

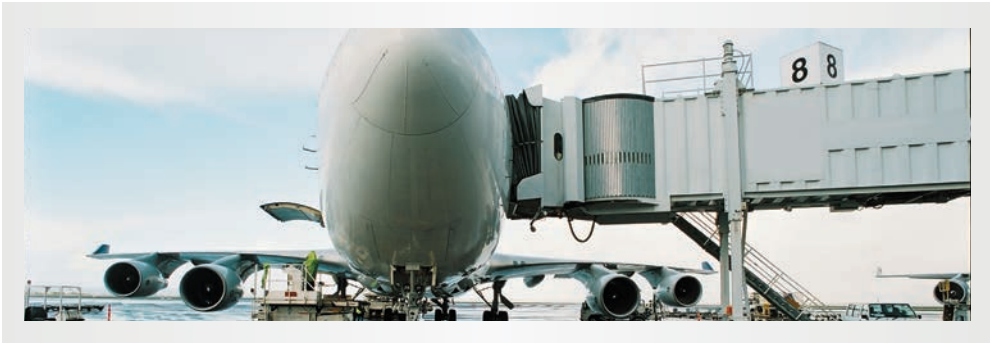


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## Looking to future challenges



When Auckland Airport launched their Ambition 2020 initiative in May last year, it challenged the tourism industry to reach 3.5 million visitor arrivals by the year 2020. One year on, after making significant progress towards its goals, the airport has updated that challenge as well as producing a specific Asia2020 strategy.

Airport chief executive Adrian Littlewood says that although overall arrivals were down by about two per cent on the 2012 targets, many Asian markets exceeded expectations.

“As we experience greater reshaping towards high growth Asian markets,

combined with recovery in traditional markets and additional air capacity, Auckland Airport now sees an acceleration of our growth position,” he says.

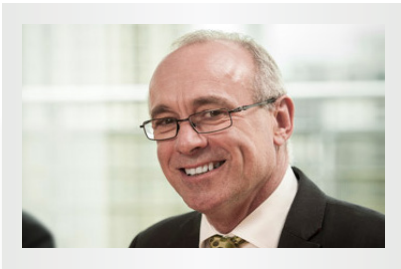
“If New Zealand is ambitious, visitor arrivals could increase by almost 60 per cent across the period of 2012 to 2020, allowing the industry to reach a potential four million arrivals by the end of 2020. This represents an increase of almost 1.5 million arrivals.”

The Ambition2020 forecast documents can be downloaded at [www.ambition2020.co.nz](http://www.ambition2020.co.nz)

## New chair for Auckland Airport

Sir Henry van der Heyden has been announced as the replacement for Auckland Airport’s retiring chair, Joan Withers.

Sir Henry has been a director on the airport’s board since September 2009, something that will help ensure a smooth transition over the next six months until Joan steps down immediately after October’s AGM.



Already widely known for his 10-year stint as the chairman of Fonterra, Sir Henry brings extensive experience with him when he steps into the position. He is also chairman of Tainui Group Holdings Ltd, and a director of several companies including Pascaro Investments Ltd, Rabobank New Zealand Ltd and Rabobank Australia Ltd.

He was awarded chairman of the year in 2012 and *New Zealand Herald* businessperson of the year in 2007. He was also honoured with a Distinguished Companion of the New Zealand Order of Merit in 2009.

Sir Henry says he is looking forward to working with new CEO Adrian Littlewood and his management team as they continue to drive tourist arrivals into New Zealand.

“It is an exciting challenge because success not only brings significant benefits to the airport, but also to the country’s national and regional economies.”

## Best airport in Australia-Pacific



For the fifth year in a row Auckland Airport has been given the title of best airport in the Australia-Pacific region at the annual SKYTRAX World Airport Awards.

It was just one of several successes for Auckland Airport at the awards, including taking out the award for best staff service in the Australia-Pacific region, being rated second globally in the best airports with 10 to 20 million passengers a year and 12th best airport in the world.

Chief executive Adrian Littlewood says the airport is incredibly proud to be recognised on the global stage, pointing out that being named the region’s best airport reflects the company’s commitment to listening to, understanding and meeting customer needs.

“Delivering a great passenger experience requires everyone to play their part, from airlines to Aviation Security, from border agencies to baggage handlers, from cleaners to customs. These awards highlight the collective effort of our Airport community who work so tirelessly to deliver world-class customer service.”

