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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 strengthens critical air connectivity between New Zealand and Singapore. Pre Covid the alliance resulted in significantly increasing capacity and post Covid has already achieved a return to these 2019 levels.

Tourism New Zealand considers that the re-authorisation of Air New Zealand & Singapore Airlines Strategic Alliance will lead to continued critical air capacity between Singapore and New Zealand. This provides improved connectivity to New Zealand for visitors from South-East Asia, India and UK/Europe, due to coordination of schedules. Visitor arrivals on Singapore Airlines also have greater connectivity onto Air NZ domestic services. In addition, it will lead to increased marketing of destination New Zealand in Singapore, through the ability to jointly market New Zealand in partnership with Singapore Airlines.

Improving New Zealand's air connectivity across the globe, in particular with improved connections for visitors from UK/Europe, India and South East Asia, is a priority for Tourism New Zealand. The Indian and South East Asian markets have shown considerable growth in high quality visitors and play a key role in the diversity and resilience of our visitor mix that result in a significant contribution to New Zealand's economy. In addition, growth of this region is particularly complementary to the New Zealand tourism market, as key holiday periods in India and across broader South East Asia align with the New Zealand low and shoulder seasons. Growth of these seasons greatly supports the productivity of the Tourism industry, 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. This stability of services allows organisations like Tourism New Zealand to make its own investment decisions in alignment with this long term partnership.

Yours faithfully,

René de Monchy
Chief Executive