city, the availability of Eden Park for multiple dates is essential to the viability of any major Stadium Tour visiting NZ.

Not being able to secure multiple dates at Eden Park, including Sundays, will increasingly encourage TEG and other major Promoters to include more Australian dates in their Artist offers and bypass NZ altogether.

The ongoing growth of live entertainment in NZ is important to TEG, and Eden Park's capacity to accommodate more major concert Tours is an essential ingredient for that growth. TEG supports an increased Resource Consent to 12 shows and six Artists in a calendar year for the benefit of the industry and the broader Auckland economy.

If there is any further support we can provide, please let me know at any time and we will happily to do so.

Yours sincerely



Geoff Jones  
Group CEO, TEG

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