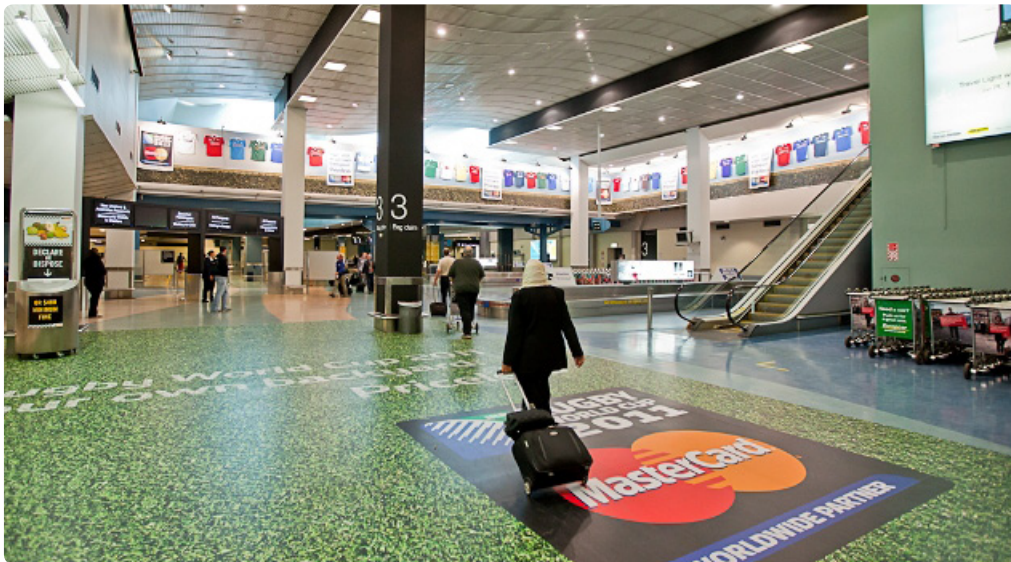


Airport Times

Keeping you informed | December 2010 | ISSN 1176-9432

Largest billboard in Australasia



The Rugby World Cup is the third biggest sporting event in the world and it's being promoted on a grand scale at Auckland Airport.

As part of MasterCard's World Cup promotions, a brightly coloured billboard went up in early October: measuring a whopping 46.5m x 2.7m, it's the largest internal billboard site in Australasia.

It's certainly impossible to miss the giant-sized washing line with all the rugby jerseys that wraps around the international baggage claim area.

The giant billboard is a joint initiative between the airport and its media supplier, EYE.

EYE's New Zealand concession manager Keri Ring says the billboard, which is almost

as big as an outdoor site, demonstrates the sense of domination and impact that sponsors want for the World Cup.

"It's like 'wow'," he says. "And it's great that MasterCard was the first cab off the rank with this large-scale campaign."

MasterCard, an official World Cup sponsor, also has an enormous decal on the floor in the baggage claim area that represents the playing field, and a wrap that states how priceless it is to have the World Cup in our own backyard.

"Expect to see more of this sort of dynamic and exciting advertising coming to Auckland Airport over the next 12 months as we head towards the Rugby World Cup 2011 event," says Keri.

The Ultimate RWC Store

Attention rugby fans and All Black supporters! The brand new Rugby World Cup store has opened on the landside departures area on the first floor of the international terminal.

Scott White, retail commercial manager, says the flagship store looks fantastic and has been trading well ahead of expectations since opening on 6 November.

The store, which will be at the airport until the end of the mega rugby event next year, stocks all official Rugby World Cup merchandise and team apparel as well as the famous Webb Ellis range.

"This is a one-stop shop for all things RWC including a multitude of men's, women's and children's clothing, toys, travel accessories, stationery, balls, ties and watches as well as bags and pins and other gift items," says Scott.

Be sure to check it out soon!



In this issue

- Largest billboard in Australasia
- New Chair for Auckland Airport
- Top 10 gifts in the domestic terminal
- Win a trip to Queenstown

Carols at the airport

Tis the season to be jolly and it's no exception at Auckland Airport.

