

# Media | Release

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## **CHRISTCHURCH AIRPORT WINS AWARD FOR SCENERY EXPERIENCE**

Christchurch International Airport has won an international award for its innovative theming.

The airbridges and video theming initiatives around the airport won The Best Arrivals Experience award at the 2011 Future Travel Experience awards in Vancouver.

Airport Chief Executive Jim Boulton says the award proves it's not only travellers who are being wowed by the theming.

"We want to make Christchurch an unforgettable airport, from the moment people step off the plane," he says. "This award suggests we are on the right track.

"Visitors step off international flights into themed airbridges, with floor-to-ceiling images of amazing scenery. Each theme is enhanced by appropriate sounds or smells – scenes of MacKenzie Country have the sweet smell of hay and the golden sandy beaches of the Abel Tasman National Park have the familiar scent of sunscreen."

Mr Boulton says the theming has been a fantastic collaborative effort by many airport staff and agencies, as well as a wider South Island team. Christchurch International Airport Limited (CIAL) has worked with regional tourism organisations, local authorities and photographers to showcase the South Island to visitors.

"Travellers passing through Customs see the largest video wall in Australasia, with stunning images of our mountains, lakes and forests. The overall idea is to bring the South Island outdoors inside and reinforce Christchurch Airport's brand as New Zealand's Tourism Gateway.

"We showcase the landscapes to inspire travellers arriving in Christchurch to see more of the South Island. Add to this some great South Island hospitality and we offer the complete experience."

**ENDS – high resolution images available**

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**Christchurch International Airport – New Zealand's Tourism Gateway**

Christchurch International Airport welcomed about 6 million passengers in the past year, 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 (75%) and the New Zealand Government (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.