

20 January 2016

CANBERRA'S NEWEST INTERNATIONAL TOURISM DRAWCARD

Today's announcement by Singapore Airlines of direct flights into Canberra has been applauded by the Accommodation Association of Australia as a huge bonus for the ACT and surrounding New South Wales regional accommodation and tourism businesses.

The new flights from Singapore will connect Canberra and Wellington directly along with flights to and from Singapore. Subject to regulatory approvals, flights will be operated four times per week from 20 September 2016 on a Singapore-Canberra-Wellington route and return.

"We send our congratulations and thanks to Singapore Airlines CEO, Mr Goh Choon Phong and Managing Director Canberra Airport, Stephen Byron on this outstanding announcement" said Accommodation Association of Australia, CEO, Richard Munro.

"The low Australian dollar is a great incentive to drive inbound tourism and this announcement will not only prove a greater motivation for overseas travellers, but will also give them more ease of access to the ACT as well as NSW regional areas.

"Whilst some areas of the country, particularly the capitals, are doing well generally, regional accommodation providers need all the help they can get. More direct access along with strong support from government tourism bodies will prove to be a much needed shot in the arm.

The support of the ACT Government (through Visit Canberra) partnering with Singapore Airlines and the Canberra Airport Group to deliver additional marketing activity in South East Asia and New Zealand is very welcome news in this respect.

"Capital Airport Group's recent investment in infrastructure at Canberra Airport and in one of our member properties, the new Vibe Hotel, will no doubt be a tremendous introduction to our nation's capital for travellers before they settle into the region.

"The recently highlighted boom in ACT accommodation, now with around 6,000 hotel rooms, will also ensure quality accommodation is readily available to international guests traveling the route.

"It's great to see the investment in the ACT and particularly the accommodation sector being supported by initiatives such as this. I can only encourage even more investment and job creation for our industry."

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