

CHINA SOUTHERN AIRLINES



THE ADELAIDE-GUANGZHOU SERVICE

- ▶ In December 2016, Adelaide will welcome a new direct airline service by China Southern Airlines.
- ▶ The airline will operate three direct flights per week between Guangzhou and Adelaide with a modern, three class A330 aircraft.
- ▶ The service will generate an estimated **\$23 million into South Australia's visitor economy**, creating more than 135 jobs across the state.
- ▶ The benefits of the direct flights extend beyond tourism and will provide significant economic opportunities for export trade. The service is estimated to generate \$22 million in freight to China, also creating new jobs.

ABOUT THE AIRLINE

- ▶ China Southern Airlines, a proud member of SkyTeam, is based in Guangzhou in southern China.
- ▶ China Southern Airlines' company logo can be seen on its aircraft around the globe with a brilliant red kapok against a blue vertical tail fin.
- ▶ China Southern transported **110 million passengers in 2015**, ranking the carrier first in Asia and **third in the world** by passenger movement, topping all Chinese airlines for (IATA).
- ▶ China Southern Airlines also **operates the largest fleet** and largest route network of any airline in China.
- ▶ Currently, China Southern Airlines operates more than 680 passenger and cargo transport aircraft, including Boeing 787 and Airbus A380. The airline fleet is ranked the largest in Asia and the fifth in the world in terms of fleet size (IATA).
- ▶ China Southern Airlines is the **first airline in the world to operate both A380 and 787**.
- ▶ China Southern operates **2000 international and domestic flights per day to 195 destinations in 40 countries and regions across the world**.
- ▶ China Southern has been operating flights to Australia since 2009 when it commenced Melbourne to Guangzhou. It now operates twice-daily flights to Melbourne, twice-daily flights to Sydney, daily flights to Brisbane and four flights per week to Perth. It recently commenced three flights per week from Sydney to Shenzhen (also in southern China).
- ▶ China Southern is a code share partner with Qantas which provides domestic connections within Australia.
- ▶ China Southern Airlines has an extensive network covering all of China and beyond to Europe, America, Oceania and Africa. When flights commence in December it will **connect Adelaide to the following international markets: London, Frankfurt, Paris and Moscow in Europe; Los Angeles, San Francisco, New York, Toronto and Vancouver in North America; as well as markets in Japan and India**.
- ▶ China Southern Airlines is committed to building the 'Canton Route' (Australia to Europe via Guangzhou).

SAFETY STANDARDS

- ▶ China Southern Airlines has operated 15 million flight hours and carried close to **900 million passengers**. The airline's safety commitment is unwavering both throughout China and globally.
- ▶ China Southern Airlines was honoured with the **Diamond Flight Safety Award** by the Civil Aviation Administration of China (CAAC), becoming the leading Chinese carrier to maintain the highest safety records in China (September 28, 2012).

AWARDS

- ▶ 2015 - Awarded Excellent A330 Operator by Airbus, the **"Best Airline in China"** by TTG, China's Top 100 Valuable Brand Enterprise Award and Golden Pegasus Award by the 15th China International Transportation & Logistics Expo.
- ▶ 2014 - Stars of China Award 2014 by Global Finance Magazine, USA and China's Most Admired Company Award by Fortune China.
- ▶ 2012 and 2013 - Recognised as the Top 50 Most Admired Chinese Company by Fortune China.
- ▶ 2011 - Earned **Four-Star status from SKYTRAX**, the world's most prestigious airline performance evaluation organisation.
- ▶ China Southern was also awarded **"Best Airline in China"** by several international media organisations and was honoured with the "Five Star Diamond Award" by The American Academy of the Hospitality Sciences (2004).