



21/02/2014

Richard Cross
Senior Adviser
Ministry of Transport

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

Mid-Canterbury Tourism is a Regional Tourism Organisation. Our role is to promote the district as an attractive and must-see leisure destination to potential travellers, including by:

- leading and co-ordinating the marketing of the district as a visitor destination domestically and internationally; and
- ensuring Mid-Canterbury 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 Ashburton, Methven and ski fields such as Mt Hutt 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 adventure tourism offerings.

Asian travellers are also important visitors to our region in terms of visiting our heritage attractions, agricultural experiences, wining and dining and experiencing genuine regional New Zealand hospitality.

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

A handwritten signature in black ink, appearing to read 'D Moran', written in a cursive style.

Dr Dominic Moran

Chairman, Experience Mid Canterbury Trust