

# It's time for touchdown! Are you ready?

On the 26th August 2019, Invercargill Airport became the first regional airport in New Zealand to host a regular jet service with the establishment of **direct flights between Invercargill and Auckland**.

As these flights present significant opportunities for local businesses, community connectivity and our growing tourism industry, it's important for us to get behind the flights and make the most of the opportunities they bring!

## Here's what you need to know:



### THE FLIGHT SCHEDULE

Using an Airbus A320 jet, Air New Zealand flights will depart and arrive into Invercargill Airport at the following times:

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
Depart	6:00am	6:00am		6:00am	6:00am	9:15am	
Arrive	9:35pm		9:35pm	9:35pm	9:35pm		9:35pm



### ACCOMMODATION & WHERE TO EAT

With flights arriving at 9:35 pm at night, it's important that we have the infrastructure and activities in place to welcome people. To help encourage this, we've been working with our local hospitality industry to ensure that when people arrive into Invercargill there are places open to eat, stay, and transport available to get them there. To support this, Invercargill Airport will be running a shuttle into town.



### LETTING PEOPLE KNOW

Southland has established a regional partnership group that is committed to working with Air New Zealand to promote this new flight service. To date there have been two major campaigns, 'Find yourself speechless in Southland' aimed at the inbound audience, and 'Auckland, put the jug on' which has been targeted at Southlanders to emphasise just how easy it is to travel to Auckland for both business and leisure.



### UNDERSTANDING WHO IS COMING

Along with the temporary i-SITE being set up, we will also be seeking to understand who is using the new flight service. This will help us to identify trends for business and leisure travellers and ensure that we can continue to leverage further opportunities for increased visitation. We will share these findings with you in a few months' time so you can see how your business might benefit and be more involved.



### WELCOMING VISITORS

There will be a temporary i-SITE set up at the Invercargill Airport for the first month of the direct flight service. This will provide visitors to Invercargill with information on where to stay and eat, local attractions, and options for getting around Invercargill and Southland. As an extension of the i-SITE in Wachner Place, visitors will be able to make activity and travel bookings and pick up flyers and brochures on Southern activities. You can contact the i-SITE on (03) 211 0895 for more information or to ensure your business's details are best advertised.



### OPPORTUNITIES FOR EXPORTERS

With the establishment of direct flights between Auckland and Invercargill, exporters will now have improved access to the Auckland market and an even stronger foundation to leverage their product, service and brand to the world. Through these flights there is the potential for an additional 50 metric tonnes to be shipped from Invercargill airport, so it's a great time to be considering exporting opportunities. Contact Air NZ Senior Account Manager Christopher Reid on christoper.reid@airnz.co.nz for more information.