



Queensland Commercial and Tourism Aviation Plan 2008–2010

Vision for Air Access to Queensland

Queensland will be the most accessible Australian destination for international and domestic air passengers, with sustainable air services from a range of source markets.

Importance of Air Access to Queensland

An effective and comprehensive transport network is essential to support the state's industries and businesses, its economic development and growth and the general well being of its citizens. The aviation network within the state and its external connections are critical elements of this transport network.

Frequency and capacity of competitively priced air access drives growth in regional centres and tourism destinations throughout the state.

Plan Framework

The following priority action areas are considered to be the key mechanisms through which the Queensland Government can influence and facilitate achieving the vision outlined above.



Key Initiatives 2008-2010

1. Develop and implement yearly activity plans for priority markets
2. Investigate potential for new routes
3. Encourage major airports in Queensland to develop strong, distinctive and complementary positioning
4. Encourage Australian-based carriers to develop services from international markets to Queensland
5. Establish funding programs and strategic alliances with airlines to communicate and provide assistance in aviation route development
6. Prepare responses to the Australian Government on regulatory matters affecting the growth of air services to Queensland
7. Establish working groups comprising Queensland Government agencies, airports, Regional Tourism Organisations and industry associations to ensure cooperation and alignment of activities

Measuring Success

1. Number of airlines operating to Queensland
2. Frequency and capacity of domestic and international air access to Queensland
3. Queensland's passenger arrivals
4. Economic value of new services – visitor expenditure and tourism jobs
5. Number and value of strategic marketing alliances with airlines



Image courtesy of Department of Tourism, Regional Development & Industry

Future Outlook and Route Development Priorities

Domestic and Regional

Outlook

- Introduction and expansion of low cost airlines (Virgin Blue, Jetstar, Tiger) in domestic market has significantly benefited Queensland destinations over the past five years
- Australian domestic tourism is forecast to experience marginal growth over the next ten years
- The *Queensland Tourism Strategy* highlights the importance of Queensland maintaining its domestic tourism market
- Growing domestic air access will be critical for Queensland to maintain domestic tourism market share
- Domestic air services are also important to ensure dispersal of international visitors across the State

Route Development Priorities

- 1. Work with airlines, airports and Regional Tourism Organisations to identify:**
 - a. new routes
 - b. existing routes requiring additional capacity
- 2. Continue monitoring domestic air capacity and encourage continuity of air services to Queensland destinations**
- 3. Consider cases for increased competition and introduction of jet services to ensure they are viable and sustainable over the longer term**

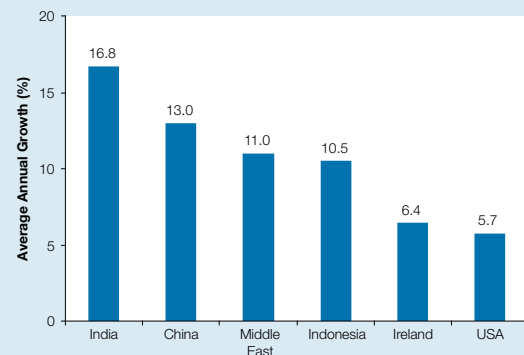
International Air Access to Queensland

Outlook

- Queensland, as a preferred destination in Australia, is positioned to be one of the biggest beneficiaries of Australia's forecast international tourism growth

Figure 1

Average annual growth forecasts to 2016 – examples of high growth visitor markets to Australia



International Route Development Opportunities to be Explored Include

- 1. Non-stop flights from the emerging markets of China, Korea, India and Middle East to Queensland**
- 2. Boosting connections between other Asian markets and Cairns and the Gold Coast**
Brisbane as Queensland's premier gateway has 22 airlines flying from Asian and Middle Eastern hubs
- 3. Seasonal charters to complement scheduled services in instances where demand is untested/seasonal**



Fitzroy Island, Tropical North Queensland

Partnerships

For Queensland to secure the economic and social benefits that increased air services have to offer, it is imperative that partnerships are developed and enhanced between all key stakeholders including:

- Airports
- Regional Tourism Organisations
- Airlines
- Industry associations
- Tourism operators
- All levels of government
- The community

The Queensland Government will continue to facilitate consultative mechanisms and networks to ensure stakeholders are well informed and cooperative activity is encouraged. This includes establishing formal working groups with airports and Regional Tourism Organisations to ensure alignment and cooperation.

It is important for the Queensland Government to have ongoing dialogue with airlines in relation to issues such as schedule changes, route profitability, cooperative marketing opportunities and airfare pricing strategies, in order to deal with these issues in a cooperative and mutually beneficial manner. The Queensland Government will continue to establish and build strong relationships with airlines in order to understand their growth plans and ensure Queensland destinations feature in these.



Image courtesy of Department of Tourism, Regional Development & Industry

While it is recognised that Australian-based airlines such as Qantas, Jetstar and Virgin Blue are a critical part of Queensland's international air services network, the Queensland Government is also supportive of expanded capacity entitlements and air rights for overseas carriers that have demonstrated a strong commitment to the State.



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