

Get the low-down on the Rugby World Cup

AUCKLAND, NEW ZEALAND: World Cup visitors can now get their very own digital guide to the local 'hood' thanks to a new city guide, compiled by a Who's Who of fashion, food, art, shopping and fun in downtown Auckland.



(Image: Wikimedia Commons)

The *Insiders' Guide to Downtown Auckland* enables out-of-town visitors, rugby fans and their travelling companions to experience the locals' favourite haunts and hideaways and enjoy what central Auckland has to offer beyond the rugby field.

The guide is available now in digital format as a FREE downloadable iPhone, iPad, Android App, or online eBook. For the less tech-savvy it will also be available in a pocket-sized collector's booklet in late August, when thousands of rugby fans from all over the world and New Zealand descend on Auckland.

The easy-to-use app is designed to make it effortless for overseas visitors and out-of-towners to navigate to and from inner city hotspots - without incurring unwanted roaming charges.

Food, glorious food...

Users can search or 'explore' for content by 'map view' or by 'neighbourhoods' and find Insiders picks, tips and hidden city secrets. The app features more than 400 references, and detailed maps covering six must-visit downtown Auckland neighbourhoods.

The Insiders - foodie Ray McVinnie, architect Nat Cheshire, photographer Karen Inderbitzen-Waller, stylist Atip Wananaruks, arts critic Hamish Keith and hospitality expert Poi Eruera - offer their picks and secrets of their favourite bars, cafes, designer boutiques, art galleries and local restaurants and eateries.

Heart of the City CEO Alex Swney says the inner city area hosts a great mix of experiences that are often 'off the beaten track' and wants visitors to explore more than just Queen Street and the Queens Wharf fan zone.



(Image: Wikimedia Commons)

"The *Insiders' Guide to Downtown Auckland* concept is based on the principle that often the best things you experience in an unfamiliar city are those that have been recommended to you by someone who lives locally," he says.

"To make things easier for out-of-towners, the guide divides the CBD into six districts - each with its own unique flavour - and spills the 'what's hot' secrets of the locals who know this city like the back of their hand."

'Excuse me, but where the hell am I?'

Alex Swney believes the guide will be a useful navigation and social tool for international and domestic visitors and locals alike.

"Come Rugby World Cup time, all Aucklanders will be asked to play tour guide at some point. Now there's a handy prompt to help visiting friends, family or strangers make the most out of their stay - and Aucklanders might even learn some new secrets themselves."

Visiting fans can now download the free App by going to www.biglittlecity.co.nz/InsidersGuide. Once downloaded, the App



(Image: Wikimedia Commons)

To find out more, or to download the Insiders' Guide to Downtown Auckland App, go to www.biglittlecity.co.nz/InsidersGuide/.

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