The awards are held each year and are voted on by the public, with travellers from more than 160 countries taking part in what is effectively the world’s largest airport passenger satisfaction survey. This year’s awards ceremony was held in Geneva and Singapore’s Changi Airport was named the world’s best airport overall.

For a full list of SKYTRAX award winners, visit [www.worldairportawards.com](http://www.worldairportawards.com)

# High profile China partnership



Sina Weibo's general manager of marketing strategy, Ken Hong, speaking at the TRENZ Auckland Airport speaker series.

Auckland Airport has pulled off a partnership coup, becoming the first airport in the world and the first business in Australasia to partner with Chinese digital giant Sina Weibo.

The partnership will give New Zealand tourism related businesses and air services, featured on Auckland Airport's new digital programmes, exposure to an audience of more than 500 million people. Those programmes include the airport's luxury tourism website [www.xindaohualv.com](http://www.xindaohualv.com) and its new independent traveller site [www.xinxilanlvcheng.com](http://www.xinxilanlvcheng.com).

Auckland Airport chief executive Adrian Littlewood says the partnership will significantly enhance the airport's reach in China.

"Weibo is the perfect place to launch our application designed to sell and promote travel. Users will be able to learn about

destinations, have access to special travel deals and share their holiday experiences with friends and family."

Ken Hong, Sina Weibo's general manager of marketing strategy, agrees. "Since Sina Weibo is one of the best social networking site platforms in China covering the affluent consumer segment, and with these consumers increasingly using social media for making purchase decisions including travel, it is a perfect channel to reach, educate, engage, and convert them into travellers to destinations like New Zealand."

The partnership is part of a strategy to grow the number of Chinese arrivals and builds on the 40 per cent year on year growth since China Southern Airlines' started a direct daily air service between China and New Zealand in 2009.

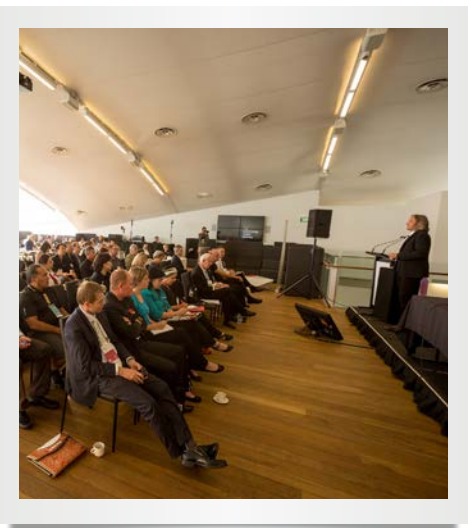
# Gaining an edge in HOT markets

While invited international travel and tourism buyers learned more about what makes New Zealand a fantastic tourist destination, local tourism operators gained insights that could help them win more business in the country's high opportunity target (HOT) markets.

The opportunity came through the Auckland Airport breakfast speaker series at last month's TRENZ conference, the tourism industry's showcase event held in Auckland.

Three China and South East Asia experts featured in the series: international consultant Dr Pawel Grochowicz looked at the long-term trends shaping New Zealand's inbound tourism; Weibo general manager Ken Hong talked about how to use China's answer to Twitter to enter the Chinese market and; Vocanic Indonesia social media expert David Chalken looked at effectively using online and digital marketing in the Indonesian, Malaysian and Indian markets.

Attracting between 150 and 200 people for each session, this year's speaker series



saw unprecedented attendance numbers and was the most well-attended the airport has ever held. It is part of Auckland Airport's Ambition2020 initiative.

To find out more about each of the three speakers and read their full presentations, head to [www.trenz.co.nz](http://www.trenz.co.nz)

# New fund for peak season capacity

A new Auckland Airport funding programme is offering up to \$500,000 to tourism wholesalers and airline partnerships looking to develop initiatives that will create new business opportunities and additional air capacity.

Part of the airport's Ambition2020 initiative, the funding is aimed at encouraging further development in high opportunity target (HOT) markets such as Asia and South America.



Auckland Airport general manager aeronautical commercial, Glenn Wedlock, points out that demand in HOT markets over the recent summer high season was very strong, so much so that many travel wholesalers found it difficult to secure enough seats.

"We believe it is crucial to build value across markets through new charter flights or direct seasonal services, where previously there were none. This new fund provides a way for Auckland Airport to help achieve this by sharing the risk of creating new programmes with the trade."

The programme will also look for opportunities to build traffic to Queenstown and the wider South Island.

