



Karangahape Road Business Association – Lions Tour Leverage Proposal



1. Introduction

Karangahape Road is the creative fringe of Auckland’s city centre. This edgy part of town (affectionately known as “K’Road” by locals) is home to a colourful history, heritage buildings, a thriving nightlife and fantastic eateries. Offering a variety of leisure spaces and activities, this is one area of Auckland that visitors need to put on their to-do list!

K’Road is the home to a thriving vibrant nightlife scene and is a fringy, creative day time café and shopping precinct. Being on an arterial route towards venues for the Lions tour, K’Road is perfectly positioned to support the tourists as they travel to and from the venues.

2. Description of activities

During the 2017 Lions tour K’Road will produce a series of brochures to help guide tourists through the strip, focusing on culinary highlights, nightlife, and shopping.

We are also encouraging KBA members to display paraphernalia welcoming visitors and guests, world flags and Lions Tour advertising.

3. Location

The focus of these brochures are to bring Lions tour visitors to the K’Road precinct and engaging with local businesses. We believe that exploring this part of the city will be a highlight for supporters. Our brochures will be distributed around the central city and offer a focal point to a day or evening in this part of town all the way from Grafton Bridge, past St Kevin’s arcade, over Te Ara I Whiti/The Light Path and up to the top of Ponsonby Road.



4. Target Audience, Objectives, Request for funding

This request for funding is focused on destination marketing strategies, enabling tourists to explore everything the Karangahape Road area has to offer. We want to welcome guests, their whānau and friends to the most fabulous part of Auckland, And we need your help!

We are requesting funds to cover:

- Design, production, and distribution costs of promotional material that will be distributed in stores, cafes, restaurants, and other sites across Auckland, as well as across our digital platforms.

This material is specifically aimed at promoting two areas of the precinct that is likely to be of particular interest to Lions Tour tourists

- K’Road by Day
- K’Road by Night

K’Road business association will match the contribution of the Waitamata Local Board by 50%, contributing overhead and administration costs and time over the course of these events.

7. Indicative budget.

Item	Cost
Development, printing and distribution of new destination marketing material.	\$2750
Distribution	\$1000
Total	\$3750