

香港航空直飞黄金海岸及凯恩斯调整为定期航班

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随着中国游客前往澳大利亚昆士兰度假及商务往来的快速蓬勃发展，中国直飞昆士兰的捷报频传。今天，香港航空宣布将目前直飞黄金海岸及凯恩斯的季节性航班调整为定期航班，并于 2016 年 4 月初开始常年运营。

香港航空此前于 2015 年底宣布开通为期 3 个月(1 月--3 月)的直飞黄金海岸和凯恩斯的季节性航班，去程从香港直飞黄金海岸，回程从黄金海岸经凯恩斯返回香港，这一串的飞行连接了澳大利亚两大最负盛名的旅游目的地——黄金海岸以及凯恩斯大堡礁地区，深受游客青睐。该季节性直飞航班于 3 月底结束季节性飞行后，将立刻调整为定期航班，从 2016 年 4 月起每周 2 班飞行，然后从 7 月开始，增加至每周 3 班。

香港直飞黄金海岸和凯恩斯的航线，是继武汉直飞黄金海岸之后，第二条从大中华区直飞黄金海岸的航线。

昆士兰旅游及大型活动部部长凯特·琼斯(Kate Jones)女士对香港航空直飞黄金海岸和凯恩斯的定期航班表示了热烈欢迎。她说：“阳光明媚、气候宜人的昆士兰州一年四季都适合旅游。但是以往从中国飞往黄金海岸和凯恩斯的航班大部分是春节包机、季节性航班等，已经无法满足日益增长的自由行和商务客全年出行的需求。香港航空直飞黄金海岸及凯恩斯定期航班的开通，让香港居民以及中国大陆的游客全年前往黄金海岸和凯恩斯都更加便捷。

“定期航班的促成，是昆士兰州政府 1000 万澳元‘航空招商引资基金(Attracting Aviation Investment Fund)’的重要成果，更是昆士兰旅游及活动推广局、黄金海岸旅游局、凯恩斯机场、热带北昆士兰旅游局、澳大利亚旅游局以及黄金海岸机场同香港航空等多方共同努力的结果。

琼斯部长说：“中国是昆士兰州最重要的国际旅游市场之一，是昆士兰最大的旅游消费客源国。截止至 2015 年 9 月的年度统计显示，包括香港及台湾在内的大中华区游客，在过去的 12 个月内，在昆士兰州的旅游消费达到 12 亿澳元。香港航空定期航班的开通，预计每年将为昆士兰州额外输送 13000 名游客，为昆州经济额外带来 3200 万澳元的收入。

“我们会继续同国际性的航空公司、澳大利亚旅游局、昆士兰州主要机场以及地区旅游局通力合作，增加从全世界各大重要城市飞往昆士兰州的直飞航班。”琼斯部长道。

香港航空首席商务官李殿春先生高兴地说：“我们感谢昆士兰旅游及活动推广局的全力支持，将该直飞航线增加为常年定期运营。香港航空自 2016 年 1 月初开通的香港直飞黄金海岸和凯恩斯的季节性航班，业已受到广大游客的热烈欢迎。

“昆士兰州是澳大利亚旅游资源最丰富的州，是美丽的度假天堂。我相信，依托香港作为国际重要交通枢纽的地位，即将于 4 月开始常年定期运营的从香港直飞黄金海岸及凯恩斯的航班将会大力加强中国、亚洲地区同澳大利亚在文化、旅游及商贸等领域的往来，促进多边更加深入的交流与合作。”李殿春先生说。

澳大利亚旅游局局长兼行政总裁欧肃文先生(John O’Sullivan)也表示，澳大利亚旅游局将与香港航空进行联合市场营销，目前已经确认了专项市场推广经费，在接下来的两年内，将目标市场锁定为北亚区快速发展的自由行市场。

他说，“香港直飞黄金海岸和凯恩斯定期航班的开通，是澳大利亚旅游业的又一利好消息。这将吸引更多大中华区的游客前往澳大利亚更多的目的地旅游度假。此外，该定期航班的开通，也非常及时，再一次突显中国旅游市场对澳大利亚旅游行业的重要作用。”

香港直飞黄金海岸及凯恩斯航线采用全新大型空客 A333 宽体客机营运。中国大陆出发的游客，从北京、上海、杭州、南京、天津、成都等 17 个航点均可自由联运。

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Hong Kong Airlines lands more flights in Queensland

Queensland's aviation sector is taking off after Hong Kong Airlines announced year-round flights from Hong Kong to the Gold Coast and Cairns, due to commence in early April.

Minister for Tourism and Major Events Kate Jones said the year-round service built on Hong Kong Airlines' first seasonal service which touched down on the Gold Coast in January.

"Hong Kong Airlines will complete its seasonal service in March and step up immediately to a twice-weekly, year-round service from early April and then to three-weekly flights from July on the same direct route to the Gold Coast, returning via Cairns," Ms Jones said.

"These flights will bring visitors from many major ports across mainland China to Hong Kong and on to Queensland, as well as thousands of Hong Kong residents heading to the Gold Coast and Cairns.

"The new year-round service will open the door to as many as 13,000 extra travellers to the state each year, generating up to \$32 million in overnight visitor expenditure.

"That means in our first year, the Palaszczuk Government has secured additional international flights expected to bring 200,000 more visitors to Queensland and up to \$287 million for our economy."

Ms Jones said the Palaszczuk Government's \$10 million Attracting Aviation Investment Fund (AAIF) supported the Hong Kong Airlines service in partnership with Gold Coast Tourism, Cairns Airport, Tourism Tropical North Queensland, Tourism Australia and Gold Coast Airport.

"AAIF is part of the Palaszczuk Government's *Working Queensland* commitment to drive employment growth and stimulate regional economies," she said.

"We continue to work with international airlines, Tourism Australia, major airports and regional tourism organisations to increase the number of incoming flights from major global ports to Queensland.

"China in particular is an important international tourism market and has the largest visitor expenditure for Queensland. Greater Chinese visitors, including those from Hong Kong and Taiwan, spent almost \$1.2 billion in Queensland in the year to September 2015.

"This in turn reflects the Palaszczuk Government's commitment to growing the industry which provides jobs for Queenslanders across the state."

Mr. Li Dianchun, Chief Commercial Officer of Hong Kong Airlines, said: "Hong Kong Airlines is honoured to have the full support of Tourism and Events Queensland in extending the flight service from Hong Kong to the Gold Coast and Cairns.

"Queensland is undoubtedly a wonderful destination for travellers and overwhelming response have been received since its launch in January," he said.

"We firmly believe the year-round service will further enhance the cultural, tourism and business exchange between China, Asia and Australia via our strong international hub Hong Kong, bringing into full play our connectivity in this part of the world."

Tourism Australia (TA) Managing Director John O'Sullivan said TA planned joint marketing initiatives with Hong Kong Airlines and had earmarked significant funding over the next two years towards targeting North Asia's rapidly growing market of free and independent travellers.

"This is great news for Australian tourism, and a very significant further step towards encouraging greater numbers of our Greater Chinese visitors to disperse more widely across our country," Mr O'Sullivan said.

"It's also very timely, with the onset of Chinese New Year once again highlighting the critical importance of China to our industry."