A group of carollers will once again be singing all the festive tunes at the airport this Christmas. Be sure to look out for them if you're in to pick up loved ones or you're heading off on your own Yuletide adventure.

© Maksym Filipchuk Dreamstime.com



Up 3.1%

International arrivals rose 3.1% in the year ending October 2010, with 2,514,209 people arriving in New Zealand for a holiday, to see friends or do a little business.

Source: www.tourism.govt.nz/Documents/Key%20Statistics/KeyTourismStatisticsNov2010.pdf

More choice for Asia-bound New Zealanders



Auckland Airport is gearing up to receive new and increased services to Taipei and Malaysia that will bring New Zealand and Asia just that little bit closer.

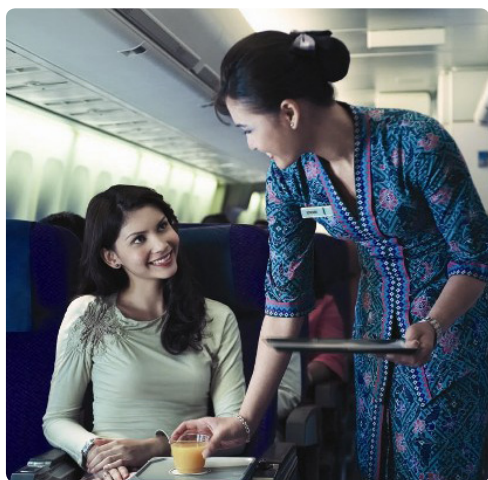


A new China Airlines service to Taipei via Brisbane will start in January 2011, and an increased Malaysia Airlines service to Kuala Lumpur begins in March.

The airport's chief executive, Simon Moutter, says the new developments, along with new Jetstar Auckland to Singapore services starting next year and the recent success of Christchurch Airport in attracting Air Asia X to the South Island, will connect New Zealand with Asia more than ever before.

"These additional Asian connections offer travellers a lot more options and access to airline networks and will help drive New Zealand tourism growth," he says.

Malaysia Airlines, which has been flying into Auckland for more than 20 years, will



increase its frequency of service to Auckland by one flight per week, taking the total to six.

And, instead of serving Auckland at the same time every day, it will split its schedule to allow passengers to choose between connections onward to either Asia or Europe/Middle East/Africa.

A split schedule allows Malaysia Airlines to serve Auckland as though offering a double frequency, offering travellers more connection options for onward journeys.

The increased Kuala Lumpur service offers a very modern B777-200 aircraft, all fees, meals and baggage plus a 20kg allowance, and, unlike low-cost carrier connections, a fast-train connection to the city within walking distance from the arrival gate.



The other exciting news is that China Airlines is returning to New Zealand after a 10-year absence.

The airline will fly three times a week from Taipei to Auckland via Brisbane.

Simon says Taiwan is a high growth potential market for New Zealand, and has recently benefited from a change in visa policy that has enabled easier travel by Taiwanese to New Zealand – which has had a positive impact on arrival numbers.

"With a large migrant community in New Zealand, we believe a new service to Taiwan will be a great success and will help open up more of Asia to New Zealand."

Airport Staff Special Offer – 20% off

the most cost effective,
Anti-Theft Deterrent on the market.

It's a proven,
Police endorsed product

Reduces vehicle theft
by over 64%

Only \$56 per vehicle (normally \$70)
Your vehicle is Marked for Life.

CrimeGuard – 0800-244 777

CrimeGuard
ASSET PROTECTION

Stop Theft Now!

www.crimeguard.co.nz

New Chair for Auckland Airport



Joan Withers had planned to cut back on her professional commitments after she stepped down as chief executive of Fairfax New Zealand.

But that was last year.

In October this year, the high-flying businesswoman became chair of Auckland Airport after 14 years on the company's board of directors.

She became chair of Mighty River Power a month before that, was promoted to the role of deputy chair of TVNZ in August, and in June this year became a Tindall Foundation trustee.

