

# Report to Parliament

## China Tourism Mission

15 – 23 November 2015

The Honourable Kate Jones MP

Minister for Education and  
Minister for Tourism, Major Events, Small  
Business and the Commonwealth Games

# Table of Contents

<b>1</b>	Mission Itinerary .....	3
<b>2</b>	Official Delegation Members.....	8
<b>3</b>	Hong Kong	
3.1	Meeting Summary – Mulpha Australia .....	10
3.2	Meeting Summary – Hong Kong Badminton Association .....	12
3.3	Meeting Summary – Cathay Pacific Airways .....	14
3.4	Tourism Industry Stakeholders Lunch Function Summary – Hong Kong .....	16
<b>4</b>	Guangzhou	
4.1	Meeting Summary – White Horse Group.....	18
4.2	Meeting Summary – Sun Yat-Sen University .....	20
4.3	Tourism Industry Stakeholders Lunch Function Summary – Guangzhou .....	21
4.4	Meeting Summary – China Southern Airlines.....	22
<b>5</b>	Shanghai	
5.1	Press Event – Urban Art Projects Shanghai.....	25
5.2	Meeting Summary – China Capital Investment Group.....	26
5.3	Tourism Industry Stakeholders Lunch Function Summary – Shanghai .....	28
5.4	Meeting Summary – Shanghai Media Group – Junior Edison Program.....	29
5.5	Meeting Summary – China Eastern Airlines.....	30
<b>6</b>	Wuhan	
6.1	Meeting Summary – Hubei Provincial Tourism Administration .....	33
6.2	Tourism Industry Stakeholders Lunch Function Summary – Wuhan .....	34
6.3	Meeting Summary – Hubei Wanda New Airline International Travel Service Co Ltd ..	35
6.4	Meeting Summary – IRONMAN and Wanda Group.....	36
<b>7</b>	Xishuangbanna	
7.1	Meeting Summary – Wanda Group .....	39
7.2	Meeting Summary – Wanda City Site Visit .....	40
<b>8</b>	Media Coverage.....	41

## China Tourism Mission Itinerary

**Hong Kong and China | Sunday 15 – Monday, 23 November 2015**

*Time is in local time*

### **Sunday 15 November 2015**

<b>Time</b>	<b>Meeting, function or activity</b>	<b>Location</b>
0800 – 0830	Transfer to Brisbane Airport, check-in	Brisbane
1050 – 1750	Travel Brisbane to Hong Kong	
2000 – 2130	Delegates dinner with TEQ International Director and TIQ Commissioner for brief on meetings in Hong Kong	Hutong Hong Kong One Peking Tsim Sha Tsui, Hong Kong
	<b>Overnight Hong Kong</b>	

### **Monday 16 November 2015**

<b>Time</b>	<b>Meeting, function or activity</b>	<b>Location</b>
0745 – 0845	Tourism Investment Meeting – Mulpha Australia	The Langham Hong Kong Raphael Room, 2/F
0900 – 1000	Meeting with the Hong Kong Badminton Association	The Langham Hong Kong Bernini Room, 2/F
1015 – 1045	Transfer to meeting with Cathay Pacific	
1100 – 1140	Meeting with Cathay Pacific Airways	Prayers Room JS&S Office 33rd Floor, One Pacific Place 88 Queensway
1145 – 1215	Transfer to lunch function	8 Peking Road Tsim Sha Tsui, Hong Kong
1215 – 1245	Liaison time with Queensland	
1245 – 1445	Tourism industry stakeholders lunch function	8 Peking Road Tsim Sha Tsui, Hong Kong
1500 – 1830	Transfer from Hong Kong to Guangzhou via vehicle	

1930 – 2130	Delegates dinner with TEQ International Director for briefing on meetings in China	
	<b>Overnight Guangzhou</b>	