For more information or to apply for funding, head to [www.aucklandairport.co.nz](http://www.aucklandairport.co.nz)

647,891

The number of international passenger movements at Auckland Airport in March 2013.



## Looking to the future in Asia



China Union Pay's chief representative in South Pacific James Yang speaking at the Asia Summit.

Representatives from the New Zealand tourism industry gained a number of valuable insights around developing for future Asian travel customers at Auckland Airport's Asia Summit last month.

The one-day gathering, held immediately prior to the TRENZ conference, gave the local industry access to top executives from Chinese and South East Asian airlines, travel companies and world-leading organisations. These presentations were preceded by interactive breakfast sessions, hosted by Travconsult, on opportunities and trends in India, Indonesia and China.

Airport general manager aeronautical commercial, Glenn Wedlock, says many of the TRENZ participants and New Zealand industry players are seeking more insight into the Asian markets, as well as

opportunities to network and interact with key market influencers.

"The fast growth and rapid change in behaviour we are experiencing in key markets in North and South East Asia (such as China, Indonesia and India) is simply mind-blowing. We need to adapt and cater for changing consumer demand – both now and for the future – to ensure we grow at a growth rate of over 5 per cent."

The presenters came from airlines including Air New Zealand, China Southern, China Airlines and Malaysian Airlines, as well as organisations such as China Union Pay – second only to Visa in terms of combined debit and credit card purchase volume – and Sina Weibo – a Chinese microblogging website with more than 500 million registered users.

## New tourism marketing competition

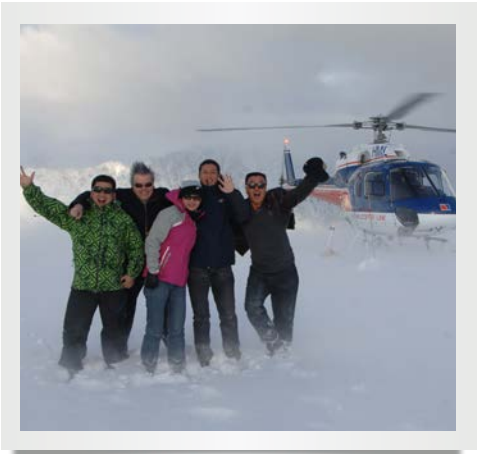
Businesses looking to develop tourism initiatives focused on emerging Asian high opportunity target (HOT) markets are being asked to put forward their ideas as part of a new marketing competition run by Auckland Airport.

Established to help innovative operators develop tourism initiatives in HOT markets such as China, Indonesia and India, the competition offers successful applicants up to \$200,000 in marketing support and business development assistance.

Auckland Airport's aeronautical commercial team will be judging the competition and is looking for companies that have viable marketing strategies, strong forward planning, and can demonstrate innovation and an understanding of the target market.

The fund follows on from last year's Best Asia Strategy that saw three New Zealand-based tourism businesses win \$25,000.

After its success, the airport decided to increase the prize pool, focus on HOT markets and open the competition up to



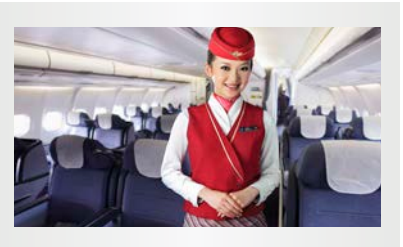
offshore tourism wholesalers selling New Zealand as a destination as well as New Zealand-based businesses.

Applicants must provide a 12-month marketing strategy of no more than 1000 words outlining their strategy for selling or promoting their business in one or more of the HOT markets, or for selling and promoting New Zealand as a destination.

You'll find further information and the entry form at [www.ambition2020.co.nz](http://www.ambition2020.co.nz)

## Building on momentum

Auckland Airport has further deepened its commitment to increasing tourism and trade between New Zealand and China through signing another memorandum of understanding (MOU) with China Southern Airlines.



Airport chief executive Adrian Littlewood, who signed the MOU in China last month, says the recent increase in the number of Chinese visitors (30 per cent year on year growth over the combined January and February period) shows that New Zealand is fast becoming a popular Chinese New Year destination and that it's imperative to build on that momentum.

"China is one of the world's fastest growing economies and represents a huge growth opportunity for New Zealand. It is important we rally and prepare as an industry with our key partners in China, such as China Southern Airlines."

The MOU is in line with Auckland Airport's Ambition2020 goal of more than 500,000 Chinese arrivals with more than three daily direct air services.

