

## **MEDIA RELEASE**

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### **Perth connects with China as direct flights commence**

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**Wednesday 9<sup>th</sup> November 2011**

Perth Airport Pty Ltd and Tourism Council WA have congratulated China Southern Airlines as the carrier celebrated its inaugural flight from Guangzhou to Perth this morning.

The airline will introduce three non-stop flights between Guangzhou and Perth each week with services departing Perth at 9:55am every Wednesday, Friday and Sunday. From Guangzhou, flights will depart at 10:00pm every Tuesday, Thursday and Saturday arriving in Perth at 6:30am the following day. A connecting option to Beijing is also available.

China Southern Airlines will operate an Airbus A330-300 on this new route offering a capacity of 292 seats per flight.

Perth Airport Chief Executive Officer Brad Geatches said the new service was a great result after months of negotiations backed by both the State Government and Tourism WA.

“This new service will provide strategic connectivity to the Chinese market which offers great potential for both tourism and industry in Western Australia,” Mr Geatches said.

“It also offers an exciting new destination for Western Australians and will hopefully open the door to further opportunities and new routes in the future,” he said.

Tourism Council WA Chief Executive Officer Evan Hall said the new service would attract tourists, business travelers, conference delegates and international students alike.

“This is a tourism touchdown!” Mr Hall said.

“We expect Chinese visitors to Western Australia will triple from 15,000 to 45,000 in the first year thanks to this new direct service,” he said.

Tourism Council WA is holding a major state tourism conference from 24-25 November to prepare the industry for the challenges and opportunities the Chinese market will bring.

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