### Tuesday 17 November 2015

Time	Meeting, function or activity	Location
0930 – 1000	Transfer to meeting with White Horse Group	
1000 – 1100	Tourism Investment Meeting – The White Horse Group	Huacheng Road Tianhe, Guangzhou
1100 – 1130	Transfer to lunch function	389 Tianhe Road Tianhe, Guangzhou
1145 – 1200	Meeting with Sun Yat-Sen University	389 Tianhe Road Tianhe, Guangzhou
1200 – 1400	Tourism industry stakeholders lunch function	389 Tianhe Road Tianhe, Guangzhou
1415 – 1500	Transfer to meeting with China Southern Airlines	
1500 – 1600	Meeting with China Southern Airlines	1st Floor, CSN Head Office 278 Airport Road Guangzhou
1600 – 1615	Partnership Agreement signing with President Tan, China Southern Airlines (including photo opportunity)	1st Floor, CSN Head Office 278 Airport Road Guangzhou
1630 – 1730	Transfer to Guangzhou Baiyun International Airport, check-in for flight to Shanghai	
1930 – 2200	Travel Guangzhou to Shanghai	
	<b>Overnight Shanghai</b>	

### Wednesday 18 November 2015

Time	Meeting, function or activity	Location
0845 – 0915	Transfer to Urban Art Projects' Office	

0915 – 0945	Press Event with Urban Art Projects Shanghai	Room 301, Building 11 537 Hai Fang Lu Shanghai
0945 – 1030	Transfer to Tourism Investment Meeting	
1030 – 1115	Tourism Investment Meeting – China Capital Investment Group	CCIG Conference Room Building 22 1591, Hongqiao Road Changning, Shanghai
1115 – 1200	Transfer to lunch function	
1200 – 1400	Tourism industry stakeholders lunch function	The Banyan Tree Shanghai at The Bund 19 Gong Ping Road Hong Kou District Shanghai
1400 – 1500	Catch up with Tourism Australia	The Banyan Tree Shanghai at The Bund 19 Gong Ping Road Hong Kou District Shanghai
1530 – 1600	Meeting and television interview with Shanghai Media Group – Junior Edison Program	Shanghai Media Group Studios 651 West Nanjing Road
1600 – 1700	Transfer to meeting with China Eastern Airlines	
1700 – 1745	Meeting and Memorandum Of Understanding signing with China Eastern Airlines	1 <sup>st</sup> Floor, 368 Yingbinyi Road Shanghai International Airport Hotel
1800 – 2030	Dinner with China Eastern Airlines	1 <sup>st</sup> Floor, 368 Yingbinyi Road Shanghai International Airport Hotel
	<b>Overnight Shanghai</b>	

#### Thursday 19 November 2015

Time	Meeting, function or activity	Location
0515 – 0600	Transfer from hotel to Shanghai Hongqiao International Airport, check-in for flight to Wuhan	
0715 – 0925	Travel Shanghai to Wuhan	

0925 – 1030	Arrive in Wuhan and transfer to meeting with Hubei Provincial Tourism Administration	
1030 – 1115	Meeting with Hubei Provincial Tourism Administration	98 Zhongbei Road Wuchang, Wuhan
1200 – 1400	Tourism industry stakeholders lunch function	138 Donghu Road Shuiguohu Street Wuchang District, Wuhan
1400 – 1445	Liaison time with Queensland	
1500 – 1600	Meeting with Hubei Wanda New Airline International Travel Service Co. Ltd	32nd Floor, Block B Han Street Headquarter International Building, Zhongbei Road Wuchang District, Wuhan
1730 – 1930	Meeting and Dinner with IRONMAN and Wanda Group	East Lake State Guesthouse Wuhan
	<b>Overnight Wuhan</b>	

#### Friday 20 November 2015

Time	Meeting, function or activity	Location
0530 – 0600	Transfer from hotel to Wuhan Airport	
0755 – 1210	Travel from Wuhan to Xishuangbanna (via Kunming)	
1400 – 1600	Wanda Xishuangbanna Resort site visit including Wanda City Project briefing, escorted by Wanda Group	
1800 – 1900	Xishuangbanna cultural experience	
	<b>Overnight Xishuangbanna</b>	

#### Saturday 21 November 2015

Time	Meeting, function or activity	Location
------	-------------------------------	----------

	Site visit at Xishuangbanna Wanda City (7 major function sites)	
	<b>Overnight Xishuangbanna</b>	

**Sunday 22 November 2015**

<b>Time</b>	<b>Meeting, function or activity</b>	<b>Location</b>
1010 – 1115 1345 – 1605	Travel from Xishuangbanna to Hong Kong (via Kunming)	
1915 – 0610 (+1)	Travel from Hong Kong to Brisbane	

