

Media Information

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Cathay Pacific adds fifth weekly Adelaide service – driven by strong demand from tourists to South Australia and outbound market

Cathay Pacific Airways is adding a fifth weekly flight to Adelaide from 2 December 2015. The move will see the airline increase its capacity on the route by 25 per cent and brings the weekly number of seats to 2,500.

Nelson Chin, General Manager, Cathay Pacific Airways Southwest Pacific, said the increase is a direct response to high demand from both inbound and outbound passengers.

“Since we introduced our new schedule in early April last year which provides better connections, particularly to the UK and Chinese destinations, we have seen demand surge,” he said. “Our flights have been very popular and we have seen increased numbers of tourists into Adelaide from mainland China, as well as South Australians taking advantage of the fast connections to China, Asia, London and North America via Hong Kong.

“The fifth flight will depart Hong Kong on Wednesday night and depart Adelaide on Thursday morning, making Adelaide departures available on Monday, Wednesday, Thursday, Friday and Sunday, giving South Australian passengers more flexibility in their travel plans,” said Mr Chin.

“We are also working closely with the State Government to promote South Australia in Hong Kong, mainland China and other key markets and this is proving to be a very good partnership,” he added.

Tourism Minister Leon Bignell said the additional flight into Adelaide was excellent news for South Australia.

“The State Government has been working extremely hard to create opportunities and shine the spotlight on our state. With events like the Tour Down Under, World Cup Cricket at the redeveloped Adelaide Oval, the Adelaide Fringe, Clipsal 500 Adelaide, Adelaide Festival and WOMADelaide, we are continuing to see visitors flood into SA.

“Importantly, Cathay Pacific has very strong links with Europe and China – two of our key markets. In the recent State Budget, \$35 million was allocated to market Adelaide and SA internationally and interstate, with a particular focus on China.

“The additional flight will play a role in helping us reach our goal of 57,000 Chinese visitors by 2020 and build an \$8 billion tourism industry by 2020,” he said.

Mark Young, Managing Director, Adelaide Airport added: “The direct flights to Hong Kong, providing same day connections with mainland China, Japan, Korea and Taiwan, have proved very popular with travellers - as have the onward connections to London. It’s great news that Cathay Pacific will expand this service from later this year to meet growing demand.”

The additional flight also means an increase in capacity for freight from South Australia.

“In addition to extra passengers, we have also been carrying a lot more freight out of Adelaide, particularly fresh tuna to Japan, chilled fish to Hong Kong and Europe, as well as chilled meat to

Media Information

Frankfurt and Taiwan. An extra flight each week gives South Australian exporters an extra 15 tonnes in freight capacity,” Mr Chin added.

South Australian produce also makes an appearance on board Cathay Pacific flights from Adelaide with leading skincare brand Jurlique featured in the Business Class amenity kits; Dandelion Vineyards and D’Arenburg wines currently served on board, as well as Maggie Beer ice cream.

The airline will operate the following flights:

New Cathay Pacific Adelaide Schedule From 2 December 2015				
Flight	Departure		Arrival	
CX173	Hong Kong	1905	Adelaide	0620 + 1
Ex Hong Kong: Tuesday, Wednesday, Thursday, Saturday, Sunday				
CX174	Adelaide	0745	Hong Kong	1400
Ex Adelaide: Monday, Wednesday, Thursday, Friday, Sunday				

Current Cathay Pacific Adelaide Schedule Until 1 December 2015				
Flight	Departure		Arrival	
CX173	Hong Kong	1900	Adelaide	0510 + 1
Ex Hong Kong: Tuesday, Thursday, Saturday, Sunday				
CX174	Adelaide	0635	Hong Kong	1345
Ex Adelaide: Monday, Wednesday, Friday, Sunday				

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About Cathay Pacific

Hong Kong based Cathay Pacific Airways is widely acknowledged as one of the world’s leading airlines, offering scheduled passenger and cargo services to serve over 190 destinations in 47 countries and territories. Out of Australia the airline has 75 flights a week to Hong Kong from Sydney, Melbourne, Brisbane, Perth, Adelaide and Cairns. All flights provide excellent connections over the Hong Kong hub to the airlines worldwide network, including an extensive number of cities in China, served by Cathay Pacific’s sister airline Dragonair. All Australian flights offer three classes of travel – Business, Premium Economy and Economy class - providing excellent, award-winning levels of service to both the business and leisure traveller. Cathay Pacific is a founding member of the **oneworld** global alliance, whose combined network serves almost 700 destinations worldwide.

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