

24 February 2014

Richard Cross  
Senior Adviser  
Ministry of Transport

**SUBMISSION: Air NZ / Singapore Airlines application for authorisation of Strategic Alliance**

Tourism Dunedin is the Regional Tourism Organisation for the Dunedin region. Our role is to promote Dunedin as an attractive and must-see leisure destination to potential travellers, including by:

- leading and co-ordinating the marketing of Dunedin as a visitor destination domestically and internationally; and
- ensuring Dunedin is effectively serviced by international and domestic air links.

Our interest in the proposed alliance between Air NZ and Singapore Airlines relates to the significance of Singapore Airlines' current services through Christchurch Airport, in terms of promoting tourism in our region.

Asian travellers to Dunedin and the broader South Island are on the increase, and Singapore Airlines' services through Christchurch Airport, as the gateway to the South Island, are relied upon by those travellers to reach our beautiful scenic destinations and iconic tourism offerings. Dunedin has a particular interest in promoting Asian travellers to the region, given the city's long-standing sister-city relationship with Shanghai, and the Otago region's important historic ties with China, dating back to the gold rush of the late 1800s.

During sales visits into the China market, we have learned that Singapore Airlines is an airlines brand aspired to, and attractive to the wealthier travellers – a market that has the potential to stay longer and spend more and a market of particular interest to Dunedin and its regional partners.

We believe that direct air services into the South Island allows for a better travel experience and a better delivery of the 100% Pure brand promise, with immediate and desirable access to New Zealand's most admired natural and iconic visitor attractions and activities.

We appreciate the opportunity to submit on the airlines' authorisation application and we urge you to bear in mind the importance of frequent and direct Singapore Airlines services to the South Island region through Christchurch Airport. We are happy to provide any further information to assist you in your consideration of the application.

Yours faithfully



Hamish Saxton  
**Chief Executive**