**Monday 23 November 2015**

<b>Time</b>	<b>Meeting, function or activity</b>	<b>Location</b>
0610	Arrive Brisbane	

**MISSION CONCLUDED**

## Official Delegation Members

---

**The Honourable Kate Jones MP**

Minister for Education and Minister for Tourism, Major Events, Small Business and the Commonwealth Games

**Ms Emma Freeman (Smith)**

Senior Media Advisor  
Office of the Minister for Education and Minister for Tourism, Major Events, Small Business and the Commonwealth Games

**Ms Megan Houghton**

Director-General  
Department of Tourism, Major Events, Small Business and the Commonwealth Games

**Ms Leanne Coddington**

Chief Executive Officer  
Tourism and Events Queensland

---

### Business Delegation

**Ms Julieanne Alroe**

Chief Executive Officer and Managing Director  
Brisbane Airport Corporation

**Mr Andrew Brodie**

Executive General Manager – Airline and Retail Management  
Brisbane Airport Corporation

**Mr Steven Silvester**

Director – Investment Attraction Brisbane Marketing

---

### Key In-market Representatives

**Ms Grace Pan**

International Director – Greater China Tourism and Events Queensland

**Mr Jonathan Zhang**

Chief Representative in China  
Brisbane Airport Corporation

**Commissioner Zhang Zijian**

Commissioner – China  
Trade and Investment Queensland

**Commissioner Angela To**

Commissioner – Hong Kong  
Trade and Investment Queensland



# Hong Kong

## Meeting with Mulpha Australia

**Date:** Monday 16 November 2015

### Attendees

Mr Lee Seng-Huang                      Executive Chairman, Mulpha Australia

### Meeting Summary

- The Minister met with Mr Lee Seng-Huang, Executive Chairman, Mulpha Australia. This meeting provided an opportunity for the Minister to discuss the current status of Mulpha Australia's (Mulpha) investments in Queensland as well as further enhancing the business relationships between Mulpha and Queensland.
- The Mulpha Group of Companies is focused on property investment, development and infrastructure. Mulpha has a range of investments in Australia including hotels and integrated residential and commercial developments in Sydney as well as a Hunter Valley winery. Mulpha currently owns three properties in Queensland: Sanctuary Cove, the InterContinental Sanctuary Cove Resort Hotel and Hayman Island Resort.
- At the meeting the Minister thanked Mulpha for their investment in Queensland. She acknowledged their recent management partnership with Kerzner International Holding Ltd and associated refurbishment of the Hayman Island resort to operate under the luxury One&Only brand as the One&Only Hayman Island.



- The delegation discussed Mulpha's long term plans for Sanctuary Cove and the InterContinental Sanctuary Cove Resort Hotel.
- Mulpha confirmed their outlook is positive, they are committed to the future of One&Only Hayman Island and are continuing with their plans to deliver a world-class experience. Discussion took place around international aviation access to improve the transit for visitors to Hamilton Island.
- The Minister outlined the current significant investment commitment for tourism infrastructure across Queensland and in particular on the islands along the Great Barrier Reef. The Minister informed Mulpha about the Palaszczuk Government's commitment to protect the Great Barrier Reef and reiterated the government's commitment to working with tourism capital investors from Greater China. The Minister also confirmed the Queensland Government has a dedicated Tourism Investment Attraction Unit in the Department of Tourism, Major Events, Small Business and the Commonwealth Games.
- Mulpha indicated their concerns at the Hamilton Island and Hayman Island postcodes not being on the eligibility list for the extensions beyond six months to the Working Holiday (subclass 417) or Work and Holiday visa (subclass 462). This was pursued with Austrade following the meeting, Mulpha has subsequently been informed that the postcode is eligible (under the Northern Australia package) and information has been updated on the relevant Federal Government website.

