



Stuart Ayres

Minister for Trade, Tourism and Major Events

Minister for Sport

MEDIA RELEASE

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NSW ANNOUNCES PARTNERSHIP WITH AIR CHINA TO PROMOTE NEW SERVICES FROM CHENGDU TO SYDNEY

In another coup for NSW tourism, Air China will start operating a direct service from Chengdu to Sydney this November with a new promotional partnership in place with the NSW Government.

Minister for Trade, Tourism and Major Events Stuart Ayres said the new route will enable direct travel for tourists from Western China wanting to enjoy the natural beauty of NSW.

“NSW is committed to improving access to Sydney and our regions for Chinese passengers, our fastest growing and largest inbound visitor market,” Mr Ayres said.

“The promotional partnership between Destination NSW and Air China will encourage as many passengers as possible to take advantage of these great new direct flights to Sydney.”

Destination NSW Chief Executive Officer Sandra Chipchase said the announcement builds on the already strong relationship her agency enjoys with Air China.

“With Sydney’s unique combination of city life and beautiful nature experiences, we are excited to welcome more Chinese visitors to NSW as a result of the new Air China direct service and will work with Air China and their travel trade partners to promote this fantastic route,” Ms Chipchase said.

Air China General Manager Oceania Mr Rui Jie said the airline was pleased to expand its Sydney services.

“This new route to Sydney marks Air China’s third intercontinental flight from Chengdu and our first non-stop service between Western China and Oceania,” Mr Rui said.

“The Chengdu to Sydney service will facilitate further trade between Australia and western China, as Chengdu is the most economically dynamic city in Western China with the most Fortune Global 500 companies.”

Sydney Airport Managing Director and Chief Executive Officer Kerrie Mather said, “Sydney Airport is the world’s leading long haul airport for Chinese airlines with six airlines serving 11 mainland Chinese cities so we’re pleased to be welcoming Air China’s new Chengdu to Sydney route from this November.”