

EST. 1998

• NIGHT •
NOODLE
• MARKETS •
夜面市场



Fairfax Media brought a taste of Hong Kong and Singapore to New Zealand
with Asian inspired food vendors, licensed bars and entertainment

375,000

Kiwis came to the Night
Noodle Markets

130,000

Auckland set the record
with 130,000 punters!

\$3 Million

Generated in Revenue
(double the target)

70%

Increase in Brand Awareness for
Tiger Beer and Singapore Airlines

