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Airport aims for tourism growth



As buyers and exhibitors for TRENZ – New Zealand’s biggest annual international tourism event – gathered in Queenstown, Auckland Airport outlined ambitions to help grow visitor numbers to New Zealand to more than 3.5 million and their visitor spend to \$8.5 billion by 2020.

Under the title “Ambition 2020”, airport CEO Simon Moutter says the airport is working with its airline customers to attract more flights on more routes from key source travel markets, as well as working with the industry to attract a more valuable mix of visitors.

“This accelerated growth in value is not only good for our business, it is crucial to the entire tourism and trade sector and the New Zealand economy.”

Glenn Wedlock, Auckland Airport general manager aeronautical commercial, points to Asia as the market with the largest growth potential, both in visitor arrivals and the amount they will spend when they’re here.

He points out that while China is a vital growth market, the rapidly growing ASEAN markets such as Indonesia, Malaysia, Thailand and Singapore are also important, and traditional markets such as Japan and Korea are rebounding well.

The main contributing markets to the “Ambition 2020” \$8.5 billion target are; Asia (potentially worth \$2.9b), Australia (\$2.35b), North America (\$800m), the UK (\$690m) and Germany (\$290m).

Indonesia: a rapidly emerging market

Auckland Airport analysis forecasts that Indonesia will be one of the fastest-growing

tourism markets by 2020 and experts say New Zealand needs to get ready.

Trevor Lee of TravConsult, specialists in international customer service and tourism development, told TRENZ delegates at the Auckland Airport International Speaker Series that Indonesia’s outbound traveller is sophisticated and experienced.

“My advice would be for New Zealand to get much savvier about emerging markets in ASEAN and to better understand what makes them tick and their many cultural differences.”

In recognition of this the airport has launched a new luxury website and social media activity targeting Indonesians interested in travelling to premium destinations.



www.luxurynz.co.id, www.facebook.com/luxurynz.indonesia and @LuxuryNZ_ID have been created to engage and influence affluent Indonesians by showcasing the very best New Zealand has to offer.

Complementing this, Indonesian celebrity chef Farah Quinn (pictured) toured New Zealand during TRENZ in a bid to use her massive popularity and social media following at home to spread the message that New Zealand is a must-see luxury destination.

Attracting a new type of Chinese traveller

New Zealand also needs to reinforce its position as a luxury destination in order to capture a new generation of affluent Chinese tourists.

Speaking at TRENZ as part of the Auckland Airport International Speaker Series, Pierre Gervois (pictured below), a leading expert in Chinese outbound tourism, said the Chinese love to travel and they have unlimited holiday options to choose from.



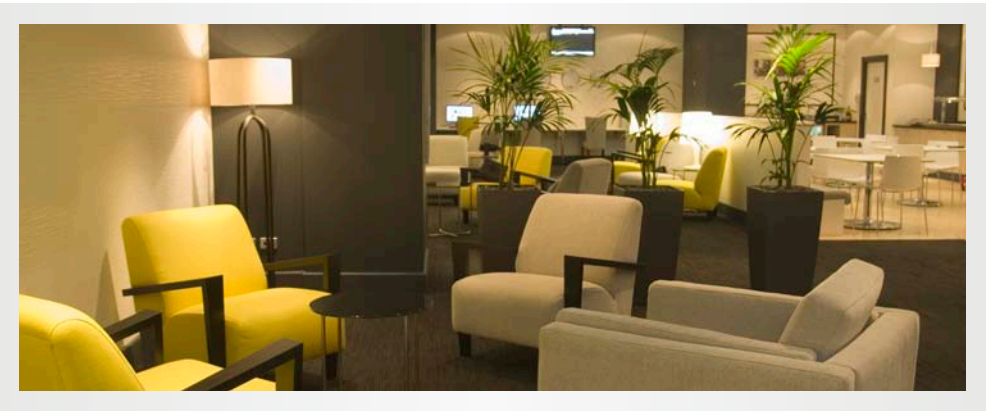
“To compete, New Zealand needs to be less shy about marketing its premium offer and dare to sell to this affluent audience. The super wealthy in China would only consider a minimum US\$50,000 a week holiday package or it’s not of the right value for them.”

