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Sky high visitor ambitions unveiled

The airport is predicting up to 5.2 million annual international visitors by 2025, an ambition to meet the tourism industry's growth challenge.

Ambition 2025, a publication just released by Auckland Airport, sets out a range of predictions and insights for 18 inbound markets. It is part of the airport's strategic growth framework and supports the tourism industry's goal of achieving a 6% annual growth in New Zealand's international tourism by 2025.

Adrian Littlewood, Auckland Airport's chief executive, says, "Auckland Airport predicts

annual international visitor arrivals growth could be between 3.6% and 5.5%, therefore the tourism industry goal of 6% year-on-year growth in value to 2025 is very much achievable."

While competition will be strong, the strategy predicts New Zealand tourism's best growth opportunities for international visitors lie in Australasia, Asia, and the Americas.

"Australia will always be a key market to New Zealand because of its proximity. Within Asia, China remains the stand-out prospect for growing tourism. While the USA remains the important key market in the Americas, the emerging prospects of South America cannot be ignored," says Adrian.

Predictions to 2025:

- Annual international visitor growth of between 3.6% and 5.5%.
- 4.2 million to 5.2 million international visitors.
- Worth \$19.1 billion to the tourism industry.



www.ambition2025.co.nz

Government funding to drive Chinese tourism



The Ministry of Business Innovation and Employment (MBIE) has confirmed that Auckland Airport will receive funding for its retail and tourism 'cluster' project aimed at accelerating high value tourism growth out of China.

The airport is one of six recipients of MBIE's Tourism Growth Partnership Fund, which has been set up to lift New Zealand's export performance.

Jason Delamore, Auckland Airport's general manager of marketing and communications, says the airport will receive \$1.11 million from the fund, and invest up to \$1.75 million into the project itself.

"This cluster project is set to promote New Zealand's high-end holiday activities, with a focus on our premium food and wine experiences which our research indicates is important to Chinese travellers," says Jason.

"We will begin in the high-value Guangdong region of China and will start by ensuring a stronger, in-market sales presence.

As we learn about what techniques are most effective we can extend our reach into other regions of China."

"We will also be concentrating on a cluster approach by bringing together New Zealand tourism operators, travel sellers and New Zealand product retailers in Guangdong. This will be done through a new website, enabling people to easily buy premium New Zealand products in China."

"We are already experiencing very impressive growth from the Chinese market with total Chinese visitor arrivals for the 12 months to March 2014 up 14 per cent when compared to the same period the year before," says Jason. "We believe our cluster project will build on this growth and help us reach toward our Ambition 2025 aspiration of over 890,000 Chinese visitor arrivals by 2025, as well as our goal to become the number one gateway and destination in Australasia for Chinese holiday arrivals."

www.med.govt.nz

Attracting Asia top of the agenda



| Adrian Littlewood, Chief Executive Auckland Airport

It was a big month for New Zealand tourism. The airport's annual one-day Asia Summit was held at the Pullman Hotel Auckland just a few days before the TRENZ tourism conference.

Local tourism industry representatives attended the Asia Summit to find out what makes our country an attractive destination for Asian travelling customers.

Following the airport's unveiling of new international visitor ambitions in its Ambition 2025 strategy, the Summit then focused on exploring new and innovative ways to target 'High Opportunity Target markets and Actions (HOTA)', which includes China, Indonesia and India.

There were panel discussions on traditional vs. alternative marketing approaches to Asian markets and what success looks like in China. New to the Summit programme were topics up for debate. They were 'For Japanese and Korean markets, New Zealand needs to focus on a growth strategy' and 'India as a preferred target market over Indonesia'.

International speakers included Peter Colahan, who is known as "Mr India" because of his involvement in establishing several group tour agencies and an Indian visa company.

Air New Zealand's Asia General Manager Sandeep Bahl also spoke along with tourism industry expert Dr. Pawel Grochowiec, media commentator Fran O'Sullivan, Shambueel Eaqub from NZIER and NZ's Mr. Facebook on how to market and sell in Asia.

Glenn Wedlock, Auckland Airport's senior advisor strategy and markets, says the Summit is part of the Airport's 'Faster, Higher, Stronger' business strategy to increase New Zealand's share from high growth markets.

For more information on the Summit visit www.ambition2025.co.nz

Auckland Airport serves up HOT market specialists to support NZ tourism



Over 300 New Zealand tourism exhibitors had the opportunity to showcase their unique offering to over 260 international travel buyers at New Zealand's annual international travel conference TRENZ.

