

Media Release | 19 April 2013

Auckland Airport announces new charter funding programme

Offers up to \$500,000 to support growth within the sector

In a move to continue stimulating demand within the tourism industry, Auckland Airport is launching a new charter funding programme as part of its Ambition 2020 initiative.

The programme offers up to \$500,000 to tourism wholesalers / airline partnerships who are looking to develop programmes that will create new business opportunities with additional air capacity.

Glenn Wedlock, Auckland Airport General Manager Aeronautical Commercial, says “The programme is looking to encourage further development out of High Opportunity Target (HOT) markets such as Asia and South America. We believe this can be achieved by working with key industry partners who have the ability to grow demand if they can secure additional air capacity and in turn encourage airlines to add capacity where there is proven strong demand.”

“We know that demand was very strong in HOT markets over the summer high season and that many travel wholesalers found it difficult to secure sufficient seats. We feel that our new charter funding programme can help mitigate this by providing opportunities for both airlines and trade sellers to grow business effectively together.”

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

“We have already partnered with airlines and travel wholesalers in the past to develop similar programmes throughout Asia, which have proved very successful in developing new demand and increased air capacity. This new charter fund provides the chance for us to extend this, making it more widely available to see what further opportunities exist in other areas.”

Auckland Airport see the demand from the High Opportunity Target (HOT) markets of Asia and South America as being key areas for this programme. As well as this, the programme will look for opportunities to build traffic to Queenstown and the wider South Island through links to Queenstown Airport and its direct services to Auckland and Australia, supporting the best opportunities to grow value to NZ Inc and ensuring Queenstown Airport’s growth as the premiere gateway to the best of the South Island.

As well as the new charter fund programme, Auckland Airport will continue to support tourism initiatives through its wider marketing programmes, as well as investing up to \$10 million annually to attract new air capacity and build sustainable markets to New Zealand.

“Over 80% of all visitors outside of Australia arrive through Auckland Airport and we believe it is important that we keep finding innovative ways to attract more demand to build value for New Zealand tourism and trade,” continues Mr Wedlock. “We see our charter fund programme as a win-win for everyone involved – creating more seats, more demand and ultimately more arrivals for NZ Inc.”

To find out more information or to apply for funding from the Auckland Airport charter programme, please go to www.aucklandairport.co.nz or talk to one of our Airport team at TRENZ.

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