



Next Event Press Release

Douglas Webber Group

December 2011

Issue 6

Proposed Tour Dates:

Taupo 26th December—
6th February

Undecided Locations

24th March – 22nd April

16th June – 15th July

15th September – 14th
October

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Ice Skating Rink in a Town Near You

After the successful USA vs Canada Ice Hockey series this winter, New Zealand became the home of a brand new portable ice skating rink which since been split in two, and been traveling the country offering an ice skating experience in cities which don't already have a rink of their own.

In September & October this year, the rinks were transported to Wellington and Hamilton for 6 weeks of ice skating in the cities CBDs; Garden Place in Hamilton and under the sails on Wellington Waterfront were the chosen locations. The rinks are owned by Netherlands based company, Ice World International (IWI), and installed and managed by Christchurch based events company, Douglas Webber Group (DWG), with the support of local council who were keen to enhance the areas.



The rinks measure 35 x 15 metres, but can be assembled in different dimensions due to their modular design according to their manufacturers at IWI. They have been installed with an open-air feel to maintain a traditional outdoor skating atmosphere such as that of New York's Central Park. The brand new equipment includes 1,000 pairs of skates and is presented with the city landscape a priority, drawing thousands of additional visitors to local businesses over the period. Music completes the experience, making ice skating the perfect occasion for adults, children, school groups, corporates, locals and tourists alike.

The popularity of ice skating exceeded the expectations of all the stakeholders during the first of what is now a planned regular event, with 33,396 visiting Wellington and 19,462 in Hamilton. DWG is now planning a nationwide tour beginning in Taupo this Christmas, then followed by 6 more towns/cities throughout 2012. Those locations remain unconfirmed, with DWG only in the early stages of discussions with councils in an effort to rally local support.

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