



Three-year partnership will see over S\$5 million invested in key marketing initiatives to boost visitors to Singapore

Mar 13, 2018 08:00 +08

Qantas inks Strategic Marketing Partnership with Singapore Tourism Board and Changi Airport Group

Singapore, 13 March 2018 – Qantas, Singapore Tourism Board (STB) and Changi Airport Group (CAG) today announced a S\$5 million partnership to promote Singapore as a destination and a connecting gateway to Asia, Europe and Australia.

With the return of Qantas' Sydney-London services via Singapore from 25 March, the three-year tripartite Memorandum of Understanding (MOU) will

see all parties work together on a series of joint marketing campaigns in Australia, the United Kingdom and Southeast Asia to promote travel on Qantas services via Singapore.

Qantas Group CEO Mr Alan Joyce said the partnership is aimed at boosting the number of people travelling through Singapore from key markets in Australia and the UK.

“Singapore is Qantas’ largest hub outside of Australia, carrying more than 20 per cent of our wide body fleet. It is a cornerstone city in our international network strategy and plays an important role in our ability to respond to the incredible growth we are seeing in travellers from Asia.

“The deal will allow Qantas to better leverage our powerful partner network in the region, which includes three Jetstar branded carriers [\[1\]](#) that connect to our flights through Changi, providing more destinations for more customers.”

From April 2018, Qantas will operate over 50 return services in to and out of Changi Airport each week, making it one of the largest foreign airlines to operate out of the Singapore airport [\[2\]](#).

STB’s Chief Executive Mr Lionel Yeo said that the partnership presents an opportunity to drive more visitor arrivals to Singapore and raise its profile as a quality destination through joint marketing efforts.

“Australia and the UK have always been important source markets for Singapore, ranking 5th and 12th respectively in 2017 [\[3\]](#). The addition of more Qantas services, especially the return of the iconic Kangaroo Route, is set to draw even more visitors from the two countries.

“This new partnership builds on STB’s approach of cultivating strategic partnerships with airlines and industry partners to promote Singapore, grow visitor arrivals and achieve tourism success.”

In 2017, Changi Airport handled 62.2 million passenger movements, with about 30% of its passengers transiting through the airport. London is Changi’s busiest long haul destination and with Qantas’ new flights, Changi will offer a total of 53 weekly services (about 19,600 one way weekly seats) between Singapore and London. Changi Airport is also the most connected

international airport to Australia, both in terms of the number of city links and weekly seats available.

Changi Airport Group Chief Executive Officer Mr Lee Seow Hiang said today's travellers are increasingly discerning and selective, and this partnership is timely in raising efforts to differentiate Singapore as a seamless stop over point as well as destination.

“Qantas has been flying to Singapore for more than 80 years - it is one of the longest serving airlines to operate at Changi and is a valued airline partner.

“With Jewel Changi Airport set to open in 2019, this new partnership will strengthen efforts to raise awareness of Singapore as a compelling transit point as well as an exciting destination in its own right, which is a win for all.”

[1] Jetstar Airways, Jetstar Asia, Jetstar Pacific

[2] Largest foreign airline by available seat kilometre; 4th largest foreign airline by number of available seats

[3] https://www.stb.gov.sg/statistics-and-market-insights/marketstatistics/stb_dec%202017%20iva.pdf

About Changi Airport Group

Changi Airport Group (Singapore) Pte Ltd (CAG) (www.changiairportgroup.com) was formed on 16 June 2009 and the corporatisation of Singapore Changi Airport (IATA: SIN, ICAO: WSSS) followed on 1 July 2009. As the company managing Changi Airport, CAG undertakes key functions focusing on airport operations and management, air hub development, commercial activities and airport emergency services. CAG also manages Seletar Airport (IATA: XSP, ICAO: WSSL) and through its subsidiary Changi Airports International, invests in and manages foreign airports.

Changi Airport is the world's sixth busiest airport for international traffic. It served a record 62.2 million passengers from around the globe and handled

2.13 million tonnes of airfreight throughput in 2017. More than 400 retail stores and 140 F&B outlets are situated across four terminals to cater to passengers and visitors. With over 100 airlines providing connectivity to 400 cities worldwide, Changi Airport handles about 7,200 flights every week, or about one every 80 seconds.

About Qantas Airways

Founded in regional Queensland in 1920 – as Queensland and Northern Territory Aerial Services – Qantas is one of the world’s oldest airline and Australia’s most iconic brands, with a central role in the development of the Australian and international aviation industry.

For the fourth year in a row, Qantas has been ranked the world’s safest airline by AirlineRatings.com. Qantas also holds many major awards for service, food and wine, technology and innovation, including the world’s best premium economy class by Skytrax in 2017.

Qantas Airways is part of the Qantas Group, a diverse global aviation business comprising Qantas Domestic, Qantas International, low-cost carrier group Jetstar, and Qantas Loyalty. Operating more than 7,300 flights each week, Qantas Group carries over 50 million passengers each year to more than 1000 destinations around the world together with its codeshare and **oneworld** partners.

About the Singapore Tourism Board

The Singapore Tourism Board (STB) is the lead development agency for tourism, one of Singapore’s key economic sectors. Together with industry partners and the community, we shape a dynamic Singapore tourism landscape. We bring the Passion Made Possible brand to life by differentiating Singapore as a vibrant destination that inspires people to share and deepen their passions. For more information, visit www.stb.gov.sg or www.visitsingapore.com or follow us on Twitter @STB_sg (https://twitter.com/stb_sg).