

Airport Times

Keeping you informed | May 2010 | ISSN 1176-9432

New property plan launched



take/flight

Businesses are encouraged to take their pick of opportunities at Auckland Airport after the launch of a new property brand and precinct plan on April 28.

More than 70 commercial leasing agents met at the airport's international terminal for the launch by general manager property Peter Alexander. Each agent was given a brochure outlining the new Take Flight property plan.

The brochure outlines the key benefits of seven new precincts known as The Landing, The Quad, Altitude, The Common, Cargo South, Cargo North and Terminal Precincts. A colourful map was also included with the brochure marking each of these areas.

Alexander says the property brand

launch emphasised a new era in property possibilities for agents to offer prospective tenants.

"Value, flexibility, strength and quality are the four key outcomes the property plan offers businesses. Within these outcomes the plan highlights, among other things, the ability for businesses to grow, design and build options, security, ongoing upgrades to infrastructure, exposure, parking and accessibility," Alexander says.

The property plan encourages businesses, both new and existing, to discuss their needs with their preferred real estate agent or the airport's experts to maximise the potential of their businesses.

WRC rally arrives in Auckland

Air transport is the only option for FIA World Rally Championship (WRC) teams due to arrive at Auckland Airport in May. Shipping takes far too long and the cars would be out of date by the time they got here.

"Ford has their own specially designed air freight cases. They are designed to exactly fit their car," Rally NZ general manager Paul Mallard says.

The WRC cars are not your average vehicle – most are worth around \$2-\$3 million. "It's a very competitive sport and teams spend well over \$100 million on development in one season," says Mallard.

It's estimated that more than 5,000 people will be involved in the event including WRC team members, spectators and media, with about 3,000 arriving by air.

This year marks the 40th anniversary of the WRC Rally event in New Zealand. The good news is that the event is returning to the Auckland region, and the Auckland Domain has been included in the rally route with a super special stage traversing 1.5km of the domain's sealed roads in the early evening dark on May 7.

Other race stages will be in Whangarei and Kaipara districts on May 7; Franklin and North Waikato districts and a super special stage at Hampton Downs on May 8; and Raglan district on May 9.



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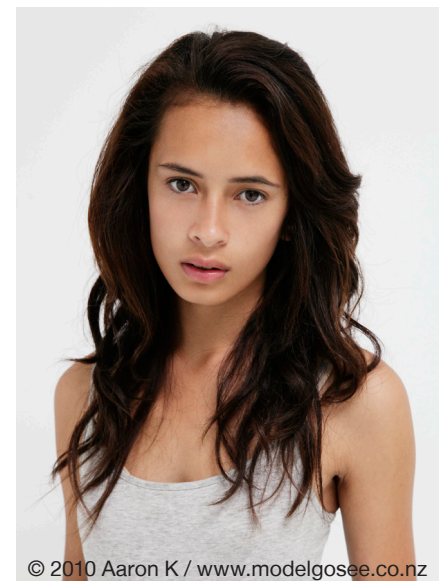
- Property plan launched
- A new duty free shopping experience is unveiled
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A model spot

For those of you thinking of a career on the catwalk, it's a good idea to take your lippy and strut your stuff at the Auckland Airport.

Young Kiwi model Yasmin Bidois was spotted in February when Clyne Agency fashion booker Ursula Dixon was at Auckland Airport seeing off her own daughter, also a model. Dixon made the connection with 15-year-old Bidois in the carpark, when Bidois recognised her from an earlier meeting.

Dixon says that since signing her just weeks ago, the agency has had interest from New York, and Bidois was featured in the influential site Models.com almost immediately.



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Up 15.8%

Travellers arriving in New Zealand from Australia in March 2010.

Compared to same time last year.

STOP and shop!



A whole new experience in duty free shopping now awaits anyone travelling overseas from Auckland Airport.

As part of the airport redevelopment, JR Duty Free and DFS have both built new stores, each of which opened on May 1.

To celebrate the opening, DFS consumer marketing manager Sharon Ng says various in-store events will be held every day in May. For one event, "Malibu By You", Malibu has produced a limited edition bottle not available anywhere else in New Zealand or Australia. It comes with markers so that

buyers can draw on their bottle to make it unique. The store has set up a large bottle-shaped transparency and an artist will use it to give customers ideas about what to put on their own bottles.

JR Duty Free chairman Garry Stock urges people to "look to the right". There they will find an attractive, exciting shopping experience within an easy-to-use layout. "We have tried to develop something new and fresh to complement the redevelopment of the airport."



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Benchmarking sustainability

Sustainability advisor Martin Fryer is looking forward to hearing that Auckland Airport has achieved an EarthCheck bronze benchmark confirming the company's environmental achievements over the past two years.

EarthCheck is trusted by more than one thousand travel and tourism organisations in 60 countries and claims to be the world's leading programme for environmental certification.

