

Welcome China

Christchurch International Airport Limited

The Christchurch International Airport Limited Welcome China programme is focused on securing long-term regular flights direct to the South Island from Guangdong. This initiative aims to support visitor growth in the Canterbury region and wider South Island from the Guangdong region of China. The project is closely aligned with the Tourism Growth Partnership objective of increasing productivity in the tourism sector. The programme will improve visitor flows, support visitor recovery, and improve financial contributions to the Canterbury region and the tourism industry.

The Challenge

- The earthquakes of 2010 and 2011 saw visitor numbers arriving into Christchurch International Airport and the wider community drop dramatically. While tourism in the Canterbury region has started to rebound, this project intends to fast track growth out of the booming China visitor market with a targeted campaign, rather than relying on existing growth trends.

The Project

- The project will focus on attracting visitors from the Guangdong region. The project will also use relationships to build ongoing traffic over a four year period, with the intention of achieving sustainable regular flights by 2019. The project also intends to generate increased demand, over and above forecasted growth.

Key facts

Programme start: 1 September 2014

Length of TGP Funding: 1 year

TGP funding: \$270,000

Industry funding: \$270,000

Estimated potential economic benefits to NZ:

By year five of the plan, some 27,000 visitors would generate approximately NZD\$126.5 million in spending annually, with an estimated GDP impact of NZD\$61.4 million.

