



## MEDIA RELEASE

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### Adelaide welcomes back Emirates

Adelaide Airport has welcomed today's announcement by Emirates that it will resume daily services to Dubai from October 28 this year.

The route will be serviced by Emirates' Boeing 777-200LR offering passengers Business and Economy Class cabins.

Managing Director, Brenton Cox, said the return of Emirates was essential to Adelaide Airport's complete aviation network designed to increase city-to-city connections, generate travel demand and grow the State's economy.

"We are grateful for Emirates' return to Adelaide – this will be particularly exciting for travellers looking for connections between Adelaide and European destinations," Mr Cox said.

"Our customers will once again benefit from Emirates' extensive global network via Dubai. Offering greater competition and customer choice, including through Emirates' code-sharing and frequent flying joint venture arrangement with Qantas, connecting through the Middle East to Europe, Africa and even East Coast US.

"The service will attract international visitors to Adelaide and be critical for our tourism economy, for trade and our broader economy. South Australia must continue to apply maximum throttle against fierce global competition to capture the aviation routes essential to the State's development.

"Adelaide Airport is focussed on unlocking the State's potential and is working to support our current carriers, recover our mainland China and Hong Kong customers and open up new direct access to our large unserved markets like Japan and the United States.

"We're delighted that Emirates will immediately return to daily services – the same as pre-COVID frequencies - which is a real sign of confidence in the Adelaide market. The widebody Boeing 777-200LR aircraft also creates improved air freight export opportunities for our local producers to Middle Eastern and European markets."

SA Premier, Peter Malinauskas, said: "Reinstating Emirates flights to Adelaide has been a key priority for the State Government. Emirates once again flying daily direct into Adelaide will further drive South Australia's economic growth – set to deliver an estimated \$160 million in tourism expenditure and freight exports and create more than 315 full-time tourism-related jobs for South Australians.

"The Emirates service has been very much missed by South Australians – recommencing daily flights will make Adelaide easier to reach from key long-haul markets and make doing business with our state easier."

Minister for Tourism, Zoe Bettison, said: "This is a major recovery milestone for our state's tourism industry, providing a crucial link into South Australia's traditionally strong European markets, as well as the UK, Middle East, India, and the east coast of the US.

"The reinstatement of direct daily Emirates flights into Adelaide is expected to generate more than \$62 million in tourism expenditure alone – a major boost to our state's visitor economy.

“It is exciting that South Australia will once again feature in Emirates’ global marketing programs, getting more eyes around the world on SA and helping drive an increase in visitors to our state.”

Emirates’ EK440 will arrive in Adelaide at 8.50pm and Emirates’ flight EK441 will depart from Adelaide at 10:35pm. Arrival and departure times in Dubai are timed to maximise connections with Emirates bank of flights and minimise connections times to onward flights to one-stop city-pairs.

Tickets can be purchased on [www.emirates.com](http://www.emirates.com), Emirates Sales Offices, or via online and offline travel agents.