

# Media | Release

Tuesday, 16 February 2010

## Christchurch Airport passenger numbers increase

Despite one of the toughest years in aviation industry history, Christchurch Airport released statistics today showing that its international passengers numbers have increased by 5% over the financial year to date, compared to the previous year.

"This result is extremely heartening, and shows the success of our ongoing marketing campaigns," said Christchurch Airport General Manager Marketing and Business Development, Gareth Owen. "Our performance exceeds that of Auckland and Wellington, so it also confirms the pull of the South Island as a top tourist destination."

Owen believes the strong marketing approach of Christchurch Airport is recognised by the industry nationally and internationally. In 2009, Christchurch Airport won three international Routes marketing awards, as well as being awarded NZ Airport of the Year for its marketing campaigns.

Statistics for the month of January are also positive with increases for both domestic and international passengers. Domestic passenger numbers were up 3.7% on the previous January and international passengers were up 5.2%, which combined means 21,000 more people passing through the airport in that month alone.

"Most of these people are tourists, bringing money into the Christchurch region and the South Island," explained Owen. "We're not resting on our laurels either – we are working hard to get new routes into Christchurch. Plus we want this year to be more successful than last year in terms of bringing trans-Tasman visitors to the South Island this winter. We have several joint venture marketing campaigns underway and the Ski TMN campaign started on the weekend."

...END

**For further comment, please contact:**

Monique Oomen

Communications Manager

Phone: 03 353 7807

Mobile: 021 450 202

Email: [monique.oomen@cial.co.nz](mailto:monique.oomen@cial.co.nz)

## **Christchurch International Airport – New Zealand’s Tourism Gateway**

Christchurch International Airport welcomed nearly 6 million passengers in 2008/2009, ranking as New Zealand's second largest airport. The Airport occupies a unique position economically, as the South Island's busiest and most strategic air connection to the world's trade and tourism markets. In addition, the airport plays an important role as the South Island's major domestic hub servicing all New Zealanders, enabling passengers to connect to a full spectrum of destinations throughout New Zealand. Christchurch International Airport is a major driver of the regional Canterbury economy, generating airport precinct related jobs for nearly 5000 people.

Christchurch International Airport is owned and operated by Christchurch International Airport Limited (CIAL). CIAL was established as a limited liability company in 1988, and ownership of CIAL is now shared by Christchurch City Holdings Limited with 75% and the New Zealand Government with 25%. The company's vision is to be recognised as New Zealand's leading tourist gateway.

Christchurch International Airport is a carbon neutral company and has received carboNZero certification from Landcare Research following a detailed measurement and analysis process. CIAL is the first airport company in the Southern Hemisphere to attain certified carbon neutral status and is the second carbon neutral certified airport company in the world.

Visit [christchurchairport.co.nz](http://christchurchairport.co.nz) for more information.