



School of Management – Tourism Management Group

TOURISM MANAGEMENT SEMINAR

We are pleased to present the following seminar in our 2012 series:

Kevin Ward

Chief Executive, NZ Airports

Ready for take-off:

The growing role that airports are playing in driving tourism, travel, and trade

Thursday, 7 June 2012, 12:15 - 13:15, followed by coffee
Rutherford House, 23 Lambton Quay, Level 12, Boardroom

Far from the passive, quasi-governmental infrastructure providers of past years, airports have become key drivers of connectivity and economic growth. In practical terms this means that airports are actively seeking out new and expanded air links and targeting the visitor markets that are likely to bring the greatest benefits and growth. At the same time they are joining destination marketing efforts and focusing on their part in providing an excellent visitor experience. In policy terms it means that airports are playing a key role in arguing for new policy settings and improved implementation – for example New Zealand's air services policy and negotiations with aviation partner countries. At stake are significant potential benefits to the New Zealand economy, and the ability to distribute those benefits around the country.

Kevin joined the New Zealand Airports Association (NZ Airports) after seven years as an independent consultant specialising in policy and strategy development and implementation. He was previously the Chief Executive of the Civil Aviation Authority, and the General Manager of the Maritime Transport Division of the Ministry of Transport. He holds a Masters degree in Geography.

NZ Airports is the industry association for commercial airports and associated businesses in New Zealand. www.nzairports.co.nz