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## **NEW DIRECT FLIGHTS AND OPPORTUNITIES BETWEEN ADELAIDE AND CHINA**

The South Australian Government has announced an agreement with China Southern Airlines that will see direct flights into Adelaide from Guangzhou 3 times per week commencing December 2016.

The world's third largest airline based on passenger movement is the second to commence direct flights into Adelaide in 2016 with Qatar also having started a daily service in May.

Damien Kitto, CEO, Adelaide Convention Bureau said, "this presents a huge opportunity for Adelaide with the Chinese market. Over the past 18 months in particular our focus on China has been increasing with a dedicated Mandarin speaking staff member joining our team and relationships being developed and strengthened via more regular in market visits and showcase events such as Dreamtime.

"Adelaide's offering of an abundance of fresh food including some of the best seafood in the world, premium wine, ease of accessibility and convenience with an enviable environment and lifestyle has, based on feedback from both delegates and those visiting on famils, proven popular with the Chinese market. The direct flights by China Southern Airlines, along with flights from Asia by Singapore Airlines, Malaysia Airlines and Cathay Pacific further increase our opportunities within the Asian market and China in particular" he said.

From an incentive perspective, South Australia produces 80% of Australia's premium wine affording Chinese visitors a great opportunity to visit some of the world's most recognisable best wine regions, as well as enjoying our abundant array of locally sourced fresh food. They may also enjoy easily accessible unique destinations such as Kangaroo Island with its pristine environment and abundant wildlife or Port Lincoln where the opportunity to interact with marine life is second to none.

The Adelaide Convention Bureau will target its resources within the wider Asian region and have wasted no time in activating their strategy with the Director of Sales and Marketing adjoining the Adelaide City Council's trade mission to Qingdao in China this week.

"With only 4 short months until China Southern begin flight operations into Adelaide the Bureau is excited about the prospect of attracting business event delegates into Adelaide South Australia" said Mr Kitto.

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