Joan has a long and successful history at the helm of New Zealand business.

She has spent more than 25 years in the media industry, holding top positions in newspaper and radio, and she has been a professional director for 11 years.

It's not bad for someone who left school after completing School Certificate. It was only after some years of working in business that Joan took on MBA study at Auckland University.

In her various roles over the years, Joan has built a reputation as a hard worker who always does her homework.

Tony Frankham, the airport's former chairman, says she is the best-prepared director he has ever worked with.

Top 10 gifts in the domestic terminal



The domestic terminal has something for everyone this festive season – and the best thing is that you don't have to go far if you're stuck for ideas or last minute gifts for family and friends. We've put together a list of the top 10 suggestions for gift purchases that won't let you down!

1 & 2. Cookbooks and Blockbusters

For the reader in your family, **Whitcoulls** and **News Travels** stock a range of popular titles, from blockbusters to the latest cookbooks as well as games the whole family will enjoy this summer.

3. Sunglasses

Sunglasses are a fabulous gift idea and **Sunglasses Hut** has all the designer shades – from Prada, Dolce & Gabbana and Versace to Oakley and the trendy retro Ray-Bans.

4 & 5. Bikinis and Boardies

Beachculture stocks a great selection of items that are sure to keep your loved ones looking great at the beach this summer, from bikinis and boardies to caps, T-shirts and sundresses.

6 & 7. Bouquets and Baby Gifts

Sunflowers Florist can make you a wonderful bouquet of flowers for the women in your life, and they also stock plenty of smelly treats and baby gift ideas.

8 & 9. Sheepskin and All Blacks

NZ & Beyond can take care of the relatives overseas with Kiwiana galore including sheepskins and woolly slippers. They also have All Black merchandise for the rugby fans in the family.

10. Luggage

For all the leading luggage brands, drop into **Carri-On** so you can help the kids take off on their OE in style.

With a little bit of help from the domestic terminal shops, you'll have your last minute gift list checked off in no time.

A big dose of Christmas cheer

Twelve deserving charities are about to benefit from a big dose of Christmas cheer in the coming weeks as the airport gives away \$120,000 to good causes.

The airport's 12 days of Christmas promotion kicks off on 13 December when the first of the recipients receives a slice of the money – donated by the 13 million people who went through the airport's terminals this year.

The donations will continue daily until Christmas Eve.

This is the third year the airport has entered into the Christmas spirit with the promotion that has sponsored initiatives ranging from a van to transport hospice patients to new horses for disabled children. This year they received over 400 applications from charities hoping to be a part of the promotion.

The \$120,000 was collected in globe-shaped donation boxes scattered throughout the departure area that encourages travellers to give away any remaining New Zealand currency before they leave the country.



Keep Auckland Airport in the top 10!

Voting for the World Airport Awards has started and you're encouraged to log on to help Auckland retain its place in the top 10.

Auckland Airport came ninth in last year's awards and 10th the year before, and has also held the title of best airport in Australasia for the past two years.

"We're ranked up next to some of the largest airports in the world, a credit to the amazing team who keep Auckland Airport humming 24/7," says Sarah Aldworth, the airport's marketing manager.

To help preserve its ranking in the top 10, Auckland Airport is rolling out a 'nice one' campaign to encourage people to vote and also to thank the airport's 15,000 employees for their hard work.

"Shamelessly we are asking all who enjoy what we have to offer to take 5 minutes and vote for us," says Sarah. "We think Auckland Airport deserves to be in the top ten, and we want to make sure we stay there."

The World Airport Awards cover more than 200 airports worldwide and are based on the results of surveys completed by almost 10 million travellers.

Don't delay: log into www.worldairportsurvey.com to place your vote today. Each entry goes into the draw to win an iPod nano 16GB.

A lot of little thank yous and one small request. Please vote for us.



Auckland Airport has been voted one of the world's top 10 airports two years in a row. The 14,000 staff who work here want to say thanks to the millions who voted. If you'd like to vote for us in the 2011 awards you'll help make next year another nice one. It only takes a few minutes and you could win an Apple iPod nano 16GB from Skytrax.

