



**Hon. George Souris M.P**  
Minister for Tourism, Major Events, Hospitality and Racing  
Minister for the Arts

---

## **MEDIA RELEASE**

---

Monday 2 April, 2012

### **SYDNEY WELCOMES NEW DAILY AIRASIA X SERVICE**

Minister for Tourism and Major Events, George Souris today welcomed the arrival of the inaugural AirAsia X service from Kuala Lumpur to Sydney.

Mr Souris said the NSW Government has secured the new AirAsia X daily service as part of an aggressive tourism strategy to significantly increase international visitors to the State every year and boost the NSW economy.

“The NSW Government welcomes the arrival of the first AirAsia X passengers to Sydney. The daily AirAsia X services will inject nearly \$138 million into NSW every year and is another great step towards the NSW Government’s goal of doubling overnight tourism expenditure by 2020.”

“This service means business for Sydney. AirAsia’s network opens up Sydney to over 78 cities – and millions of consumers across Asia.

“The NSW Government, through Destination NSW, is committed to growing affordable aviation services to Sydney so more visitors can experience Australia’s most dynamic cultural and business city,” Mr Souris said.

Destination NSW CEO, Sandra Chipchase said a new two-year marketing partnership will promote the new service to Sydney to consumers in Asia.

“Destination NSW is delighted to have this opportunity to work with AirAsia to promote Sydney as a top destination of choice, to increase tourism to NSW from our key Asian markets such as Malaysia, China and Singapore.

“Sydney is a truly unique city that offers quality lifestyle and visitor experiences. Destination NSW is building upon Sydney’s attraction of natural beauty and iconic landmarks to offer Australian and international tourists more reasons to visit,” Ms Chipchase said.

Sydney Airport CEO, Kerrie Mather said AirAsia X’s arrival would be a further boost to Sydney’s aviation market.

“Asia is one of our strongest growth markets for inbound tourism, with Malaysian tourism to NSW growing by nine per cent last year,” Ms Mather said.