Auckland Airport and Pierre’s company China Elite Focus have developed Luxury New Zealand, a highly targeted initiative designed to reach Chinese travellers interested in New Zealand and luxury travel.

It relies heavily on social media, and feedback since the launch in May 2011 has been positive.

Head to www.aucklandairport.co.nz to read the full press release for this and other initiatives.

Airport lounge named the best



Auckland Airport’s new luxury lounge was named “Best 3rd Party Lounge” at the Malaysian Airlines Customers Experience Awards, held in Kuala Lumpur.

The Emperor Lounge was awarded the title based on an international survey conducted by Malaysian Airlines, customer feedback and independent assessments of all their third party lounges around the world.

In October 2011, the Emperor Lounge initially opened to host Malaysia Airlines’ premium customers; supporting Malaysia Airlines’ brand aspiration of “Malaysian Hospitality” by delivering a high quality lounge experience on the airline’s behalf.

The Emperor Lounge then launched publicly in January 2012, becoming New Zealand’s first premium lounge facility catering for all international passengers regardless of the airline they are flying with.

The fully inclusive lounge menu has been

specifically developed to suit both halal and non-halal dietary requirements, and is just part of the overall premium offer which includes complimentary beverages, free Wi-Fi access, shower packs and relaxing surroundings close to the airport’s award winning retail space.

The Emperor Lounge complements a number of existing airline-operated lounges located at Auckland, providing greater choice for partner airlines and passengers.

Glenn Wedlock, general manager aeronautical commercial says meeting the high standards required of a five-star airline is a significant achievement.

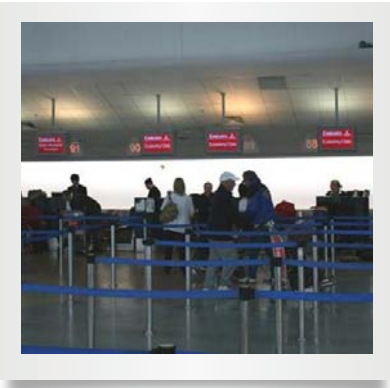
“Our objective is to ensure the guests of our airline customers are getting a great service.”

For more information on the Emperor Lounge or to pre-book from only \$49 per person, go to www.aucklandairport.co.nz.

Turning on the lights

A new kind of light is landing at Auckland Airport’s departures area, saving energy at the same time as creating a much-improved environment for staff and customers.

Over the next six weeks every light fitting in the area – from the baggage conveyor to the check-in desks, queuing area and concourse – will be replaced with energy efficient LED.



The new fittings will reduce glare and create an “always open for business” look and feel for departing passengers.

0800 Save Energy, who are offering the turn-key installation, are also providing an intelligent computer controlled system that will allow remote light level changes on individual fittings. The system also logs on when any of the light fittings fail so maintenance can respond quickly and energy savings will be tracked for the next three years.

Martin Fryer, Sustainability Advisor, is excited about the project. “In this one project we will improve the working environment, reduce energy consumption, improve the passenger experience and visibly demonstrate our commitment to sustainability.”

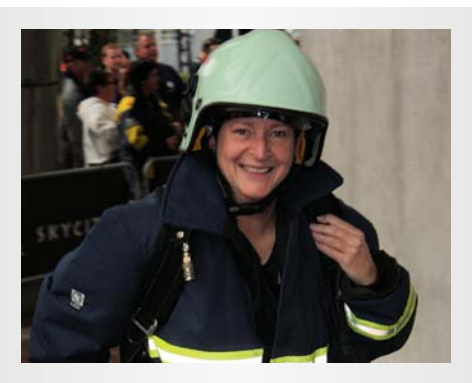
Stair climb raises \$380,000

Racing up 1103 steps is never an easy task, but every year hundreds of hardy souls do just that – most of them wearing a full firefighting kit weighing up to 25kg – to raise money for Leukaemia and Blood Cancer (LBC).

