

Who We Are

Our Ambition

One of Air New Zealand's primary goals is to be known internationally as the world's most inspiring airline from the world's most inspiring place.

Our Brand Essence

Wherever passengers fly, Air New Zealand's role is to inspire discovery of new places and experiences, to prepare them emotionally and physically and to build anticipation.

Our Beliefs

The journey is part of the destination and the Air New Zealand team strives to reinforce this philosophy by showing passengers how New Zealand is one the most inspiring countries on Earth, not only for its scenic beauty and diversity, but for its people and culture.

Greenstone

The choice of greenstone as Air New Zealand's signature colour relates directly to a deeper connection to people and place. Greenstone is of special significance to New Zealanders as a symbol of a heartfelt welcome and a long-lasting relationship to "Aotearoa" - the most widely known and accepted Māori name for New Zealand. It is a spiritual stone that warms and glows in the hand, reflecting the bones of our ancestor Papatuanuku (Earth mother). The green color is particularly emblematic of New Zealand's forests, new growth and Air New Zealand's future as we connect our people to the world.

Our Koru

The Air New Zealand Koru has a combination of meanings: "Mango Pare" – the Māori name for the hammerhead shark – is an icon representing strength, speed and power, while the Koru's depiction of the growth of new fern fronds represents everlasting regeneration. These meanings combine to represent who we are in a strong and spirited way.

Our Koru Motif

The Koru motif is inspired by Maori history and legend, in particular that of our ancestor Tane (Maori god of man and forest) and the great works he created. Te Ika o Te Rangi was a legendary basket containing special beings - the star children who Tane placed in the cloak of Ranganui where they were to glisten in the night sky forever. The design depicts the star constellation Mangorua (Milky Way) and the long Mango (shark) that glides along the brow of the night sky.