In addition to the expansive exhibition hall at The Cloud, business focused express meetings were held at the TRENZ conference, to enable exhibitors and buyers to reconnect and build new business relationships. Auckland Airport was one of the main sponsors of the event and as part of this hosted the Auckland Airport Breakfast Speaker Series that served up a smorgasbord of industry specialists.

Charles Spillane, Auckland Airport's general manager corporate affairs and acting general manager aeronautical commercial, says the Auckland Airport Breakfast Speaker Series provided the opportunity for participants to learn more about the direction of New Zealand tourism, trends and market intelligence.

"We gathered a fantastic line-up of speakers for our Breakfast Speaker Series," says Charles. "With a focus on High Opportunity Targets and Actions (HOTA), our speakers delivered valuable insights into how participants can capitalise on opportunities within the New Zealand tourism market to help grow their businesses."

Speakers at the Auckland Airport Speaker Series included Graham Hills from travel metasearch engine 'Wego' and Vaughn Davis from Auckland advertising and social media company 'The Goat Farm', who spoke of how social media can benefit tourism businesses. Cameron Bagrie, Chief Economist of ANZ New Zealand, discussed forecasting of the New Zealand economy and Trevor Lee and Lilly Choi-Lee from TravConsult, gave useful insight into how to better understand and develop key Asian markets.

For more information about the conference go to visit www.trenz.co.nz

Sights set on being top Chinese holiday market in Australasia

Auckland Airport has outlined an ambitious goal to become the number one gateway and destination in Australasia for Chinese holiday arrivals.

While Auckland is currently second in Australasia only to Sydney for Chinese holiday visitor arrivals, the airport is working on a number of actions to be number one.

One initiative soon to begin includes increased promotion of premium holiday activities throughout Auckland and New Zealand, harnessing the attractiveness of all of New Zealand as a destination. These promotions will be targeted at high-value Chinese travellers who are increasingly interested in luxury travel.

Charles Spillane, Auckland Airport's acting general manager aeronautical commercial says, "As the hub airport for New Zealand, we are in a unique position to help the country to capitalise on the huge growth



prospect that the Chinese holiday market represents."

"Over the last year, we have already implemented a number of initiatives to attract more Chinese visitors to New Zealand, which have all helped to provide an additional 76,000 seats directly into the fast growing Chinese market in 2014 when compared to 2013.

"We now want to continue to build on this impetus and reach toward our Ambition 2025 aspiration of 893,000 Chinese visitors to New Zealand by 2025 and also to accomplish our goal of seeing Auckland become the number one gateway and destination in Australasia for Chinese holiday arrivals."

Double daily flights to China

China Southern Airlines has announced that it will increase its 2014/2015 summer peak season flights on the Guangzhou-Auckland route from 10 to 14 per week.



The double daily flights will operate from 26 October 2014 to 29 March 2015 using a Boeing 787 Dreamliner aircraft. The airport welcomed the announcement and forecasts this will add 40,000 seats, and inject \$43 million into the New Zealand economy.

Charles Spillane, Auckland Airport's acting general manager aeronautical commercial, says the increase in flights connecting China with New Zealand is great news.

"China is rapidly becoming one of New Zealand's top visitor markets and China Southern Airlines has recognised this. China Southern started flying the Guangzhou-Auckland route in April 2011 with just three services per week."

Mike Ma, China Southern Airlines' general manager New Zealand, says, "We have seen significant growth in New Zealand transit visitors via Guangzhou over the last three years. Our newly launched Guangzhou to New York and Frankfurt services will add even more travel options for our New Zealand passengers and that will further support the performance of the Guangzhou-Auckland route."

www.csair.com/en

Stamping out carbon emissions



Auckland Airport joins the world's first internationally accredited greenhouse gas certification programme in its drive to further reduce its carbon footprint.

Auckland Airport has joined the Certified Emissions Measurement And Reduction Scheme (CEMARS) after having its carbon footprint independently measured and audited for the first time.

CEMARS has been developed for large emitting industries, like the transport industry, where offsetting is not a viable option. It provides the tools and guidance for organisations to accurately measure their greenhouse gas emissions, put in place plans to reduce them and have both of these steps independently certified.

Martin Fryer, Auckland Airport's sustainability and environmental manager says, that a CEMARS certification is another proactive step in the airport's vigilant energy efficiency strategy.

"It enables us to continue to reduce our impact on the global climate with the highest level of credibility and integrity, and at the same time provide assurance to our customers and business partners that our carbon footprint claims are valid."

Auckland Airport joins 1140 other CEMARS-certified companies including New Zealand based GE, Meridian Energy, Toyota, Villa Maria, and BMW.

www.cemars.co.nz

Airport awarded for safety rating

The airport has been presented with an award for achieving the highest industry rating for risk management.