A Auckland Airport

www.worldairportsurvey.com

\$117 per day

International visitors spent an average of \$117 per day or \$2,610 per trip in the year ended September 2010.

Source: www.tourism.govt.nz/Documents/Key%20Statistics/KeyTourismStatisticsNov2010.pdf

Win a trip to Queenstown!

Queenstown is a great place to visit no matter what the season. With bungee jumping, jet boating and tramping, as well as wine trails and an exciting social scene, there is plenty to do there this summer.

And the best thing is that it's so easy to get there on one of 30 direct flights per week from Auckland.

To celebrate summer in Queenstown, Auckland Airport and House of Travel are giving away eight weekend getaways to

the spectacular southern destination.

All you have to do is text QTWN to 5333 and be into win one of the fabulous eight weekend getaways.

Two packages including flights for two from Auckland, Wellington or Christchurch with fabulous accommodation, dining and pampering will be given away each week.

Check out the full prize details and competition terms and conditions at www.aucklandairport.co.nz/QTWN

CELEBRATE SUMMER IN QUEENSTOWN
30 direct flights per week from Auckland

Text QTWN to 5333 to be in to win one of eight weekend getaways*

*Texts cost 20 cents. See aucklandairport.co.nz for full prize details and competition terms and conditions.

Tis the season...to be extra vigilant.

The lead-up to Christmas is a busy time for Auckland Airport, and more specifically, for the hardworking MAF Biosecurity New Zealand team. All sorts of weird and wonderful items start appearing in luggage, often innocently intended as Christmas gifts for friends and family.

Some are definite no-no's; others look risky but pose no threat whatsoever; many need to be assessed to find out if they pose a risk.

Some items look suspicious when being examined on an x-ray machine but present very little risk. For example, Biosecurity Inspectors see plenty of Terry's Chocolate Oranges leading up to Christmas, which can easily be mistaken for real fruit.

To add to the confusion they even have segments. Christmas puddings also look dubious on an x-ray machine.



Other items pose a much higher risk. Things like Christmas decorations containing pine cones and greenery can carry pests or disease, as can flower arrangements, along with Christmas hams and all types of meat, fish and poultry.

In fact, food of all types can carry pests or diseases. Travellers at Christmas time can often forget that they are carrying Christmas presents on behalf of family or friends. It pays to know what the contents are.



Whether fresh or dried, living or dead, large or small, common or rare, all plant material and food items need to be declared. There is no law against bringing risk goods to New Zealand, as long as they are correctly declared on the passenger's Arrival Card so that they can be inspected.

A \$400 fine for an undeclared piece of fruit may seem like a lot of money, but if it were carrying fruit fly, the effect on New Zealand in industry costs and loss of trade could be millions of dollars.

If you have friends or family planning to visit this holiday season, make sure they pay a visit to www.biosecurity.govt.nz



Keeping safe

With the Auckland Airport Police

Imagine the scene from *Die Hard 2* when Officer John Mclean is trying to get home through the crowded and chaotic Dulles International Terminal in time to spend Christmas Eve with his wife.

Remove the threat of an international band of military commandos hell-bent on taking over the airport, and in theory you should be left with a real-world airport terminal at the busiest time of the year.

Auckland Airport is no different!

As we are propelled once more towards the festive season and the inevitable increase in passenger numbers, we need to remind ourselves that things do get a little hectic, a little wearisome and a little out of the ordinary.

The team at Auckland Airport Police see the result of these frustrations each year – minor assaults borne out of the irritation of having to wait a little longer for luggage or at the check-in queue.

So we ask that you take a moment to think of everyone else, relax and remind yourselves that it is the season of goodwill to all.

Also, please do let us know if you see an international band of renegade crack military commandos hell-bent on taking over the airport.

Wishing you a safe and very Merry Christmas.

Up 3.8%

International passenger volumes up for October 2010 compared to same time last year.