To achieve the EarthCheck benchmark, Auckland Airport was required to submit data related to energy, emissions, water, waste, community involvement, paper use, cleaning and pesticide use.

"EarthCheck requires a commitment from participants over the long-term, a commitment that extends beyond being green to being a responsible corporate citizen, and this mirrored Auckland Airport's own approach to sustainable business practice," Fryer says.

The Bronze level of EarthCheck offers a benchmark for future certification. Fryer is confident Auckland Airport will not only achieve this but will be on track for silver certification by the end of this financial year.

He says certification helps promote sustainability achievements to stakeholders in a verifiable and credible manner.



EARTHCHECK

Taking on the world

First it was Oceania, then it was Asia, now it's the rest of the world. Auckland Airport has been shortlisted for the World Routes Airport Marketing Awards.

The annual awards are voted on by the world's airlines and recognise airports whose marketing efforts have made a real impact on future airline network development plans. Votes are cast based on the airport's market research activities, marketing communications, business case presentation for the new market opportunities and their joint communication campaigns with third parties.

For Auckland Airport, the first step was winning the Oceania region, followed by the Asia region, which meant beating out finalists from South-East Asia, India, Middle East, China/North-East Asia.

Auckland Airport's general manager aeronautical business development, Glenn Wedlock, said the airport made a conscious decision 18 months ago to

invest in building up a stronger capability for air services development. "In the past 12 months we have launched three new services on the Tasman, and two new main trunk routes in the domestic market, adding around 413,000 seats annually. Our business development team has made significant progress establishing Auckland Airport as a preferred destination, aligning our initiatives with the needs of airlines, and ensuring that we create value for them."

The winner of the World Routes Airport Marketing Awards will be announced in September in Vancouver, Canada.



Change of clothes



The local Foodtown is looking a bit different lately now its conversion to the new-look Countdown branding is complete.

Progressive Enterprises announced the gradual phasing out of the Foodtown and Woolworths branding in September 2009, a project that is expected to take about five years.

FIFA cup's visit

High security surrounded the visit of the FIFA World Cup trophy to Auckland on April 27.

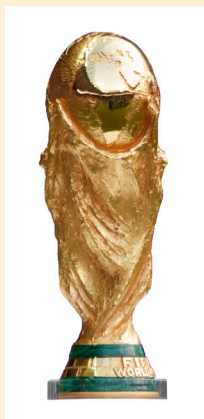
At 36.5cm tall and made of 18 carat solid gold with a base containing two layers of malachite, the trophy is probably one of the most valuable in the world. It weighs 6.175kg and depicts two human figures holding up the earth. The previous World Cup trophy, the Jules Rimet Trophy, was stolen in 1983 and has never been recovered.

The FIFA World Cup trophy, held by Italy, arrived at Auckland Airport on commercial flight NZL90 from Japan, was helicoptered to Skycity for a welcoming ceremony and press conference then returned via

helicopter to depart on board NZ2 to Los Angeles.

Many of New Zealand's football team, the All Whites, attended the ceremony, including coach Ricki Herbert who was able to get up close and touch the glass case surrounding the cup. Only World Cup winners and heads of state are allowed to officially lift the actual cup.

The whirlwind visit was just one stop on the trophy's tour of 84 countries prior to June's finals in South Africa.



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The value of domestic tourism

Did you know that NZ's domestic tourism is worth \$3.1 billion more to our economy than international tourism!

Source: Ministry of Tourism

Entertainment value

DFS customers had some extra entertainment while choosing their duty free purchases care of 42Below with their Holiday in a Box promotion in February. It was an initiative that won Bacardi Global Travel Retail the title of Star Promotion of the Month.

Customers could superimpose photos of themselves on a variety of holiday scenes in the 42Below photo booth, sample the product at the themed bar and receive their free gift of a waterproof camera bag when they bought two bottles.

The promotion was part of the DFS Group's 25th anniversary celebrations.



Did you know?

Auckland Airport is the second largest airport in Australasia. Sydney is the largest.

But Auckland is the number one airport in Australasia - that's according to the recent (2010) Skytrax world airport survey.

Aucklanders host stranded visitors



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More than 300 generous Aucklanders were willing to open their homes to passengers stranded when Iceland's volcano Eyjafjallajökull erupted, sending ash across the skies of Europe.

Tourism Auckland called the initiative 100% Pure Welcome and says it is a great example of doing the right thing within the uniquely Kiwi tourism experience. About 90 people took up the offer after the eruption grounded hundreds of flights from New Zealand to Europe.

Auckland Airport senior communications manager Richard Llewellyn says informal billeting arrangements have been offered

in the past and the Samoan Tsunami, when church and community groups offered to help, was a good example. However, this is the first time formal preparations have been made.

