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MEDIA RELEASE

Tuesday, 6 November 2018

NSW STRIKES DEAL WITH CHINA EASTERN AIRLINES

NSW has struck its first Memorandum of Understanding (MoU) with one of China's largest airlines to boost tourism to Sydney and regional NSW.

Minister for Tourism and Major Events Adam Marshall said China Eastern Airlines is responsible for a lucrative market share of inbound flights to Sydney and the new deal is set to grow the market even further.

"Our new deal with China Eastern Airlines is part of our aggressive strategy to make even bigger inroads into the China tourism market," Mr Marshall said.

"Chinese tourists have been voting with their passports, flying into NSW in record numbers and this Government is committed to ensuring this growth continues.

"Over the past five years, tourism from China to NSW has more than doubled – from 391,000 to 793,000 visitors while the amount they've spent has grown by 153 per cent, making these travellers our most lucrative tourism market worth \$3.4 billion.

"The MoU will see investment in marketing campaigns, media familiarisations and new itineraries to drive visitation to Sydney and regional NSW from seven Chinese cities, including Shanghai, Beijing, Hangzhou, Nanjing, Xi'an, Wuhan and Kunming.

"Boosting visitation from more Chinese cities not only provides direct access to our beautiful Harbour City but encourages dispersal into our incredible rural and regional destinations, turbocharging local economies by putting more tourist dollars in the pockets of local businesspeople.

"We want to see tourism growth continue in every corner of NSW, and our formalised agreement with China Eastern Airlines will provide unprecedented opportunities to leverage the China market, helping to maintain our dominant position as Australia's most visited destination for Chinese tourists."

China Eastern Airlines Deputy General Manager of Customer Committee Mr Liu Hao said the airline was excited to be formalising its relationship with the NSW Government.

"As one of China's top airlines serving nearly 100 million travellers each year, we look forward to continuing the momentum with the NSW Government to drive increased visitation to the State from China," Mr Hao said.

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