Glenn Wedlock, Auckland Airport general manager aeronautical commercial, says the agreement is an opportunity to build on the already impressive results from China Southern Airlines.

"The growth China Southern has delivered, particularly out of Guangzhou and regional China, has been staggering and with the strength of their development we know that this partnership can deliver immense value to New Zealand."

201,886

The number of visitors who arrived from China in the 12 months to March 2013.

# Taking to the trail



A map of the full mountain bike trail currently under construction in the Auckland Airport Business District.

It was previously home to gatherings of cattle, but the open farmland behind Auckland Airport’s retail centre will soon be playing host to a completely different breed of visitor – mountain bikers.

A 4-5km track is currently under construction and, when finished, it will be suitable for all abilities. It is part of a wider development within the Auckland Airport Business District that will include a sports field, sculpture trail and walking trails, all of which makes it perfect for an active, family day out.

Designed to be usable in all weather, the development will include a 100m

“momentum” or pump track, a circuit of dirt rollers and berms that allows you to use your momentum to get around it rather than your pedal power.

Auckland Airport project manager Steve Rossouw says mountain biking is a popular recreational activity and the trail will add to the high quality amenities provided by Auckland Airport. It will also build a greater sense of community to those working within or visiting the business district.

Construction started last month and the trail is expected to be open in June. It will be free for the public to use.

# Targeting independent Indonesians

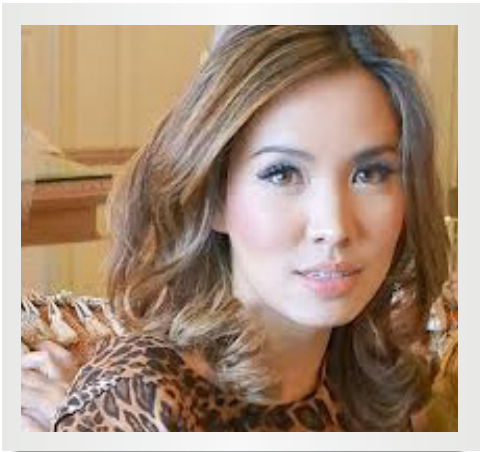
Auckland Airport has enlisted the help of Indonesian travel blogger and writer Marischka Prudence to help attract more independent travellers to New Zealand.

The campaign builds on the success of a previous promotion that saw celebrity Indonesian chef Farah Quinn using her social media presence to promote premium New Zealand to affluent Indonesians.

Marischka arrived in New Zealand last month and enjoyed a number of activities ranging from diving to black-water rafting while blogging about her adventures.

Auckland Airport general manager aeronautical commercial, Glenn Wedlock, says the promotion is part of the airport’s Ambition 2020 strategy and is specifically focused on driving inbound tourism.

“Indonesia is our closest Asian market and has a GDP that is 15 per cent greater than Australia,” he says. “What we are doing [by bringing Marischka here] is appealing to Indonesians’ love of social media to raise awareness of what New Zealand can offer the Indonesian ‘free independent traveller’.”



Indonesian travel blogger and writer Marischka Prudence.

The airport’s travel partner for the promotion is Wego, the Asia-Pacific and Middle East’s leading travel metasearch engine that has a high reach in Indonesia. Marischka is a regular contributor to Wego.

Glenn says recent research has shown that previous promotions have already reached more than 20 per cent of the Indonesian travel market and this campaign is part of a commitment to further expand that reach.

# What’s in a name?

You may have noticed a new name on the billboard sites and posters around Auckland Airport – oOh! is the new EYE.

The change is part of a national rebrand that also includes a new tagline – A world away from home – and follows oOh!’s acquisition of EYE Corp’s New Zealand, Australian and Indonesian operations last year.

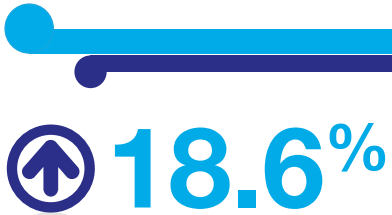
CEO Brendon Cook says the company sees New Zealand as a key growth market and, as such, the rebrand demonstrates the company’s commitment to building its brand and business here.



General manager New Zealand Cameron Taylor has been appointed to run the local operation as a standalone business and he says he’s excited by the growth prospects.

“The company has unparalleled experience away from home and this will prove invaluable as we work to deliver New Zealand marketers with more innovative solutions to connect marketers with their consumers.”

