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Keeping you informed | ISSN 1176-9432

Inaugural Asia tourism fund winner



Denis Page can now begin putting his Asian tourism business strategy into action thanks to \$25,000 in marketing and business development support from Auckland Airport’s Tourism Asia Marketing Fund.

Denis, owner of Si Fang Luxury Travel, is the first business to benefit from the fund and he says this kind of invaluable support – which also includes a development trip to Asia with the Auckland Airport team – is preferable to cash prizes.

“Being a jack of all trades can be difficult so the opportunity to have access to expertise such as marketing and business development was a huge incentive. I have been working on a plan to break into, and be successful with, the Chinese market for the past year, so entering the competition was just a matter of extending my business plan.”

Auckland Airport created the Tourism Asia Marketing Fund to build growth in key tourism markets such as China, Indonesia

and Taiwan as part of its Ambition 2020 strategy.

Businesses were asked to detail a 12-month marketing/business strategy for the Asia region and the submissions were judged by members of Auckland Airport’s Aeronautical Commercial team in conjunction with international customer service and tourism development specialists TravConsult.

TravConsult’s Trevor Lee says the number of very strong entries made judging extremely difficult.

“The winners, though, have shown innovation and commitment to building their businesses in the Asian markets. We are dedicated to backing these companies and driving the expansion of our industry and the New Zealand economy.”

Queenstown’s Ziptrek Ecotours and Coromandel’s Bularangi Motorbikes tied for second place and were each awarded \$5000 in marketing support.

Sustainability spotlight on the airport

Auckland Airport has become the first Kiwi company to appear on the prestigious Dow Jones Sustainability Indexes – World and Asia Pacific.

The DJSI has been around since 1999 and is designed to provide investors with a measure of the environmental, social and governance performance of companies around the world.



An Asia Pacific Index was created in 2009 and this year three New Zealand companies were invited to participate. Auckland Airport’s robust response to the questionnaire has been rewarded with inclusion in the index for 2012/13.

Auckland Airport sustainability advisor Martin Fryer says it’s a huge result for the airport.

“It puts us in the spotlight nationally, regionally and globally as a business striving towards sustainability. To be the first Kiwi company to feature in the DJSI is a fantastic achievement that we are very proud of.”

Martin says being included also gives the company access to information about other businesses within the industrial transportation sector and the Asia Pacific region, allowing them to benchmark themselves against the best in the world.

“The process to achieve inclusion on the DJSI has confirmed that paying close attention to our environmental, social and governance performance is fantastic for business.”

Carpooling to the airport gets easier

A new carpooling offering is linking Auckland Airport to the national “Let’s Carpool” scheme, part of a general refresh of the Airport Travel Plan.

Registering, or re-registering, at <http://www.letscarpool.govt.nz/in-your-area/auckland/employer-schemes/auckland-airport-s-lift/> allows you to take advantage of the updated software and email notifications.

Sharing a ride to work is very popular and the plan is to extend it airport-wide.

Auckland Airport is also working closely with Auckland Transport to review all modes of transport to and from the airport. A questionnaire will be sent out in the near future and the results will provide the airport with some more ideas about different ways to get to work.

Bus services are also currently under review so watch out for improved public transport to the airport and its business district in the not-too-distant future.

Golden touch for community groups



The New Zealand team left the London Olympics in August with six gold medals. The following month 13 local community sporting groups, schools and Marae received their own gold medals in the form of a share in a \$25,000 sponsorship fund.

Auckland Airport set up the Gold Medal Awards three years ago with the aim of developing healthy young people in the Auckland region through sport and fitness by helping groups or teams with funding for sports equipment, coaching and training or travel and accommodation costs for sporting events.

This year the judges had the unenviable task of choosing a handful of winners from more than 100 worthy applications.

Representatives from each of the winning groups then took part in an awards

ceremony at Auckland Airport's Marae on September 28.

The 2012 Gold Medal Award winners are:

- Te Tira Hou Sports and Cultural Club
- Special Olympic Mangere
- Papatotoe Sports and Community Charitable Trust
- Te Motu a Rai Roa Water Sports
- YMCA Jordan Recreation and Fitness Centre in Onehunga
- Manurewa Intermediate School Sports Academy
- Waitakere BMX Club Inc
- Hunua School
- Te Hao Pakeke o Kohukohunui
- Manurewa High School
- XLR8 Junior Touch
- South Auckland Seventh Day Adventist School
- Te Kura Kaupapa Maori o Maungaronga

Jetstar move to help boost domestic tourism

Auckland Airport has welcomed Jetstar's announcement that they will be adding 600,000 domestic seats a year, a move that could mean an extra 400,000 passenger movements in and out of the country's biggest airport each year.

