



MEDIA RELEASE

Sunday 15 September, 2024

China Southern Airlines returns to Adelaide

Adelaide Airport has welcomed today's announcement by China Southern Airlines that it will resume services to Guangzhou from December 12 this year.

China Southern will fly three times per week return direct from Guangzhou to Adelaide, reconnecting the state with its second largest international tourism market. The route will be serviced by China Southern's Boeing 787-8 Dreamliner.

China Southern is one of the three largest airlines in China with more than 900 aircraft in its domestic and international fleet. It first launched its direct Guangzhou to Adelaide service in December 2016, offering three flights per week before operations ceased in March 2020 due to the global pandemic.

The tourism economic impact of three direct non-stop China Southern flights per week is estimated to generate more than \$69 million annually and create in excess of 255 full-time equivalent tourism related jobs for South Australians.

The flights will also connect the state to Asia, the Middle East, Africa as well as Europe and North America which are also important tourism markets to South Australia.

China Southern's CZ663 / 664 will depart from Guangzhou every Wednesday, Friday and Sunday at 22:15hrs and arrive in Adelaide at 09:55+1hrs. The return flight will depart from Adelaide at 11:30hrs and arrive in Guangzhou at 18:05hrs.

Quotes attributable to Adelaide Brenton Cox, Managing Director Adelaide Airport:

We are incredibly excited to welcome China Southern back to reconnect Adelaide with mainland China. This service will stimulate travel, generate trade, connect communities, and is an essential link in our network vision that will grow our state's economy.

This is a significant win for our exporters with the widebody Dreamliner able to carry South Australian products such as fresh seafood and produce direct to one of China's largest cities, and in turn providing easier one-stop access to markets throughout China.

Quotes attributable to Peter Malinauskas, South Australian Premier:

This is another massive win for our state's tourism and trade sectors, which will see millions of dollars injected into our state year on year.

Building airline capacity has been a priority for the government from the start, as we work to bring back international visitors in South Australia who are not just here for a holiday, but those ready to invest in businesses, education, and exports.

I look forward to this December when we welcome China Southern Airlines, and the thousands of visitors on board, back to South Australia.

Quotes attributable to Mr Zhixing Sun, Regional General Manager China Southern Airlines Australia and New Zealand:

In 2009, China Southern Airlines initiated its internationalization strategy. In 2016, we launched the Guangzhou-Adelaide route, utilizing Guangzhou as a passenger hub to provide travel services between China and major cities around the world.

China Southern Airlines is looking forward to strengthen the cooperation with various sectors in South Australia, continue to expand the 'Canton Route', and bring more travellers from China and around the world to South Australia.