



NEWS RELEASE

Monday 31 March, 2014

Singapore Airlines celebrates 30 years in Adelaide

Singapore Airlines today (Monday, March 31) will celebrate 30 years of flying to and from Adelaide with a water cannon salute and an event to thank local tourism and travel operators.

The airline's inaugural service, a Boeing 747, landed in Adelaide on March 31, 1984, less than 18 months after the opening of Adelaide Airport's international terminal.

The airline currently operates up to 12 services a week out of Adelaide - more than any other international carrier - and is Adelaide's longest serving international airline.

Adelaide Airport Ltd Managing Director, Mark Young, said Singapore Airlines had long been the backbone of Adelaide's international offerings.

"Singapore Airlines was a groundbreaker in providing South Australians with one-stop connections to Europe and the UK, rather than having to backtrack via Sydney or Melbourne," Mr Young said.

"Back in 1984 there were just a small handful of international flights – now we have more than 50 departures during the peak summer period to multiple destinations and countries.

"They have provided a vital link for South Australians heading overseas, and a catalyst for increasing international visitor numbers to Adelaide and South Australia."

Singapore Airlines Manager South Australia Hugh Chevrant-Breton said: "This is a great achievement and we are delighted to celebrate it with Adelaide Airport and the South Australian Tourism Commission. Their continued support along with our loyal customers and trade partners remains a key priority for us.

"We have come a long way to establish ourselves as South Australia's leading international airline in terms of size and quality, with great connectivity to both Europe and Asia. We employ 34 staff here and will continue to work hard to be the airline of choice for South Australians."

SATC CEO Rodney Harrex said Singapore Airlines had made a significant contribution to South Australia over the past 30 years.

"Tourism is a \$5 billion industry in South Australia and employs 32,000 South Australians, with international visitation worth almost \$700 million annually," Mr Harrex said.

"Since March 1984 this airline has brought hundreds of thousands of visitors from all around the world to our State, who have invested millions of dollars into the local economy.

"Singapore Airlines is also a valued marketing partner of the South Australian Tourism Commission, and we have worked closely together since 2006 on a range of cooperative marketing campaigns in our key international markets."

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