
Subject: RE: Qantas & Emirates alliance application for re-authorisation - ACCC interested party consultation [SEC=UNCLASSIFIED]

From: Brenton Cox
Sent: Thursday, 9 November 2017 4:39 PM
To: Jones, Gavin
Cc: Cramond, Tessa
Subject: RE: Qantas & Emirates alliance application for re-authorisation - ACCC interested party consultation [SEC=UNCLASSIFIED]

Dear ACCC

Adelaide Airport supports the alliance re-authorisation.

Emirates has served Adelaide exceptionally well for the last 5 years. The underlying economics of the service requires market support from both ends of the operation and a significant portion of the Adelaide point of sale traffic is constituted by Qantas Frequent Flyers who may not otherwise fly Emirates if their Frequent Flyer benefits were not extended to Emirates flights. If Emirates' Adelaide point of sale traffic were permanently jeopardised, Adelaide would no longer be served by Emirates and this would diminish the supply of airline capacity into Adelaide and so diminish aviation competition in Australia as a whole.

For historic interest, the press release associated with Emirates' initial entrance into the Adelaide market is below. In our view, the promised benefits to the travelling public in Adelaide, to the community and economy have eventuated and were likely understated given that Emirates quickly increased to a daily operation. More recently Emirates have committed their new 777 product to the State.

We do not believe that this service would be viable without the strong Adelaide outbound support. This strong outbound support is underpinned by the many "Qantas customers" who may otherwise choose to take a Qantas service from another Australian port. Emirates helps connect Adelaide to the world and provides international passengers an important option of direct access/service into Adelaide – this is a service that we value highly for our State and we would not want it jeopardised.

Please do not hesitate to seek any further information.

Regards
Brenton

Brenton Cox
EGM Finance & Corporate



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Emirates' First Flight to South Australia Touches Down

-Four flights per week from Dubai to Adelaide-

Embargoed until 9pm, 1st November 2012: Emirates' first commercial flight to South Australia touched down in Adelaide today, significantly boosting the city's international flight capacity and connecting the region to Emirates' global network of more than 120 destinations.

Emirates' service between Adelaide and Dubai marks South Australia's first non-stop flight link with the Middle East, opening new trade opportunities between the two regions. South Australian travellers will also benefit from better connections and faster travel times to more global destinations, including Emirates' 33 destinations in Europe.

Initially Emirates flight EK440 will operate four times weekly, serviced by Emirates' state-of-the-art Boeing 777-300ER aircraft, increasing to daily services from 1st February 2013.

The delegation on board the inaugural flight included Salem Obaidalla, Emirates' Senior Vice President, Commercial Operations, Far East & Australasia; Hiran Perera, Senior Vice President, Cargo Planning and Freighters; His Excellency Pablo Kang, Australian Ambassador to the UAE; Eyad Abdulrehman, Executive Director, Government of Dubai's Department of Tourism & Commerce Marketing, other government officials, prominent members of the business community and representatives from the media.

"We are investing in South Australia for the long haul, dedicating a Boeing 777-300ER aircraft to the route fitted with our highest on-board product offering and employing more than 150 South Australians in airline and airport service," said Salem Obaidalla, Emirates' Senior Vice President, Commercial Operations, Far East and Australasia.

"We have long held ambitions to operate flights to Adelaide, and today heralds a new level of connectivity from South Australia to Dubai, and the world with Emirates international network of more than 120 destinations," he said.

"When the service becomes daily from 1st February, it will mean nearly 5,000 additional international seats per week on the route, representing a 30 per cent increase for the market, boosting jobs and investment in South Australia's AUS\$ 5.3 billion tourism sector and adding 14 tonnes of commercial cargo space on each flight," added Mr Obaidalla.

"South Australia is fast becoming recognised as one of Australia's pre-eminent tourism, business and resource-rich regions, and the start of services to Adelaide signifies the enhancement of key tourism and trade links between South Australia and the UAE, and beyond to our global network."

"The new service will carry more than 200,000 passengers each year between South Australia and Dubai, with the UK and Europe expected to be strongest markets for both inbound and outbound travel. It will also open up Adelaide's first direct flight links with the Middle East," Mr Obaidalla concluded.

Premier of South Australia, Jay Weatherill, said that Emirates arrival into Adelaide is a major win for the state.

"This directly reflects the growing importance of South Australia as a source of tourist and business travel," Mr Weatherill said.

"It will encourage greater interest and investment from the fast-growing markets of the Middle East and Europe and also provide direct access to the state's world-class wineries, events and attractions such as Kangaroo Island and the Flinders Ranges."

Subject to regulatory approval, the Emirates and Qantas Global Aviation Partnership will offer travellers an even more seamless Australian and international network – including direct connectivity from Emirates' global network to 50 domestic Australian destinations via Qantas' domestic network.

Emirates SkyCargo will move a mixture of commodities from its new port to Dubai and onwards, including such perishable goods such as meat, fruit, vegetables, dairy and eggs. Other key industry areas in South Australia that will benefit from the comprehensive Emirates route network include building supplies, machine parts, cosmetics and oils and resins.

EK440 departs Dubai every Tuesday, Thursday, Friday and Sunday at 0200hrs, arriving in Adelaide at 2050hrs. The return journey leaves Adelaide at 2235 and arrives in Dubai at 0515hrs the next day.

In 2012 alone, Emirates has announced a host of exciting new destinations on its network, including Dublin, Rio de Janeiro, Buenos Aires, Dallas Fort Worth, Seattle, Lusaka, Harare, Ho Chi Minh City, Barcelona, Lisbon, Washington DC, Erbil, Lyon, Phuket, Warsaw and Algiers.

ENDS

About Emirates:

Emirates is a full-service international airline that prides itself on inflight service delivered by an international crew drawn from over 130 nationalities; menus designed by leading chefs and complemented by the finest wines; an award-winning inflight entertainment system with up to 1,400 channels; and generous luggage allowances in all Classes. Emirates Airline has received more than 500 international awards for excellence.

Its fleet of 188 wide-bodied aircraft includes eight freighters and is among the youngest in the skies, with an average age of less than 77 months. The airline continuously replaces old aircraft with newer ones and has frequently been the first to sign up for new developments in aviation design and technology. Emirates has orders for an additional 230 aircraft, worth more than USD\$84 billion.

Emirates' global network now features services to 126 destinations in 74 countries in Europe, the Middle East, Africa, the Indian subcontinent, North America, South America, and the Asia-Pacific.

In 2012, Emirates increased its European network to 31 destinations, with new services operating to Dublin (January 2012), Barcelona (3rd July 2012) and Lisbon (9th July 2012). Lyon and Warsaw will bring the European network to 33 destinations, when the destinations come online on 5th December 2012 and 6th February 2013 respectively.

Emirates currently operates 70 flights per week to Dubai from Australia – from Brisbane, Perth, Melbourne and Sydney. One service daily from Sydney operates via Bangkok. One service daily from Brisbane operates via Singapore. One Melbourne service daily operates via Singapore, with another daily service operating via Kuala Lumpur. From 1st November, Emirates will launch four weekly flights to Adelaide, rising to a daily service from 1st February 2013.

Emirates operates 28 flights per week to New Zealand – daily to Christchurch from Sydney, and daily to Auckland from Sydney, Melbourne and Brisbane.

Emirates has one of the world's most generous baggage policies. Economy Class customers can check in 30 kg, Business Class travellers 40 kg and First Class passengers can travel with 50 kg of checked baggage.

For flight information and bookings contact Emirates on 1300 303 777, visit your local travel agent or go to www.emirates.com/au.