



MEDIA RELEASE

SENATOR THE HON NICK SHERRY

Minister for Small Business
Minister Assisting on Deregulation
Minister Assisting on Tourism

MINISTER MEETS CHINA SOUTHERN ON EXPANSION PLANS

The Minister Assisting on Tourism, Senator Nick Sherry, has welcomed China Southern Airlines' route expansion plans into Australia, after a meeting with the company's President and CEO, Mr Tan Wangeng, in Brisbane today.

By 2013, China Southern plans to add Brisbane, Cairns, Perth and Adelaide to its Australian routes with the aim of increasing total flights to Australia to 50 services per week.

"The plans outlined to me by Mr Tan and his senior management team show a deep commitment to the future of the China-Australian air link," Senator Sherry said.

"China Southern Airlines is already heavily promoting its Australian routes and will have spent more than \$27 million on advertising alone by the end of this year."

"China Southern's investment in our market will provide a significant boost to the Australian tourism industry, which is still dealing with the effects of the global financial crisis."

"The number of visitors from China is expected to more than double over this decade to around 800,000 a year."

"China is forecast to become Australia's leading tourism export earner in 2012 and by the end of this decade, annual expenditure by Chinese visitors is forecast to be over \$5.5 billion."

"Already, China is our second largest inbound market by value, with Chinese visitors spending around \$2.8 billion in Australia last year," Senator Sherry said.

Mr Tan and his delegation are in Australia for the airline's inaugural flight to Brisbane. From 1 November, China Southern will substantially increase services to Australia, from 10 flights per week to 24 flights a week, connecting over 80 cities beyond Guangzhou.

- The Guangzhou-Sydney service will be doubled from 7 services to 14 services per week
- The Guangzhou-Melbourne service will be increased from 3 services to 7 services per week
- The Guangzhou-Brisbane service will run at 3 times per week

"Chinese outbound travel is among the fastest growing in the world and the Australian Government is acting on several fronts to attract visitors from this booming market, including \$30 million in funds to market Australia in China," Senator Sherry said.

“At the same time, we are supporting our industry as it works to ensure it meets the expectations of Chinese visitors and delivers a consistent, culturally relevant, high quality product.”

“The Government’s National Long-Term Tourism Strategy is providing the platform to enhance the productive capacity of the tourism industry and meet these challenges.”

BRISBANE

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