

MEDIA RELEASE

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Adelaide wins second prestigious aviation award

Adelaide Airport and the South Australian Tourism Commission have gone back-to-back in winning a prestigious marketing award at the Routes Asia aviation conference in Brisbane.

Adelaide was named best airport in the 4-20 million passenger category at the Routes Asia Marketing Awards at a ceremony on Monday night. Other airports short-listed for the award were Auckland, Chubu Centrair, Mactan Cebu, Siem Reap and Wellington. Adelaide won the same award in 2017.

The annual Routes Marketing Awards recognise excellence in airport and destination marketing. Airlines vote for the marketing services that support the successful launch of new routes or the development of existing ones - making them highly regarded in the aviation industry.

Adelaide Airport Managing Director, Mark Young, said Adelaide's award submission was built around attracting new and additional services with China Southern, Fiji Airways, Cathay Pacific and Qatar Airways. Air New Zealand has upgraded its aircraft between Adelaide and Auckland to a Boeing 787 Dreamliner.

"The 'Team Adelaide' approach of Adelaide Airport and the South Australian Tourism Commission has achieved excellent results," Mr Young said.

"Our business development and marketing teams work extremely hard to attract new international carriers and services, and our success is demonstrated by our continued double-digit growth in international passenger numbers."

South Australian Tourism Commission Chief Executive, Rodney Harrex, said the back-to-back win was a fantastic accolade and a testament to the long list of recent aviation successes.

"We've been working hard with Adelaide Airport and Tourism Australia to strategically grow South Australia's aviation industry and its fantastic for this to be recognised on a platform attended by key aviation influencers," Mr Harrex said.

"Our tourism industry is growing and we are attracting major international carriers, expanding passenger capacity and have even won hosting rights for the world's largest aviation trade conference."

Tourism Australia Managing Director, John O'Sullivan, said: "Much of the success that South Australia has enjoyed over the past 12 months in terms of international visitor arrivals and tourism spending can be traced back to what the team there have done in the aviation development space.

"South Australia Tourism Commission, Adelaide Airport, the local tourism industry and business community should be warmly congratulated for the huge wins they've achieved in luring new

airlines to Adelaide and increasing the state's international global aviation footprint. With the countdown now well underway to World Routes coming to Adelaide in 2019, the timing of this award couldn't be much better."

Adelaide Airport and the SATC will host World Routes in 2019, attracting the top airlines and airports from around the world to Adelaide – the first time the event will be held in Australasia.