

Scheduled Direct Air Services between China and Christchurch

Christchurch International Airport

Christchurch International Airport Limited (CIAL) has successfully built a relationship with China Southern Airlines that has resulted in year-round scheduled air services from the Southern China city of Guangzhou direct to Christchurch. This is the first time that regular scheduled flights from mainland China have been introduced directly to the South Island. The partnership will assist in increasing visitor flows in the off-peak season. The project is aligned to the Tourism Industry Association's Tourism 2025 framework of growing sustainable air connectivity to New Zealand.

The Challenge

- Christchurch's role as the gateway to the South Island was compromised as a result of the 2011 earthquakes. To assist in rebuilding the South Island's visitor economy, the introduction of direct flights to the South Island out of the booming China visitor market is seen as a critical step.

The Project

- The project has the potential to give a significant boost to the tourism sector in the South Island by delivering an increase in the high-value Chinese market. Direct flights and year round service between Guangzhou and Christchurch will encourage visitors to travel during off-peak and shoulder periods and also have an additional spin-off of 2,718 tonnes of freight export potential. Marketing as a result of this partnership will be targeted at attracting these visitors to the South Island throughout the year and to also explore widely across the region.

Key facts

Programme start: September 2015

Length of TGP Funding: 3 years

TGP funding: \$1,586,819

Industry funding: >\$1,800,000

Estimated potential economic benefits to NZ:

\$420 million over the next three years, increasing to \$126.5 million by year five.

