

Sydney Airport plans to launch Chinese version of its iPhone app

By **Melissa Silva** on December, 6 2012 | Airlines & Airports



In addition to the news that China Eastern will fly direct between Nanjing and Sydney three times a week starting December 21, Sydney Airport has announced plans to release a full Chinese version of its popular iPhone app in time for Christmas. The app will automatically display the Chinese or English version depending on user settings.

“Sydney Airport’s iPhone app is used more than 30,000 times every week and we hope that our Chinese passengers also use the app to check flight arrivals and departures and other airport information,” said Sydney Airport Chief Executive Officer Kerrie Mather. Dynamic Chinese wayfinding signage will also be installed in the arrivals section of the international terminal.

“Following the success of this year’s Red Ambassador program, we are doubling the number of Mandarin-speaking guides to 40 volunteers during next year’s Chinese New Year festival over January and February,” said Mather.

“We are so pleased with the response we received from the community, with 120 people expressing interest in improving the passenger experience for our Chinese visitors.”

Chinese New Year is the busiest time of year for the airport’s Chinese carriers because it’s traditionally a time for reuniting with family. Mather says its Red Ambassadors were so well received this year, that the airport is doubling the number for Chinese New Year 2013.

“Sydney Airport is committed to improving our services for this significant and growing market,” said Mather.

As for the new direct flights, China Eastern will fly an A330-300 service between Sydney and Nanjing three times a week and then onwards to Beijing, taking its total weekly services from Sydney to 12. These added flights maintain Sydney Airport’s position as Australia’s number one gateway for Chinese visitors.