

## Fly Houston - Auckland direct with Continental Airlines



**Continental Airlines has unveiled exciting new plans to begin direct flights into Auckland Airport from Houston, Texas. The non-stop flights will commence on November 16, 2011 (subject to government approval), and will be the longest flights out of Continental's Houston hub, covering a distance of approximately 7,400 miles.**

The route will be serviced by Continental's new Boeing 787 Dreamliner fleet, which is due to be delivered in August 2011. Continental is the first airline to announce specific initial route plans for its 787 fleet.

Greg Hart, VP-Network Strategy for Continental says Auckland Airport played an integral part in the decision to fly direct to New Zealand.

"We would like to acknowledge the work of Auckland Airport in building a strong business case for this route, introducing Continental to the right Kiwi market partners

and ultimately proving the New Zealand route is viable for us."

Auckland Airport's chief executive, Simon Moutter believes the new routes will open up exciting new US market opportunities.

"We are especially pleased that Continental has chosen Auckland as a world-first dedicated route for the brand new 787 aircraft," he says. "Houston is a central American hub that offers access to a wide range of North American destinations that we think will prove extremely attractive to travellers."

The George Bush Intercontinental airport in Houston is the busiest of Continental Airline's three domestic hubs in the US, with more than 663 daily departures from Houston to 167 non-stop destinations throughout the world. Houston is the fourth largest city in the US.

Continental will begin taking reservations and selling tickets on the new route later this year.

## GST rise

**A rise in GST from 12.5 per cent to 15 per cent means travellers shopping at Auckland Airport duty free stores will enjoy even cheaper prices compared to the local market. However, the actual impact remains to be seen, duty free representatives say.**

DFS managing director Craig McKenna says any increase in savings proposition for the travelling consumer is obviously a benefit. "This is a value-driven market and therefore the GST increase will further

improve the savings available," McKenna says. "However there are several other factors which also impact the buying behavior of the customer. Time will tell as to the impact of this."

JR Duty Free chairman Garry Stock agrees that the change in GST is likely to influence people to buy duty free and the quantity they buy. "The alert New Zealand traveller should realise there is an incremental benefit to shopping at duty free at Auckland Airport but how material that benefit will be, in terms of increased sales, is difficult to gauge," he says.

## In this issue

- Fly direct to Houston on Continental Airlines
- TRENZ2010
- Book your car park online
- Meet Cargo Central

## Airport attracts Chinese charters

**Next year's Chinese New Year celebrations will be marked with the addition of some exciting new charter flights into Auckland Airport from the city of Guangzhou in China.**

The charter flights, the first-ever direct service from the region to New Zealand, will be provided with a VIP Programme organised by the airport to encourage charter flights. This includes a water arch over the arriving aircraft and a Maori welcome among other special services.

The airport has been working to develop opportunities within the Asian market and the charter flights from China are an excellent example of the continuing opportunities for Auckland and New Zealand tourism. "We hope these charter flights will be the first of many between China and New Zealand," says Auckland Airport Aviation Analyst Helen Li.



# Book a park at the airport online and save up to 50%\*

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Park your car online at [www.aucklandairport.co.nz](http://www.aucklandairport.co.nz)

\*Conditions apply

**P** Parking online.



## Parking at the airport is now easier with a new online system that gives customers more choice and great offers

The Auckland Airport's commercial manager for transport Mark Croudace says people parking at the airport can go to [www.aucklandairport.co.nz](http://www.aucklandairport.co.nz) and enter their travel dates and times on a quick quote calculator to be presented with a range of options. After choosing their preferred option, they can pay using a credit card. The payment process is completely secure. A confirmation is emailed to the customer

confirming the reservation details and the parking spot is guaranteed.

On arrival at the carpark, the customer can use their credit card to enter and exit the car park. "It's an easy and seamless process," Croudace says.

Some great deals are being offered for the launch of the new online booking service including up to 50% saving on drive up rates. For example a customer could park right at the terminal for \$49 for seven days or \$39 for the whole weekend, depending on availability at time of booking.

## Edging out the competition



### The benefits of having a business sited at Auckland Airport will now be emphasised on six new billboards appealing to potential tenants.

Auckland Airport property business development manager Sean Thompson has described the new billboards, positioned along George Bolt Memorial Drive, as "edgy". He says the billboards have a message that is unique to the airport so maximising their

potential to capture interest was the goal in the design.