Several staff members from Auckland Airport competed on the day, and the airport is also a major sponsor. The 126 teams of firefighters collectively raised over \$320,000 this year, and the 17 airport firefighters who competed received a special prize for raising \$41,000 of it. The corporate teams raised another \$60,000 on the Friday night before the challenge.

Auckland Airport’s Mary-Anne Powell (pictured) was one of the brave non-firefighters who donned the full firefighting gear to compete in the Squad Seven race. She managed to get to the top in under 27 minutes, proving the worth of months of pre-challenge training on the stairs and escalators.

The firefighters’ team came second in the challenge and the airport’s corporate team – Wayne Nichol, Fiona Wright, Michelle



Hancock, Jan Frazer and Simon O’Leary – made fourth place overall in their race.

A big thank you goes out to everyone who competed as well as anyone who contributed to the funds raised by the airport’s corporate team and those collected by the firefighters while training on Auckland Airport escalators.

The money raised helps LBC continue to support patients and their families after receiving a diagnosis of blood cancer or related condition. The firefighter’s event alone has now raised more than \$1.1 million over the past eight years.



⬆️ 61.8%

The increase in the number of Japanese visitor arrivals at Auckland in April 2012 when compared with April 2011.

Charity auctions raise over \$57,900



Graeme Dingle (left) with Charles Spillane (right).

The Foundation for Youth Development (FYD) received a substantial contribution from Auckland Airport thanks to huge public interest in buying pieces of the airport’s history.

Units from the international terminal’s solari departures board – decommissioned after 30 years of non-stop service – were put up for 100 separate auctions on Trade Me in April and bids from members of the public took the total raised to \$57,913.

The entire amount was given to FYD to help them with their goal of inspiring school age New Zealand children to reach their full potential through programmes such as Kiwi Can, Project K and Stars.

Charles Spillane, Auckland Airport general manager corporate affairs, officially handed

the money over to FYD founder Graeme Dingle in early May. Charles says he’s delighted with the result.

“We knew that the pieces of the solari board would be in high demand, but this result has certainly exceeded our expectations. This has been a win-win situation for everyone – the public having their chance to secure a piece of aviation history, FYD receiving this substantial donation and Auckland Airport supporting a charity that directly benefits youth within our local community.”

The solari board was believed to be the last of its kind in New Zealand and so rare that parts for it ceased being made more than five years ago.

www.fyd.org.nz

Silver for sustainability

Auckland Airport has once again confirmed its status as a leader in the sustainability field after retaining its Silver certification under the EarthCheck global sustainable tourism scheme.

EarthCheck is the key benchmarking, certification and environmental management programme used by the global travel and tourism industry, and the airport has been joined by the architecturally award-winning Novotel Auckland Airport, which achieved Silver status earlier this year.



Airport sustainability adviser Martin Fryer says the fact two companies at the key gateway to New Zealand have achieved certification is a real result for the country’s tourism.

“International visitors can arrive at an airport that is committed to sustainable business practice and walk into the foyer of a 4.5 star airport hotel adopting the same principles.

“This is a fantastic way for visitors to be welcomed into New Zealand.”

Martin says that achieving the certification involves going through an extremely rigorous process that focuses on all areas of airport operations – from carbon emissions to the use of biodegradable chemicals.

“It’s fantastic to receive this ongoing recognition,” Martin says.

“Particularly as we are creating a new, long-term, sustainable business strategy that includes targets of EarthCheck Gold and Platinum certification over the coming five to 10 years.”

www.earthcheck.org

Something smells fantastic

Renowned Kiwi fragrance and bodycare brand Ecoya has chosen Auckland Airport’s international terminal for their first ever retail space.

It will share the 23sqm space with sister company Trilogy, giving passengers the opportunity to take favourite scents such as lotus flower and French pear with them as they take off for foreign ports.

The “fragrance lab” will stock products from small travel candles to life-sized human busts, as well as a multitude of fragrances – a fresh kind of gift for departing Kiwis and visitors who want a memento that is different to the norm.