[www.oohmedianz.com](http://www.oohmedianz.com)



The increase in the number of arrivals to Auckland from the United States in March 2013 when compared with March 2012.



# Indexing sustainability performance



Auckland Airport’s leadership status when it comes to sustainability has once again been confirmed by its inclusion on the FTSE4 Good Index Series for the fifth year in a row. The index series is designed to objectively measure the performance of companies that

meet globally recognised corporate responsibility standards and the airport’s sustainability and environmental manager Martin Fryer says being included is a fantastic achievement.

“We work very hard at Auckland Airport to maintain our position at the forefront of sustainability practices in New Zealand and we also pride ourselves on our commitment to striving for continual improvement in performance.

“Our repeated inclusion in the FTSE4Good Index is independent verification that our approach to sustainability is at best practice and enables us to benchmark our social, environmental and governance performance.”

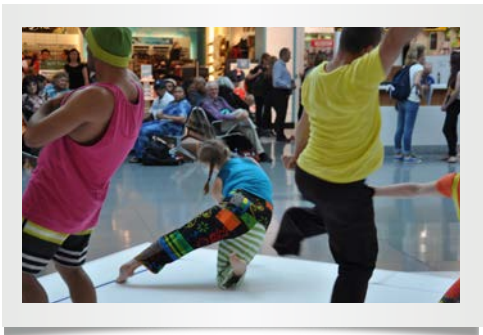
# Let’s dance

Passengers and staff at Auckland Airport’s international terminal were treated to two free shows by dance company Touch Compass last month in celebration of international dance day.

Touch Compass includes both disabled and non-disabled performers, the only dance company in the country to do so, and the group used the free concerts to show off a new portable dance concept called Hotbox.

Titled “Rogue” and choreographed by World of Wearable Art’s artistic director Malia Johnston, the piece was performed by four dancers – two of whom have disabilities – and took place within a 3m square.

Touch Compass’ artistic director Catherine Chappell says the concept is incredibly demanding and energetic.



“Rogue is like a Rubik’s cube of dance – multi-layered and captivating, with many twists and turns,” she explains. “It’s part of our new audience development strategy to take dance to the people, and it was fantastic that Auckland Airport championed our initiative and enabled greater awareness of inclusive performance.”

[www.touchcompass.org.nz](http://www.touchcompass.org.nz)

# Hitting the big numbers



Jetstar is celebrating having carried more than 5 million passengers since it started its domestic operation in 2009, 2.1 million of whom flew in and out of Auckland.

Auckland Airport’s general manager aeronautical commercial, Glenn Wedlock, says the milestone is an impressive result for Jetstar and proves the airline’s commitment to affordable fares.

“The fact that Jetstar has sold nearly one million seats for \$50 or less indicates the high volume of low-cost fares they have available.

“We are excited to continue working closely with Jetstar as we aim for further milestones in the future.”

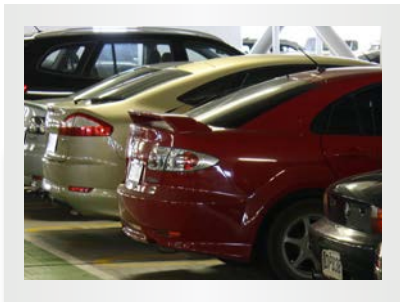
[www.jetstar.co.nz](http://www.jetstar.co.nz)

# New parking partner

Secure Parking New Zealand is the new parking operations contractor at Auckland Airport.

The company started their three-year term of airport operations on May 1, and the airport’s transport manager Troy Lineen says a defining factor in the decision was the company’s strong emphasis on customer service.

“It synchronises perfectly with our focus on making every passenger journey better,” he says.

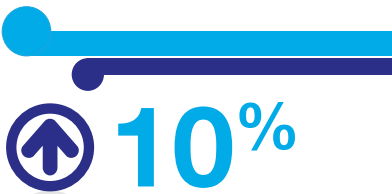


Ryan Hawken, Secure Parking New Zealand’s general manager, says he is delighted the business is partnering with such a well-respected company.

“There is great alignment of both our organisations’ objectives, especially with regards to delivering fantastic service to every customer.

“We are very much looking forward to working with Auckland Airport.”

[www.secureparking.com.au](http://www.secureparking.com.au)



The increase in domestic passenger numbers at Auckland Airport for March 2013 when compared to March 2012. Domestic aircraft movements were also up by 4 per cent.