"Instead of a standard 'for lease' billboard, we have gone for something a bit different that tells the story of being at the airport," Thompson says.

The billboards, part of Auckland Airport's new property precinct plan, are expected to attract new tenants and highlight the advantages of the location.

## The rule book

### A user-friendly guide has been produced to help tourism operators understand the law related to promotion around the Rugby World Cup 2011.

It will answer many potential questions, and help tourism operators and retailers understand their rights and obligations under New Zealand law. For example, did you know it is illegal to suggest an association exists between the RWC 2011 and goods or services, a brand, or a

person unless an exemption applies under the Major Events Management Act 2007?

The guide has examples of the things business can and cannot do related to merchandise, websites, tours, accommodation, advertising and promotion, bars and restaurants and more.

The guide can be downloaded at [rugbyworldcup.com](http://rugbyworldcup.com)



## Guy selects Auckland Airport

A regular visitor to Auckland Airport is Guy King of Select Tours, a high-end tour company that personally escorts visitors throughout Auckland and New Zealand.

King, who has been a guide and tour operator for over ten years, often takes care of all the travel arrangements for his clients, from accommodation, itinerary and, of course, pick-ups at the airport. He says that for his company to give the very best impression of New Zealand to the clients they deal with, he relies on the help of the operations staff at the airport.

"Because we're often out at the airport picking up our clients, we come into contact with the operational side of the airport on a regular basis," he says. "I want people to know how much we appreciate the assistance they give us - their service is impeccable. We couldn't do the job we do without the wonderful support of the Auckland Airport staff."



## Child heaven



Little Marlene Englert got stuck in a game machine full of toys outside Timeout in Auckland Airport's domestic terminal in early May. Usually people put money in the machine and maneuver a "grabber arm" to win a toy. Marlene climbed up the chute through which the toys are usually delivered. Her parents handled the situation well, entertaining her through the glass before an engineer arrived to unscrew a panel in the machine and free her.

# Cargo Central makeover complete



**A huge mural depicting a plane with its nose open revealing its cavernous cargo area is now complete on the recently named Cargo Central building at Auckland Airport.**

The painting has taken about 17 days over three weeks to complete. Mural artist, Paulus McKinnon, says this is the largest work he has ever done. Because of the mural's size he often had to run back some distance to see it in perspective. The contrast in colours also had to be increased so the image could still be clearly defined from a distance.

"Due to its size it was a big challenge to get the image up there and looking as close to the original as possible. It's been an enjoyable project to work on and it's nice to work on something of such a large scale," McKinnon says.

Feedback received about the mural has been tremendous. "The mural has made a huge difference," say asset manager Andrew Ling.

Along with the new mural, the entire Cargo Central building has been given a makeover with a lick of fresh paint and new carpets in common areas making it far more attractive.

Ling says the building is an incubator for small businesses. It offers small, affordable office and warehouse spaces and many have grown and moved on to bigger premises after starting at Cargo Central. Office spaces are between 35m<sup>2</sup> and 600m<sup>2</sup>, while the warehousing is from 167m<sup>2</sup> to 850m<sup>2</sup>.

Cargo Central received its name after a competition to find an identity for the airport freight centre. Lucy Thomas was the lucky winner of \$100 for the name.

# Keeping our air clean

**Have you noticed that the air in the check-in area of the international terminal is clearer and fresher?**

Auckland Airport, in conjunction with Steril-Aire and EconAir, has installed a trial ultraviolet (UV) sterilisation system into an air-handling unit. The unit began operating on May 11 and the trial will last for two months.

The system shines UV light on internal mechanisms keeping them free of dirt and mould. This enables the system to run efficiently, reducing energy and maintenance costs, and improving indoor air quality.

The technology is new to New Zealand airports but is widely used in sterile applications such as hospitals and laboratories. The installation is just one recommendation, from a detailed energy audit undertaken in 2009, being implemented by Auckland Airport over the next eighteen months.

"This is a real win-win for Auckland Airport, reduced energy costs, reduced carbon footprint and improved air quality for our passengers and tenants," says sustainability advisor Martin Fryer.

After the initial trial, the technology will be rolled out across the entire international terminal.



# The latest TRENZ in tourism

**Being present at TRENZ 2010, which took place over four days from May 24 to 27, offered Auckland Airport an amazing opportunity to meet with overseas buyers to grow passenger numbers coming to New Zealand.**



Auckland Airport route development manager Matthew Findlay says Auckland Airport met with about 30 different buyers from countries including Japan, Philippines, India, Malaysia and Thailand.

