



MEDIA RELEASE

Monday April 3, 2023

Adelaide Airport gears up for busiest period since 2019

Forget Mad March. Adelaide Airport is gearing up for Awesome April with passenger numbers expected to be the highest in three years and almost back to pre-COVID levels.

A combination of Easter, school holidays, AFL Gather Round and LIV Golf is expected to push passenger numbers close to 30,000 per day throughout most of April. The current forecast for the busiest day is Friday, April 14th with 34,000 passengers expected through the airport.

Executive General Manager People, Culture & Customer, Dermot O'Neill, said Adelaide Airport was well prepared for the influx of passengers following the addition of a seventh security lane in December 2022 and an extensive recruitment campaign over the past year, particularly for security and retail staff.

"It's fantastic to see so many people back flying again," Mr O'Neill said.

"Adelaide Airport over the past year has had the fastest recovery back to pre-COVID passenger numbers of all capital city airports. Our domestic passenger numbers are sitting well above 90 per cent of where they were pre-COVID while international numbers continue to recover and are currently sitting at about 70 per cent.

"We've added a seventh security lane at the end of 2022, which certainly made a difference through the Christmas New Year period, and we're a lot better resourced compared with the same time last year. We'll also have our Customer Care team in their bright pink vests out and about as well as our Airport Ambassadors to assist travellers with any queries."

"It is still going to be extremely busy at the airport with the combination of Easter, school holidays and major events, so we recommend passengers arrive 90 minutes before a domestic flight and at least 2½ hours before an international flight. Between April 3rd and 28th the terminal will also open from 3:45am for those keen to beat the busy early morning peak."

"Customers should plan ahead and with a bit of patience and understanding around staff and fellow travellers, we can get everyone on board safely and off on their holidays."

Minister for Tourism, Zoe Bettison said: "Easter long weekend is around the corner, and we are really excited to be welcoming families back in South Australia for what is traditionally one of the busiest times of year.

"We have already had an incredible response to our state's two new major events, the first AFL Gather Round to ever be held and the first LIV Golf tournament to our nation's shores, as well as the Adelaide Equestrian Festival with tickets selling out almost as quickly as they're released.

"We are working closely with the Adelaide Airport to ensure every visitor has a positive and unforgettable experience while visiting our beautiful State, starting from our airport.

"Easter long weekend, the first AFL Gather Round, The Adelaide Equestrian Festival, and the first LIV Golf will make this April one to remember bringing life in tens of thousands of visitors

from interstate and overseas and will contribute tremendously to the recovery of our state's economy."

Adelaide Airport in March welcomed the brand new Plaza Premium International Lounge, which can be accessed by all departing international passengers, while the new Hills Kitchen and Bar opened last week in the international departures precinct.

Mr O'Neill said Adelaide Airport was continuing to assess long-term solutions to further expand security and check-in infrastructure, and would update customers as these plans evolve.

Adelaide Airport will have a range of exciting activities and opportunities during the school holidays:

- **Easter Bunny** will be handing out chocolate eggs on Thursday 6 April and Easter Sunday 9 April, from 10am to 1pm each day.
- **AFL Gather Round** (April 13-16) will be celebrated with a range of activations and giveaways. With thanks to Virgin Australia, the official airline of the AFL, customers can have their photo taken with the AFL Grand Final Trophy at the following times:
 - Wednesday 12 April: 11am-3pm
 - Thursday 13 April: 8am – 12pm
 - Friday 14 April: 8am – 12pm
 - Saturday 15 April: 8am -12pm
 - Sunday 16 April: 3pm – 7pm
- **LIV Golf** players, teams and spectators will be welcomed to Adelaide from April 21-23 with a range of activations and displays in the lead-up to the tournament.
- **Facilities dog Elmo** will be out and about every Thursday from 9:30am to 3:30pm and every Wednesday from 8am to 2pm (starting 12 April). Elmo can still be booked by customers seeking additional assistance Monday to Friday from 9am to 5pm.
- Customers who spend \$50 at a participating specialty retail store or \$20 at a participating food and beverage outlet can enter for their chance to win two tickets to a sold-out extravagant day trip to **Kangaroo Island with Tasting Australia Airlines**.
*T&Cs apply.

Media note: Dermot O'Neill will be available for interview if requested in the main terminal (central check-in hall) at 1pm today, Monday 3 April.

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