

Thursday April 18 – **EMBARGOED UNTIL 6.30PM**

## Christchurch Airport – bringing the world South

Alongside the official opening of its new terminal building, Christchurch Airport has updated the way the world sees it.

CEO Jim Boulton says the time was right for freshening the airport's branding.

"Our new terminal is receiving universally positive feedback, so we used that to consider the way we describe ourselves," says Mr Boulton. "The refreshed branding says it all - we are focused on, and working hard at, bringing the world South.

"Our new corporate colour reflects not only the sensational scenery we sit amongst and are conduit to, but also that Christchurch Airport has just notched up six years of carboNZero accreditation. We take our impact on the environment very seriously."

Mr Boulton says dropping the word international from the airport logo was deliberate.

"We are an international airport, but don't need to state the obvious," he says. "Most people usually refer to us as Christchurch Airport, so we've taken that on board.

"While we have a new 'look', our aim remains the same - to be the best airport - and recent independent international surveys suggest we're heading in the right direction."

That is a reference to the Airport Service Quality (ASQ) Survey conducted quarterly across 200 airports worldwide, to measure overall passenger satisfaction with the airport and by specific service areas. Each airport's performance is measured against others in its country and region.

Christchurch Airport's ASQ results have shown steady improvement as the new terminal building has been built. The most recent quarterly survey of business and leisure travellers gave Christchurch Airport the *highest overall satisfaction rating* across participating New Zealand and Australian airports (5 - 15 million travellers ), a rating echoed by the 2012 annual overall rating.

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For further comment, please contact:

Yvonne Densem

Manager Communications

Christchurch International Airport Limited

Phone: 03 353 7807

Mobile: 021 450 202

Email: [yvonne.densem@cial.co.nz](mailto:yvonne.densem@cial.co.nz)

### **Christchurch Airport – bringing the world South**

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 6000 people.

Government policy currently offers 'Open Skies' over Christchurch until 2017, giving favourable consideration to airlines offering new services to and from the city.

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.