This is the third year Auckland Airport has been involved with TRENZ, and this year it was a platinum sponsor of the event. "The main thing we are looking for with buyers is their distribution strength and their particular markets," Findlay says. "We want to know how many retail offices they have, their ability to reach a broad domestic market in their home country and their ability to sell to potential customers."

Each exhibitor had a series of 15-minute business appointments where they negotiated agreements and built relationships with buyers in the international market. The number of exhibitors at TRENZ 2010 is capped at about 270 to ensure only the best New Zealand tourism has to offer is available.



**24.5%**

**The percentage increase in Korean arrivals in April 2010 compared with April 2009.**

# News & Advertising in the Airport Times

We love hearing about what is happening around and about the airport. If you wish to advertise or have a story to share email [airporttimes@akl-airport.co.nz](mailto:airporttimes@akl-airport.co.nz). Deadline: 25th of the month

# \$30 million budget booster



**A \$30 million boost in funding, announced in the Government's 2010 budget, is a vote of confidence that the tourism industry will continue to contribute towards economic improvement in New Zealand.**

Most of the money – \$25 million – will be spent on international marketing. The remainder is for joint venture initiatives.

Prime Minister John Key urged the industry to invest the money in “high-value visitors who require a high-quality experience while in New Zealand”.

Totally Tourism managing director Mark Quickfall says the additional funding opens the way to reach emerging markets and find innovative ways for delivering New Zealand's message.

According to Tourism Industry Association chief executive Tim Cossar, the additional funding is for one year. “We will be looking to maximise every dollar the Government is spending to benefit the New Zealand public,” he says.

## Firefighters at the top

**Twenty-five kilograms of equipment, 1103 steps and buckets of money – Auckland Airport Rescue Fire raised close to \$20,000 for the Leukemia and Blood Foundation after climbing to the top of Auckland's Sky Tower as part of the annual Firefighter Sky Tower Challenge. The total amount raised by all contributors was a record \$193,000.**



Top performers in the Auckland Airport Rescue Fire team were Josh Nicholls who was the first team member to reach the top and ninth overall with a time of 11 minutes and seven seconds. Stuart Graham, who

came second in the masters' category (over 40 years), was close behind with a time of 11 minutes and 58 seconds.

Sustainability advisor Martin Fryer took the once-in-a-lifetime opportunity to participate after being invited to join the special squad chosen by sponsors. His finishing time was 12 minutes and 18 seconds.

“I go running so I have a reasonable level of fitness but by the time you get up to those last few flights, it feels like there is not enough oxygen in the air to get you there,” Martin says. “At the top you are too exhausted to enjoy the moment. You are handed an isotonic drink and all you can do is sit there and gasp for breath for a while to recover. I came out with a total respect for the firefighters doing it wearing full kit. You just can't imagine how difficult it is until you have done it yourself.”

Auckland Airport chief operating officer – aeronautical, Tony Gollin, competed in full firefighting gear and achieved a time of 21 minutes and eight seconds.

Event organiser Tony Scott says he is very proud of all the Auckland Airport firefighters who participated. “Thanks to the airport company for support with the fundraising campaign and for sponsoring the event,” he says.



## Keeping safe

### With the Auckland Airport Police

**Take about 500 teenage girls, add Canadian pop sensation Justin Bieber and you have a recipe for potential chaos. However, Auckland Airport police and other airport security agencies handled the superstar's arrival with practiced ease.**

Bieber's concert in Sydney had been shut down because people were injured when the crowd rushed at the stage so Auckland Airport police senior sergeant and acting officer in charge Graeme Fleming says quick decisions had to be made about whether or not to allow fans to see Bieber when he arrived in New Zealand. “He obviously wanted to see his fans,” Fleming says. “He came out escorted by police and was then taken away. The crowds were satisfied and we were satisfied.”

Overall, the teamwork by Landside operations, Skygate Security, Counties Manukau Area police and Airport Police produced a good result for the airport and Bieber's fans.

**4.1%**

The percentage that international arrivals increased for the year ended March 2010 compared to the same time last year. The total number of international arrivals was 2,499,102.

**7.9%**

The percentage increase for domestic passenger numbers in April 2010 compared with April 2009.

