

MEDIA RELEASE

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VIRGIN AUSTRALIA'S NEW STRATEGIC ALLIANCE TO OPEN MORE DIRECT FLIGHTS TO CHINA

The Tourism & Transport Forum Australia (TTF) has welcomed the announcement of a new strategic alliance between Virgin Australia and HNA Aviation Group that is intended to accelerate access and direct flights to the booming China market.

“Congratulations to Virgin Australia on this new partnership that will lead to more direct flights between Australia and Chinese cities,” said Margy Osmond, TTF CEO.

“More than one million Chinese visitors are now traveling to Australia every year and we can grow this lucrative market even more by increasing the number of direct flights between China and Australia.

“Chinese visitors to Australia spent \$8.3 billion in the 12 months to December 15 – that represents 25 per cent of the total international visitor expenditure in Australia for the period.

“China is a crucial market for Australia’s visitor economy and it is fantastic to see our leading airlines enthusiastically perusing opportunities to broaden their services to this tourism powerhouse.”