



**Stuart Ayres**

Minister for Trade, Tourism and Major Events

Minister for Sport

## **MEDIA RELEASE**

Tuesday, 13 September 2016

### **NSW TO PARTNER WITH HAINAN AIRLINES TO ATTRACT MORE CHINESE VISITORS TO THE STATE**

Hainan Airlines' latest service to Sydney touched down today, marking a promotional partnership with the NSW Government for twice-weekly services from Changsha and Xi'an expected to bring an additional 52,000 seats to NSW per year.

Minister for Trade, Tourism and Major Events Stuart Ayres said partnering with one of China's largest airlines is part of NSW's continuing tourism success story which saw an increase of 21 per cent of visitors from China in the year to June this year.

"Tourists from China are voting with their feet, coming to NSW in ever larger numbers to experience the magic of regional food and wine, our magnificent beaches, major events and explore our Aboriginal heritage," Mr Ayres said.

"Investing in new aviation services is proving to increase visitation from second and third tier cities and make travel from other major Chinese cities to Sydney and Regional NSW more accessible than ever.

"Changsha and Xi'an are hugely important growth markets for NSW and now more tourists will learn about the direct way to get to Sydney and enjoy this great State."

Destination NSW Chief Executive Officer Sandra Chipchase said, "We are excited to be working with Hainan Airlines with new opportunities to leverage our fantastic Sydney and NSW Events Calendar, world-class food and wine scene, unique nature experiences and iconic attractions."

Hainan Airlines Vice President Mr Pu Ming said, "We look forward to commencing direct services between Changsha, Xi'an and Sydney and to be working closely with Destination NSW to encourage Hainan Airlines' customers to experience all that Sydney and Regional NSW has to offer."

Sydney Airport Managing Director and Chief Executive Officer Kerrie Mather said, "We're thrilled to welcome additional services from Hainan Airlines to Sydney Airport, the world's leading long haul airport for Chinese airlines, which will significantly boost tourism and trade to Sydney and NSW."