



NEWS RELEASE

Thursday 28 March, 2024

Singapore Airlines celebrates 40 years in Adelaide

Singapore Airlines - Adelaide's longest-serving international airline – will celebrate 40 years of flying to and from Adelaide on Sunday March 31.

The airline's inaugural service, a Boeing 747, landed in Adelaide on March 31, 1984, less than 18 months after the opening of Adelaide Airport's international terminal.

Since then, Singapore Airlines has strongly supported the South Australian market and operated continuously other than for a short period in 2020 at the height of the COVID pandemic.

In October 2023, the carrier upgauged aircraft on the Singapore-Adelaide route from the 303-seat Airbus A350 to the 337-seat Boeing 787 (Dreamliner).

The airline currently operates daily flights out of Adelaide and plans to increase to 10 flights per week in October.

Data from the South Australian Tourism Commission shows the tourism expenditure of daily direct Singapore Airlines' flights is estimated to generate \$96 million for the State per year.

Singapore is currently South Australia's fourth largest market in terms of visitor expenditure. Data from Tourism Research Australia shows the State welcomed 15,000 visitors from Singapore in the year-ending December 2023.

Adelaide Airport Managing Director, Brenton Cox, said: "Singapore Airlines has been an incredible supporter of the Adelaide market over four decades.

"The airline has been with us through the highs of the extraordinary growth of international travel and the lows of the COVID pandemic when Singapore Airlines was one of the first international airline to re-introduce flights in mid-2020 to help repatriate South Australians desperate to return home at the height of the pandemic and to transport SA exports to global markets.

"Singapore Airlines was a ground breaker in providing South Australians with one-stop connections to Europe and the UK, rather than having to backtrack via Sydney or Melbourne. In 2018, Singapore Airlines chose Adelaide as their global launch port for its brand new A350MH aircraft."

Singapore Airlines Regional Vice President South West Pacific, Louis Arul, said: "We're delighted to join with the South Australian Tourism Commission and Adelaide Airport in celebration of our 40 year partnership with the city of Adelaide which helped cement our legacy as the longest serving international airline to the South Australian capital.

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“Travel demand into, and out of, Adelaide continues to remain robust and we’re happy to add 3 frequencies a week, bringing a total of 10 services per week from October 2024.”

SA Minister for Tourism, Zoe Bettison, said: “What a wonderful milestone, with 40 years of Singapore Airlines flying in and out of Adelaide – making it our longest-serving international airline.

“Singapore Airlines has brought substantial benefits to South Australia, with the current schedule of daily direct flights generating an estimated \$96 million in tourism expenditure per year – and this is tipped to grow with an increase this October from 7 to 10 flights per week.

“Bringing international passengers direct to Adelaide is crucial for growing our state’s visitor economy, and I thank Singapore Airlines for its commitment to Adelaide and the ongoing role this important airline plays in boosting tourism expenditure and promoting travel to our state in key global markets.”

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