

Media | Release

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Christchurch Airport prepares to welcome more Australians

Christchurch Airport is right behind a new campaign aimed at challenging Australians' perceptions of Christchurch.

The campaign is called *Christchurch Reimagined* and has been launched today by Christchurch & Canterbury Tourism, in association with the Canterbury Tourism Partnership.

It aims to show Australians how Christchurch has moved on since the earthquakes, to become creative and exciting again.

Christchurch Airport is a partner within the Canterbury Tourism Partnership and CEO Jim Boulton says the campaign is fantastic.

"Jetstar's heavily discounted airfares are sure to lure Australians to Christchurch, so the airport team is getting ready to roll out the welcome mat for them," he says.

"This is a great initiative and we fully support it. The number of Australians arriving here has dropped since the earthquakes, largely because many still think the city is broken and dull.

"How wrong they are! There's a lot going on, plenty to see and more to do every week, as new places open ... all of which also means job opportunities for young Aussies who might want to stay a while.

"Christchurch Airport looks forward to welcoming Australians here to see the new Christchurch as it emerges."

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For further comment, please contact:

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Christchurch International Airport – New Zealand’s Tourism Gateway

Christchurch International Airport welcomes almost six million passengers a 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. 85% of international visitors to the South Island are welcomed and farewelled at Christchurch Airport.

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 for more information.