Checks were made to confirm that those who volunteered had the capacity to cater for stranded travellers. "We checked they have the means to host stranded passengers, like a spare room, and they're not just going to put them on the floor," Llewellyn says.

The names and numbers of people willing to help have been added to a new database that can be used when similar events occur in the future.

Stepping up for Leukaemia

Walking up the down escalator might not be the most effective way to get to the second floor of Auckland Airport's international terminal, but it's a great way to raise money for the Leukaemia Foundation.

On May 5 and 14 Auckland Airport Rescue Firefighters will take to the international terminal escalators, alongside their New Zealand Fire Service colleagues, to train for the Firefighter Sky Tower Challenge.

Last year 365 firefighters from all over the world took place in the Sky Tower challenge raising \$150,000 for the foundation which offers advocacy and education to people affected by blood disorders. This year it took just 17 days for 420 firefighters to register. The event will be held on 22 May.

Challenge organiser and firefighter Tony Scott says the middle escalator of the International Terminal will be used for

training with firefighters taking turns of about five minutes each.

Other firefighters are available to collect donations and answer questions. Scott says people might not put money in the bucket at the bottom of the escalator but they see the effort the firefighters are putting in and will make a donation at the top.

The average speed is about 72 steps per minute, Scott says. The Skytower Challenge record is nine minutes and 40 seconds for a firefighter wearing 25kgs of equipment.



Up 4.3%

International arrivals for March 2010

Compared to same time last year.

Biebermania

Shhh! Don't tell anyone but ... tween sensation Justin Bieber was ushered through the Airport late on Tuesday April 27.

He was going to get a good Kiwi welcome, but the hysteria that greeted him in Sydney prompted security to tone down his arrival to avoid a similar reception in Auckland.

Despite this, between 500 and 1,000 breathless teenage girls scrambled to get a glimpse of the 16-year-old Canadian singer. Seven of the Airport police staff were on crowd control duty as Bieber was ushered through a side door and into a waiting car by his two bodyguards.

Oh the excitement!



73%

Of all international visitors to New Zealand arrive or depart from Auckland.

Source: Auckland Airport financial accounts 2009

News & Advertising in the Airport Times

We love hearing about what is happening around and about the airport. If you wish to advertise or have a story to share email airporttimes@akl-airport.co.nz. Deadline: 25th of the month

Percival Gull on the move



If you like to admire Jean Batten's plane where it normally flies above the duty free stores at Auckland Airport – don't be shocked to find it gone after the first week of May.

The Percival Gull G-ADPR in which Batten made the first ever solo trip from England to New Zealand in 1936 will be moved to storage while design and structural calculations are being finalised.

The removal process will take place over three nights from Monday May 3, and is being monitored by a specialist aviation

restorer, the same person who normally cleans Batten's plane. It will be carefully dismantled and placed in storage for two months.

When the lightweight 400kg plane returns to the airport it will take up a new position next to the escalators at arrivals in the international terminal. This means that people arriving into Auckland, as well as those enjoying a meal at the foodcourt, will be able to view the tiny plane that carried our world-record breaking aviatrix.



Keeping safe

With the Auckland Airport Police

Crime reduction goals set by Auckland Airport police are being realised with statistics showing a decrease in incidents since Christmas.

This has been achieved by establishing patterns of offending behaviour then being in the right place at the right time.

Areas of particular success have been Butterfly Creek, Treasure Island, Foodtown (now Countdown) and fast food outlets.

The ultimate aim is to make travelling passengers feel safer and give the resident community confidence that they are at one of the most secure airports in the world.

While crime numbers are down, continued assistance is needed to maintain good results.

The Crimestoppers hotline

(0800 555 111)

is the best way to report suspicious activity preferably as soon as possible after it is noticed.

Millions to celebrate

Jetstar celebrated its one-millionth Kiwi domestic passenger by giving away a family holiday in April.

The airline launched in New Zealand in June 2009 and its one-millionth domestic booking was received on April 8, 2010. The lucky one-millionth passenger, Sandra Carlton of Birkenhead in Auckland, received a family holiday of her choice to any New Zealand destination.

Jetstar chief executive officer Bruce Buchanan says it was a huge success for the airline to reach such a significant milestone so quickly.

"Of our one million Jetstar domestic passengers, around 900,000 Kiwis have been able to get to their destination for under \$100, while more than a third have flown for under \$50 and nearly 15 per cent for under \$30," Buchanan says.

Celebratory \$19 airfares across the New Zealand domestic network were available until April 9, 2010 – Jetstar's way of saying "Thanks a million" to the Kiwis who have flown with the company.



Jetstar passengers enjoy special treats to celebrate the milestone.



2.9 million visitors

It is forecast that by 2015 New Zealand's international visitor arrivals will increase 2.5% to 2.9 million.

And these visitors will spend lots.

Their expenditure is predicted to grow 4.7% to \$8.215 billion!

