



## MEDIA RELEASE

Thursday December 12, 2024

### China Southern Airlines lands in Adelaide

China Southern Airlines has returned to Adelaide from Guangzhou, with the first service since 2020 touching down this morning at Adelaide Airport.

China Southern is flying three times per week return direct from Guangzhou to Adelaide over the peak summer period from now until 1 March 2025, reconnecting the state with its top international tourism market. The route will be serviced by China Southern's Boeing 787-8 Dreamliner. Adelaide Airport and the State Government are in discussions with China Southern to extend the service beyond 1 March 2025.

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 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 departs from Guangzhou every Wednesday, Friday and Sunday at 22:15hrs and arrives in Adelaide at 09:55+1hrs. The return flight departs Adelaide at 11:30hrs and arrives in Guangzhou at 18:05hrs.

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

China is such an important market for us and welcoming back China Southern is a huge boost for the South Australian economy. It also reconnects families and stimulates vital tourism and trade between our two countries. It is an essential link in our network vision that will grow our state's economy.

The return of China Southern is also a significant stimulus for our exporters at a time when trade restrictions between China and Australia on products such as beef and lobsters have recently been lifted. The widebody Dreamliner can carry South Australian products to one of China's largest cities, and in turn providing easier one-stop access to markets throughout China.

#### **Quotes attributable to Zoe Bettison, South Australian Tourism Minister:**

We're delighted to welcome China Southern Airlines back to South Australia, reconnecting us to what is now our top international tourism market for nights and expenditure.

The return of China Southern Airlines will further grow tourism and trade opportunities with China.

International tourism is currently worth \$1.3 billion. To further grow this, we're bolstering our marketing efforts in China, working in partnership with China Southern Airlines, Tourism Australia and other key partners to showcase the very best of South Australia.

To welcome back our second major international airline in less than two months is a clear sign South Australia is open for business and tourists, with these direct flights set to drive international visitation while reducing cost and travel time.

Adelaide and South Australia has a lot to offer Chinese travellers and we know that our premium food and wine, and nature offerings are of particular appeal.

**Quotes attributable to Joe Szakacs, South Australian Trade and Investment Minister:**

It's great to be welcoming China Southern back to South Australia, with these new flights unlocking up to 45 tonnes of cargo space for local exporters to fill each week.

China is South Australia's largest two-way trading partner, and our Government values this important partnership and will continue to deepen engagement to deliver future opportunities that benefit the state.

Our exports to China have never been higher, worth \$4.43 billion to the state's economy over the past year, and this direct route provides another opportunity for our exporters to enter market cheaper, quicker and more efficiently.

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

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

China Southern Airlines is looking forward to strengthening 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.