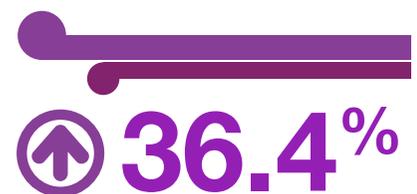
The airport's general manager aeronautical commercial, Glenn Wedlock, says the announcement is further indication of the airline's commitment to the market.



"Alongside the existing domestic services from Air New Zealand and Jetstar, these increased air connections will only help to drive national travel, tourism and trade. We anticipate a fantastic reaction from the market."

Auckland Airport is already working with its airline customers to accommodate increased domestic capacity at the existing domestic terminal in the short-term, and is also working with airlines on longer-term plans for accommodating future growth in domestic travel and to cater for the travel needs of future generations.

www.jetstar.co.nz



The increase in the number of passengers from Indonesia arriving at Auckland Airport in August 2012 when compared to August 2011.

Changes ahead for airport parking

In November it'll be a lot easier to find the different car parks at Auckland Airport's international terminal building and remember where you parked when you return from your journey.

Signage at the international terminal car parks are getting a rebrand and will be replaced and identified by a large unique letter for each car park making them much easier to find.

In the week beginning November 12, you may notice several 5m high totems signalling the entrances to the car parks, each with illuminated LED screens letting you know how many spaces are available. New walkway signage will also be installed.

We have used Diadem to design the signs utilising their vast airport experience.



You may also have noticed that the premium uncovered car park B has now been opened near door 1 at the departures end of the international terminal building. It can be prebooked and is a credit card only carpark.

Simulation tests crisis readiness



As passengers went about their business at Auckland Airport on September 14 they were blissfully unaware of the activity going on behind the scenes as teams dealt with a “fire” in the domestic terminal.

Thankfully, the fire wasn’t real, but the response from members of the crisis management teams was. It was part of Auckland Airport’s second crisis simulation exercise, an opportunity to test business continuity management preparedness at the airport.

As well as Auckland Airport employees, the simulation involved staff from the main affected border agencies and organisations, including Avsec and Airways, the airlines

(primarily Air New Zealand and Jetstar), ground handlers and Airport Police.

The exercise focused on the domestic terminal being out of action for six to nine months and was designed to test how the teams worked together to identify real and achievable immediate, mid and long-term business recovery solutions.

Auckland Airport held a crisis simulation exercise targeting international terminal operations in May 2011 and feedback from those involved in that exercise was positive. In relation to this year’s exercise the focus has now shifted to the detailed debrief and review, which will identify any next steps to be taken.

Auckland campaign targets Kiwis

The latest tourism campaign for Auckland is aimed squarely at other Kiwis, the first to do so in over a decade.

Launched by ATEED (Auckland Tourism Events and Economic Development), the campaign promotes Auckland as a must-see destination for domestic tourists.

According to Auckland Airport general manager aeronautical commercial, Glenn Wedlock, it is a positive step towards stimulating growth within the New Zealand tourism industry.

“The importance of domestic tourism to New Zealand cannot be overstated,” Glenn says. “It generates substantial economic activity and employment in New Zealand as well as significantly contributing to the local tourism industry and regional economies.”

Glenn says that the industry needs to work collectively to stimulate tourism in the current economic climate and he’s pleased to see Auckland Council and ATEED doing their bit on the domestic front.



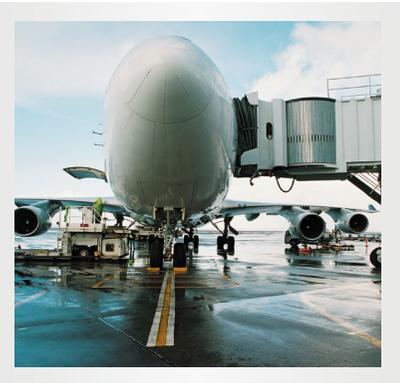
“Auckland has experienced a lot of changes over the last couple of years, including the major development at the waterfront, and has truly become a world-class destination and global city in its own right.”

