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Newsroom

# Jetstar boosts tourism from China with new flights to Melbourne

Direct flights from Zhengzhou to Melbourne taking off from December.

Jetstar has today announced new direct flights from Zhengzhou in Central China to Melbourne, further boosting Chinese tourism to Victoria's capital.

The twice-weekly flights on Jetstar's Boeing 787 aircraft, are expected to bring an additional 35,000 Chinese tourists to Australia each year.

Jetstar Group CEO Jayne Hrdlicka said the growing middle class in China presented enormous opportunities for Australian tourism.

"We are excited to provide a direct link from Melbourne to Zhengzhou in China, a city of more than 10 million people. We expect our low-fares will further stimulate inbound tourism from China to Australia.

"China already accounts for the largest source of tourism in Victoria, and by 2020 it's predicted that China will overtake New Zealand to be Australia's largest tourism market.

"We know that Chinese travellers generally visit 2 or 3 cities when they visit Australia so we expect this will boost tourism to other parts of Australia."

"China is an incredibly important market for us and will continue to grow. Jetstar started flying to China just eight years ago, and we now operate 68 flights per week across Asia to 20 destinations in China.

Minister for Tourism and Major Events John Eren said: "More direct flights to China means more visitors and greater business and trade opportunities for Victorians. To land Jetstar's new direct service to Zhengzhou is another major coup – and further proof Victoria has the best of everything."

Zhengzhou serves as the economic, political, technological, and educational centre of the Henan province, located in central China. The city has been named one of the emerging megacities in China, and it is considered a major transportation hub for Central China.

The Melbourne-Zhengzhou service is delivered in partnership with local travel specialist, China Comfort Travel, which will sell flights and holiday packages directly to Chinese travellers.

General Manager of Australia Comfort - a subsidiary of China Comfort-, Jun Yan said: "The opening of the new route from Zhengzhou to Melbourne, which is the first non-stop intercontinental passenger route to Australia in Henan Province, builds a direct bridge between the two cities. It will significantly promote the friendship and cultural exchanges between China and Australia".

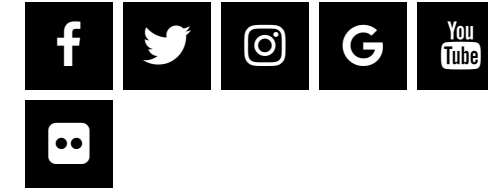
Customers from Zhengzhou will be able to directly access 26 destinations through Jetstar's extensive international and domestic network across Australia and New Zealand. Fares start from \$566 one way on the Melbourne to Zhengzhou services and are available to book on Jetstar.com.

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### 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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