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Re-authorisation of the Air New Zealand & Singapore Airlines Strategic Alliance

Tourism New Zealand is submitting in support of the proposed re-authorisation of the Air New Zealand & Singapore Airlines Strategic Alliance.

The Air New Zealand & Singapore Airlines Strategic Alliance has strengthened air connectivity between New Zealand and Singapore. To date, the alliance relationship has deepened New Zealand's connection to South East Asia, in particular with increased capacity.

Tourism New Zealand considers that the re-authorisation of Air New Zealand & Singapore Airlines Strategic Alliance will lead to further sustainable increases in air capacity between Singapore and New Zealand. Capacity increases tend to lead to increased destination marketing, as airlines work to fill capacity on offer. This provides opportunities for inbound customers, offering efficient connections between large South East Asian hubs and New Zealand, at a range of price points.

Improving New Zealand's air connectivity across the globe – in particular with improved connections and options for visitors from Europe, India and South East Asia, is a priority for Tourism New Zealand. Over the period of the alliance, India and markets across South East Asia have shown considerable visitor growth. This growth is particularly complementary to the New Zealand tourism market, as key holiday periods in India, Indonesia and across broader South East Asia align with the New Zealand low and shoulder seasons. Growth of these seasons is a strategic initiative for Tourism New Zealand, and the re-authorisation of the alliance underpins this targeted growth.

The alliance relationship has delivered stability of services to New Zealand in a market where carriers otherwise have to react to demand fluctuation. The stability of services that the alliance relationship delivers allows organisations like Tourism New Zealand to make its own investment decisions in alignment with this long term partnership. Such partnerships deliver long term tourism growth for New Zealand. We are pleased to support the re-authorisation application.

Yours faithfully,

Stephen England-Hall
Chief Executive