During a recent trip, FM Global, international insurer for the aeronautical industry, presented Auckland Airport with an award for reaching the risk protection rating of "Highly Protected Risk" (HPR).

FM Global define HPR as "a location where all reasonable physical and human element loss prevention measures have been implemented to protect buildings, equipment and contents from all losses, including those caused by natural hazards."

Roy Robertson compliance and quality assurance manager commented that the award represents several years of hard work by the airport's aeronautical team.

"Lifting the fire protection and risk management rating has required a huge team effort. Special mention to the engineering support services team members Geoff Alley, John Dooley and Martin Todd."



Charles Spillane, Auckland Airport's general manager of corporate affairs, presents the award to Roy Robertson, Auckland Airport's compliance and quality assurance manager.



17.5%

The increase in visitors from Australia for April 2014 compared to last year.



Fond farewells, warm welcomes



Over the last few months, Auckland Airport has been running a Fond Farewells, Warm Welcomes competition.

Hundreds of people posted photos and videos to the airport website, bidding goodbye or welcoming loved ones home. There was \$25,000 worth of travel gift cards won, thanks to House of Travel.

The grand prize winner, Rebecca Sullivan won \$10,000 for the photos of her two children running up to their grandparents as they came through arrivals.

Rebecca said it was very sad to say goodbye when her husband's parents went back to England. Winning the grand prize means they can now take their children on a trip of a lifetime.

"We didn't know when we would see them again, so when we found out that we had won, we promptly booked a trip to England to be there for 'Nana Joyce's' birthday. The kids are so excited."

For more special moments go to www.aucklandairport.co.nz/moments



Dr Christine Macintosh dressed in a onesie for the safe sleep day in December holding a pepi-pod.

Bikes and baby beds help settle new arrivals

The 12 Days of Christmas project, funded by Auckland Airport and the travelling public, supports 12 local charities every year. We caught up with two recipients who each received a cheque for \$10,000 on Christmas Eve last year.

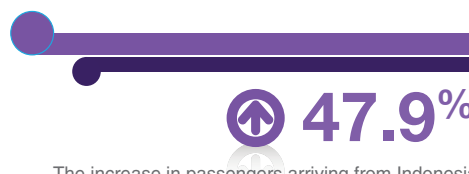
The Recycling Bikes for Refugees project gifts bikes to arriving refugees who require transport when they arrive in New Zealand. Since the project started in 2011, volunteers have recycled 500 bikes. Project organiser and administration manager Diana Swarbrick says thanks to the airport's donation they can look forward to buying brand new bikes.

"We intend to use the money to purchase brand new bikes and equipment including, helmets, high visibility vests and locks."

Adrian Trenholme, paediatrician at Kidz First Hospital and Middlemore Foundation spokesperson said that since receiving their grant, they have gifted 100 pepi-pods to new parents in Counties Manukau and are making plans to continue to support families in this way.

"We have been able to provide a small koha for Maori weavers involved in the production of Wahakura, a safe sleep device made from flax. At the Northern regional Hui held on 7 May in South Auckland, we discussed the ongoing availability of pepi-pods and wahakura in the region."

A pepi-pod (baby-pod) is a small, baby bed that is designed to enable parents to safely bed-share and prevent infant suffocation. General manager of corporate affairs Charles Spillane said: "We feel privileged to be able to support these two great causes and help families within our local community."



The only way is up

Celebrating its 10 year anniversary, the Sky Tower Stair Climb Challenge reaches new heights.



More than 700 firefighters, from 181 brigades climbed the Auckland Sky Tower's 1,103 stairs at the annual event on 17 May. Wearing full firefighting kit that weighs up to 25kg, Josh Harrison from Otara Station set a new record, reaching the top in 8 minutes and 36 seconds.

Crews dedicated hundreds of hours to fundraising. Their goal was to raise \$1 million for the charity that supports families living with blood cancers. So far nearly \$900,000 has been raised, a record for the event.

Auckland Airport firefighter and event organiser Tony Scott, who personally raised \$23,500, says the meter is still running.

"We have been blown away with the effort that everyone has gone to. Donations are still coming in and we are creeping closer to our goal."

Pru Etcheverry, CEO of Leukaemia & Blood Cancer New Zealand, says the generosity of New Zealand firefighters has been incredible.

"I want to thank all the firefighters who sacrificed their time and put their bodies on the line to support our patients," says Pru.

Auckland Airport is a major event sponsor. Marketing manager Bridget Spraggon (pictured) completed the climb in 16 minutes and 51 seconds. Bridget said to fundraise she reached out to her friends and family through social media.

"It was the hardest 16 minutes of my life, but it was worth it. I have raised over \$1,400 and donations are still coming in."