

Hon Jay Weatherill MP

Premier

Hon Leon Bignell MP

Minister for Tourism

Tuesday, December 13 2016

China Southern Airlines inaugural flight lands in Adelaide

The inaugural flight of the world's third largest carrier – China Southern Airlines – lands at Adelaide Airport this morning, heralding a massive boost to the State's visitor economy.

The flight is the State's first direct service from mainland China, with three weekly flights operating between Guangzhou and Adelaide on an Airbus A330-200.

The service is expected to inject an annual \$23.4 million dollars into South Australia's record visitor economy.

Chinese visitors currently contribute \$240 million to the visitor economy with a target set for \$450 million by 2020.

China Southern Airlines President, Mr Tan Wangeng, led a delegation to Adelaide on the maiden flight, recognising the growing commercial and tourism opportunities between Guangzhou and Adelaide.

Quotes attributable to Premier Jay Weatherill

The State Government is honoured to welcome China Southern Airlines and President Tan to Adelaide. The introduction of flights from one of the world's largest airlines will be instrumental in boosting South Australia's international profile and economy.

This partnership will not only provide positive impacts for tourism, trade, education and investment but will create hundreds of jobs across the State.

China is South Australia's largest trade partner and the State Government is committed to expanding and identifying opportunities of mutual benefit across all sectors.

With the addition of China Southern four new international routes have begun flying in to Adelaide since April 2011, with international seat numbers increasing by 58 per cent.

Quotes attributable to Minister for Tourism Leon Bignell

The State Government is doing everything it can to grow our visitor economy and securing China Southern is a huge win for South Australia.

It's so important our State is ready for Chinese visitors and we have been working hard behind the scenes to ensure their overall experience in SA is the best it can possibly be.

For the first time visitors will be greeted with Chinese language signs at Adelaide Airport, on our main roads and key spots in the city. The State Government has also conducted China Ready workshops with tourism operators in all of the State's regions.

The visitor economy drives job growth in South Australia and, each day, we are literally surrounded by thousands of visitors from interstate and overseas. They are travellers who pump almost \$6 billion into our economy.

Today is an incredibly exciting day for South Australia and the transformation of our economy – not only in tourism but also for our exports. We want to fill the cargo holds of China Southern planes with our premium food and wine.

This new route will create additional opportunities for tourism and trade for both cities. It's a win-win in every possibly way.

Quotes attributable to Adelaide Airport Managing Director Mark Young

We are delighted to attract our first mainland China service, further expanding Adelaide's international network.

This new service creates significant inbound and outbound tourism opportunities as well as attractive export links into one of China's largest cities, and in turn providing one-stop access to destinations across China.

It also links Adelaide with China Southern's Canton Route into Europe and the UK via its Guangzhou hub.

We're aware that there is strong demand from Chinese visitors for experiences that Adelaide and South Australia have to offer. The service will also connect the significant number of friends and families who live in the two regions.

Background

The new connection will see China Southern Airlines operating 42 flights per week across Australia from its hub at Guangzhou Baiyun International Airport.

Flights are scheduled for:

CAN-ADL CZ 663 departs 10:10pm (Mon, Wed, Sat); arrives 9.30am (Tue, Thu, Sun).

ADL-CAN CZ 664 departs 11:00am; arrives 6.05pm (Tue, Thu, Sun).

Media Contact: Callie Bryson 0478 346 495