

6 August 2020

SUBMISSION TO MINISTER OF TRANSPORT

Support for extending the alliance between Air New Zealand and Air China

Auckland Tourism, Events and Economic Development (ATEED) fully supports Air New Zealand's application seeking reauthorisation of the airline's strategic alliance with Air China for a further five years.

As the Auckland region's economic development agency, ATEED's role is to help sustainably grow Auckland's visitor economy by attracting high-value business, skilled migrants, and visitors when international borders reopen.

The Air New Zealand/Air China alliance supports the ease of travel to New Zealand from important existing and emerging markets.

Alongside Australia, China is one of New Zealand's largest trade and visitor partners. ATEED knows first-hand the value of this market.

The Chinese market will play a key role in the economic recovery when border restrictions are eventually eased, allowing us to rebuild tourism, business and student demand which has been affected by the Covid-19 pandemic.

Meanwhile, ATEED is continuing to strengthen Auckland's footprint in China. In 2019 ATEED launched the Auckland WeChat Mini Programme, an online platform that uses the Auckland-based Chinese community to promote Auckland to their families, friends, and networks back home.

Auckland is the number one destination for international students from China. Prior to Covid-19, Auckland was home to 40,000 students who injected \$1.9 billion into the local economy. Even with borders closed, the value of Chinese students currently in Auckland is estimated at nearly \$515 million.

An extension of this alliance means ease of travel and direct services from international ports, including Beijing and Shanghai to Auckland will stimulate economic growth, create new jobs in our region and raise its profile as a place to visit, study, invest in and do business.

Furthermore, the airlines' alliance will create opportunities for joint and increased marketing and promotion in the two Chinese cities, resulting in a greater awareness of Auckland as an international destination.

It is on this basis that ATEED strongly endorses an extension of this alliance.

Kind regards



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Destination

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