Auckland Airport general manager retail and commercial, Adrian Littlewood, says he’s excited to welcome Ecoya to the airport, pointing out that it is a fantastic addition to



the range of new retailers the airport has built up over the past few years.

Ecoya CEO Geoff Ross says the company will be closely assessing the Auckland location with a view to opening a similar store in Sydney this year.

www.ecoya.com

Students off to a flying start



Colleen Teaukura from Mangere College (left) and Tracy Nguyen from Papatoetoe High School (right).

As part of the Tertiary Education Commission’s Gateway programme, students from Otahuhu College, Papatoetoe High School and Mangere College have been spending their Fridays gaining workplace experience at Auckland Airport.

The Gateway programme allows senior students to gain work experience at businesses throughout New Zealand so they can make an informed choice about where to pursue their career.

Auckland Airport has been offering work experience to students from Otahuhu College for four years, and it has recently expanded to include the other two South Auckland secondary schools.

During April, students from the three schools

spent each Friday afternoon at the airport with employees who taught them about their roles.

Colleen Teaukura from Mangere College was placed with the Auckland Airport Airfield Operations Team and spent her first day “on the job” getting a tour of the airport airside environment.

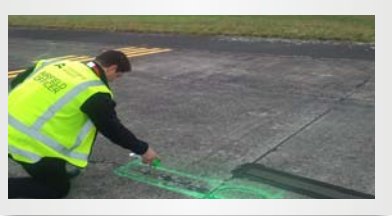
“The whole experience was awesome. On my first day I was out on the runway doing inspections with the operations officers. It was unreal because I never thought I would ever be out on the runway,” says Colleen.

“We were also taken for an on-board tour of an Emirates A380 which was unbelievable because it was just so big.”

A day in the life ... airfield officers

Airfield officers at Auckland Airport are integral to the safe running of the airport – from making sure the runways and taxiways are free from debris to guiding unfamiliar pilots into the aerodrome, you never know what’s going to happen from one shift to the next. Simon Macpherson gives us an inside look:

The first shift of the day signs in at 6.45am and over the next 12 hours only a few things are certain: two runway inspections, a few airfield equipment checks, and instant coffee. The rest ... you never really know.



At 9.30am it’s time to hit the runway for an inspection. We make sure it is clear of any foreign objects that could cause an unsafe landing or take-off before doing a detailed inspection of all taxiways while dodging taxiing aircraft – it’s not for the weary.

The afternoon usually consists of checking the airport equipment before a second runway inspection. To maintain our Civil Aviation Operating Certificate we must complete four runway inspections in 24 hours – the other two are completed by the night shift.

There is never a dull day at the airport. Sometimes we are called upon to provide a “follow me” service to pilots, which is as exciting as it is scary – there’s nothing quite like the feeling of two to four roaring engines tail-gating you. We also coordinate rescue teams during an emergency and assist the police once they arrive.

There are 25 staff qualified for this position and in spite of the bad instant coffee, we love the job, the people, the aircraft, and the environment we work in.

Read the full article at www.aucklandairport.co.nz

Sharp look for airport i-SITE

A spruced up i-SITE Visitor Centre is turning heads in the Arrival’s Hall of Auckland International Airport.

The information centre – located opposite McDonalds – has enjoyed several changes and is now lighter, brighter and more accessible to visitors.

The i-SITE boasts better lighting, more brochure racks and two new service desks, as well as space for customers to sit and read brochures and maps.

ATEED (Auckland Tourism, Events and Economic Development) Visitor Services Manager Cecil Potatau says all the changes are designed to provide a warm welcome to visitors.

“The centre is more open and welcoming for visitors and locals alike to come in and talk to our team about booking travel experiences in Auckland and across New Zealand,” he says.



Airport staff are encouraged to drop into the i-SITE to get help with booking domestic travel experiences – including accommodation and activities – right across New Zealand.

For more information or travel bookings call 0800 AUCKLAND or email reservations@aucklandnz.com

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