Auckland receives 10 million domestic visits a year, but it’s hoped that will almost double to take in \$2 billion annually.

China tourist numbers surge into third place

China has overtaken the United States to become New Zealand’s third biggest tourist market, and is poised to move into second according to the Ministry of Business, Innovation and Employment’s latest International Visitors Survey.

Chinese visitors to New Zealand spent \$522 million in the year ended June 2012, an increase of 27 per cent on the previous 12 months and just short of the \$568 million spent by UK visitors in the same period.



Australia is still number one with 1.17 million visitors who spent \$1.6 billion. Visitors to New Zealand spent a total of \$5.6 billion in the period covered by the survey, similar to last year’s \$5.5 billion despite the fact visitor numbers had increased by 5 per cent to 2.6 million. Each tourist spent an average of 19.4 days in the country.

The International Visitor Survey is based on interviews with 5200 tourists a year as they depart from New Zealand airports.

320,443

The total number of domestic passengers at Cairns Airport in August 2012, an increase of 6 per cent on August 2011.

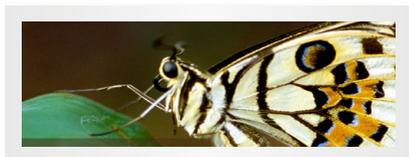
Out and about around Auckland Airport

There's more to Auckland Airport than a place to fly in and out of and these school holidays provide the perfect time to explore just what's on offer.

Almost a city in itself, the airport environs has attracted a wide variety of businesses offering awesome experiences for people of all ages and interests – from the natural world, to adrenalin-pumping activities, sporting pursuits to family fun.

At only 20km from Auckland City it's also easy to get to, wherever in the Auckland region you call home.

Here are just a few of the attractions on offer in the Auckland Airport Business District.



Butterfly Creek

A visit to Butterfly Creek brings you face to face with a diverse and exciting range of primarily tropical animal species, including New Zealand's only giant saltwater crocodiles, 750 free-flying tropical butterflies, giant wetapunga – one of the world's largest insects – tarantulas, farmyard favourites, smaller reptiles and New Zealand's largest marine coral and fresh water tropical aquaria.

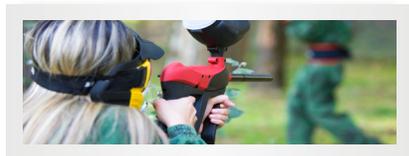
www.butterflycreek.co.nz



Rocket Ropes

Get the adrenalin pumping and challenge yourself on two separate courses of intense and demanding high ropes activities. The two courses each have their own climbing tower, four height levels, over 50 aerial activities and two giant flying foxes. The Croc Course offers challenging fun for younger kids with two levels at 3m and 6m. You can also have a go on New Zealand's only powerfan long drop, a 12m giant sky swing and two ripper zip lines.

www.rocketropes.co.nz



Lock'n'Load Paintball

Designed and run by paintballers for paintballers, this facility is perfect for first timers and seasoned pros. Lock'n'Load offers the best paintball facilities in the

country and has a number of themed scenario fields including Deadwood western town, Dawn of the Dead graveyard, Mad Max urban and Area 51 UFO crash site. If the kids are too young for paintball but are after a similar experience, ask about Lock'n'Load laser tag.

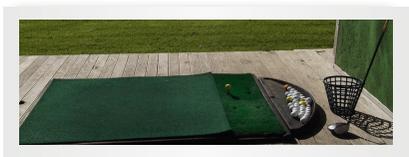
www.locknloadpaintball.co.nz



Aviation Country Club Golf Course

One of Auckland's hidden jewels, this full 18-hole golf course is within easy walking distance of Auckland Airport's international and domestic terminals and has extensive views of the Manukau Harbour. The course provides challenges for golfers of all levels, from a par 5, 533m to some very challenging par 3 holes. The starter's office is open seven days a week from 7am to 5pm in the winter and 7am to 7pm in the summer.

www.aviationgolf.co.nz



JK's World of Golf

New Zealand's only 24-hour driving range has more than 40 bays and a purpose-built outdoor synthetic chipping and putting green to help you sharpen your game. The pro shop is one of the best stocked in the country and the golf facility is the first in New Zealand to own the TrackMan Pro Fitting System and TrackMan Performance Studio, the world's leading system for golf club analysis and distance measurement.

www.jksworldofgolf.co.nz/auckland



Natural High

Specialising in bike rental, cycle touring and tours, sea kayaking and campervan rentals, Natural High opened their first Auckland depot in August 2011, looking to be part of the expanding national cycle network. Natural High has New Zealand's largest fleet of rental bikes and a huge range of guided bicycle tours throughout the North and South Islands for all experience levels, as well as self-guided/independent tours with or without a support vehicle.

