

Melbourne, 13 July 2011

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Newsroom

# Jetstar continues Pan Asian expansion adding China's capital, Beijing

- Now accessible from Melbourne for just \$149 at Jetstar.com<sup>^</sup>

Passengers buying an every day low fare online at Jetstar.com for the new Melbourne-Beijing\* (via Singapore) service will pay just \$499.

For a limited time, Jetstar is offering a special one-way fare of just \$149 to celebrate the decision to fly to Beijing\*.

The special sale runs for just two hours, from 3:30pm to 5:30pm today (13 July AEST) at Jetstar.com (Terms & conditions apply).

After the initial two hour sale, a special one-way fare of \$299 will be available from 5:30pm AEST today (13 July) until midnight tomorrow (14 July) <sup>^</sup>

Passengers flying this route will travel in comfort on our two class A330 aircraft.

Jetstar Group CEO Bruce Buchanan said going to Beijing marked a significant step in the airline's Pan Asia growth strategy.

"Beijing represents a critical step in the growth of our brand in China and the continued rollout of our Pan Asian strategy," Mr Buchanan said.

"Beijing builds on our low fares leadership position in Singapore, continuing the expansion of our successful Singapore hub, now connecting with another 22 destinations from Singapore, such as Jakarta, Phuket, Melbourne and Auckland," he said.

"Jetstar's expansion into Beijing is also a significant occasion for Australia, not only in terms of tourism and business, but Jetstar is proud to play a part in rekindling an historic link between both countries that dates back to the 1850s gold rush, when many Chinese landed in Melbourne at the height of the Ballarat and Bendigo gold strikes.

"Beijing has so many attractions to offer Australians, including the world heritage listed Summer Palace, the Temple of Heaven, the Thirteen Tombs of the Ming Dynasty and, of course, the famous Peking Man archeological dig.

"Australia is a major tourist destination for the Chinese, evidenced by a 27 per cent jump of Chinese passport holders who came through Melbourne Airport during the past year".

"Jetstar looks forward to working closely and cooperatively with Tourism Australia and the Victorian Government to build Chinese visitation to Victoria and more generally to Australia," Mr Buchanan.

Andrew McEvoy, Managing Director Tourism Australia said that China is now Australia's largest source market by value, and was going to keep growing.

"We believe the Chinese market has the potential to grow to between \$7 billion and \$9 billion by 2020. This level of expenditure growth would see Australia welcoming between 780,000 and 860,000 annual visitors within the next decade," Mr McEvoy said.

"To deliver these numbers we still need to see significant growth in aviation capacity from the Chinese market, which is why Jetstar's new service is very much to be welcomed."

Mr Buchanan said the new Beijing\* service would bring many benefits for Jetstar and its customers:

- China will be the biggest inbound tourism market for Australia by 2020 and is already among the top two destinations for Singapore travellers
- The number of travellers into and out of Beijing during the first half of 2011 reached a record 8.888 million, up 11.9 per cent on the same period last year
- Tourism revenue of world travel to China reached CNY1.1 trillion (\$A157.9 billion), up 20 per cent on the first half of 2010
- Australia is home to more than 200,000 Chinese-born residents, with 50,000 living in Victoria. Another 167,000 Chinese students have come to Australia to study<sup>¥</sup>
- An estimated 5,000 Australians live and work in Beijing<sup>¥</sup>

The new daily Singapore-Beijing\* service will connect with Jetstar's existing Melbourne-Singapore service via Jetstar's Singapore hub, with a stop-over in Singapore on the inbound Australian sector.

Beijing will become Jetstar's 9th destination in China as part of a rapidly expanding China growth strategy which has seen in the introduction of flights to Haikou, Shantou, Guilin, Hangzhou and Ningbo all in the past 18 months.

\* Subject to regulatory approval

<sup>¥</sup> ABS Statistics

<sup>^</sup>\$149 SALE TERMS & CONDITIONS

Available point of sale Australia only. The sale commences at 3:30pm (Aus time) Wednesday 13 July 2011 and ends at 5:30pm on Wednesday 13 July 2011 unless seats sell out prior. This offer is for travel between 24 April 2012 & 23 May 2012. Conditions apply (fares subject to availability, selected days & flights only, excluding travel on public holiday & school holidays).

<sup>^</sup>\$299 SALE TERMS & CONDITIONS

Available point of sale Australia only. The sale commences at 5:30pm (Aus time) Wednesday 13 July 2011 and ends at midnight on Thursday 14 July 2011 unless seats sell out prior. This offer is for travel between 24 November & 13 December 2011 and 14 February 2012 & 7 March 2012. Conditions apply (fares subject to availability, selected days & flights only, excluding travel on public holiday & school holidays).

## About Jetstar

### About Jetstar Group

Jetstar first took to the skies in 2004 and has since flown more than 350 million customers across an extensive international and domestic network. The Jetstar Group is made up of Jetstar Airways (subsidiary of the Qantas Group) in Australia and New Zealand, Jetstar Asia in Singapore, and Jetstar Japan in Japan. A leading low-fares airline, Jetstar is committed to offering everyday low fares to enable more people to fly to more places, more often. As one of Asia Pacific's fastest-growing airline brands, Jetstar was voted Best Low-Cost Airline in Asia Pacific in 2021 and was recognized for its excellent flight safety records and services when listed on the "2022 World's Top 10 LCC" released by Airline Ratings.

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