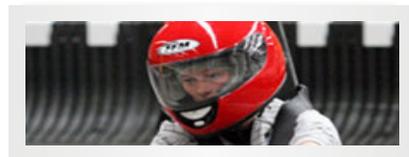
www.natural-high.co.nz



Treasure Island

Miniature golf at its finest – Original Adventure Golf has built a course based around the classic pirate story that appeals to all ages. The beautifully landscaped course allows players to putt over pirate ships, past cascading waterfalls, through haunted treasure caves and past shark-infested waters. It's high-fun, low-risk, adventure-style family entertainment for the young and young at heart.

www.adventuregolf.co.nz



Formula E

This is the only place in Australasia where you get to drive these new generation, state of the art, Italian-designed indoor race karts. In fact they're New Zealand's fastest indoor karts, and because they're electric you don't have to worry about a clutch, just put your foot down and go. It's the perfect place for birthday parties, fundraisers, and corporate events, or you can just turn up and race. Either way, Formula E offers a 100 per cent satisfaction guarantee.

www.formulae.co.nz

And don't forget there's a lot more to see and do in the surrounding areas including Auckland Botanic Gardens and its 10,000 plants from around the world, plus New Zealand's largest amusement park, Rainbow's End.



↑ 14.4%

The increase in the number of passengers from Asia who arrived at Auckland Airport in August 2012 when compared with August 2011.

Keeping Auckland Airport safe: The Airport Police



The number of high profile visitors passing through the gateway to New Zealand has made it a busy month for the Auckland Airport Police, however, this month we wanted to paint a picture of some of the less obvious factors of our working week.

Over the last few months we have facilitated a number of families who, due to a set of unconnected tragic circumstances, found themselves being assisted by staff from the Airport team.

The deaths of the Taranaki students and instructor meant that family members arriving in New Zealand needed to be assisted through the border.

Staff, sadly used to dealing with such matters, made the transition a little less difficult by providing a compassionate and experienced helping hand.

Equally difficult was the need to welcome home our fallen colleague Constable Kali Fungavaka. As always we are most grateful to our border colleagues and the Airport company for their help.

While this is a necessary part of our role, it is always heart-warming when members of the public take the time to write to our staff to thank them and these letters of appreciation are among the many that we receive, highlighting that we are often here for more than just "conventional" policing.

On that subject, crime remains low at the airport. It can never be perfect but together we can do everything possible to prevent opportunism: report suspicious incidents; report crime; tell us what we are doing well and equally where you think you can help us.

An area where you can really help is to consider using SNAP (www.snap.org.nz). This website enables you to record your treasured valuables on a free central database, which in the event of them being stolen and recovered helps us to locate you as the owner.

It is also a great resource should you need to provide details to your insurer. Passengers reporting the loss of important items such as laptops, phones and cameras should consider this great initiative when they replace their missing items.

Until next month, be safe and feel safe at New Zealand's busiest and best airport.



Golden girl welcomed home

It may have been a bit delayed, but Kiwi shotputter Valerie Adams finally has her gold medal around her neck after a special medal ceremony at the Cloud in downtown Auckland last month.



PHOTO: Getty images

Valerie arrived at Auckland Airport in the early morning of September 19 to a rapturous welcome from her family and hundreds of fans, as well as a haka.

The gold medalist had tears in her eyes as she spoke of being overwhelmed by the size of the welcome and how excited she was to be able to finally receive her medal on home soil.

Thousands of people turned up to the ceremony later that evening to see Governor-General Sir Jerry Mateparae present Valerie with her medal and millions more watched it at home, along with the massive fireworks display that followed.

Valerie is in New Zealand for about two months before heading back to Europe to continue training towards her third gold medal at Rio de Janeiro in 2016.

Auckland International Airport Limited

PO Box 73020, Auckland Airport, Manukau 2150, New Zealand
Phone: +64 9 275 0789 or 0800 247 767 (calls within New Zealand only)
tellus@aucklandairport.co.nz
www.aucklandairport.co.nz



Top 10 Airport 2011 · 2010 · 2009