## Meeting with Hong Kong Badminton Association

**Date:** Monday 16 November 2015

### Attendees

Mr Tong Wai Lun                      Chairman of Hong Kong Badminton Association

Mr Chau Yat Kwong (Sunny)   Honourable Secretary of the Hong Kong Badminton Association

### Meeting Summary

- The Minister met with Mr Tong Wai Lun, Chairman of Hong Kong Badminton Association and Mr Chau Yat Kwong (Sunny), the Honourable Secretary of the Hong Kong Badminton Association. This meeting provided an opportunity for the Minister to establish a relationship with the Hong Kong Badminton Association, promoting the Gold Coast as the host of the 2017 Badminton World Federation (BWF) Sudirman Cup.
- The Hong Kong Badminton Association promotes and facilitates the development of badminton in Hong Kong, which, alongside swimming and marathon, is a high participant sport.
- The Minister outlined that the Gold Coast's proven track record and experience in the delivery of major sporting events and the awarding of the 2017 BWF Sudirman Cup should accelerate growth and development of Badminton in Australia. The Gold Coast was described as one of Australia's premier holiday destinations – famous for its beaches, surf, theme parks, shopping, nightlife and sub-tropical rainforest.



- The Minister explained that the Palaszczuk Government, through Tourism and Events Queensland, is committed to showcasing the Gold Coast during the Sudirman Cup and ensuring that visitors enjoy quality hospitality and tourism experiences.
- The Minister extended an invitation to the Hong Kong National Badminton Team to train in Queensland in the lead up to the event and encouraged the team's friends, relatives and fans to come to Queensland for the BWF Sudirman Cup and extend their stay for an unforgettable holiday.
- The Hong Kong Badminton Association indicated an interest in exploring school exchanges for players in the lead up to the Sudirman Cup to provide opportunities to train in Queensland.

## Meeting with Cathay Pacific Airways

**Date:** Monday 16 November 2015

### Attendees

Mr Ivan Chu                      Chief Executive Officer, Cathay Pacific

Mr Kinto Chan                  General Manager – International Affairs, Cathay Pacific

Mr Nelson Chin                 General Manager – South West Pacific, Cathay Pacific

### Meeting Summary

- The Minister met with Mr Ivan Chu, Chief Executive Officer; Mr Kinto Chan, General Manager – International Affairs; and Mr Nelson Chin, General Manager South West Pacific at Cathay Pacific. This meeting provided an opportunity for the Minister to discuss the current status of Cathay Pacific Airways services to Australia and Queensland as well as further enhancing the business relationships between Cathay Pacific Airways and Queensland.
- In the meeting, the Minister outlined the Palaszczuk Government's commitment to growing access to Queensland for international visitors and the Attracting Aviation Investment Fund (AAIF). The Government has allocated \$10 million over three years towards the AAIF which exists to encourage airlines to establish new routes to Queensland that will attract more international visitors.
- Cathay Pacific currently operates a four-times weekly flight from Hong Kong to Cairns and Brisbane and a daily direct Hong Kong to Brisbane service. These flights provided 178,000 inbound seats over the past 12 months to the year ending September 2015 and represented 63 per cent of total Hong Kong to Queensland airline capacity.



- The Minister congratulated Cathay Pacific on the strong performance of their Hong Kong to Brisbane service into Queensland and the importance of the route to Queensland which provides access from key source markets such as Mainland China and Europe, via Hong Kong to Brisbane and Cairns. Cathay Pacific reported passenger numbers were currently increasing at approximately 17 per cent, with 63 million passengers travelling through Hong Kong Airport. The Minister acknowledged that this represents a significant opportunity for Queensland, as Hong Kong is a gateway for European travellers.
- The Minister welcomed discussions between the Queensland Government and Cathay Pacific Airways and committed to working with the airline to develop and sustain more direct flights into Queensland.
- An update was sought on the progress of the Aquis development in Cairns, with Minister Jones indicating the Government's commitment to a major development for the region. Cathay suggested that such a development would drive demand for aviation access into the region.

## Tourism Industry Stakeholders Lunch Function | Hong Kong

**Date:** Monday 16 November 2015

### Attendees

Various Queensland tourism partners and stakeholders who are based in the Hong Kong area. This included representatives from airlines Cathay Pacific Airways, Qantas Airways, Singapore Airlines and Hong Kong Airlines.

### Event Summary

- This event provided the opportunity for the Minister to host Queensland's key stakeholders based in Hong Kong including tourism investors and industry leaders who work with the Government in the promotion of Queensland and who facilitate access to visitors to our State.
- Hong Kong continues to be a key source of tourism investment which Queensland will continue to embrace. In the last financial year more than 51,000 people from Hong Kong visited Queensland. Visitors from Hong Kong provided a strong boost to our economy, spending \$161 million, an increase of 32 per cent on the previous year.
- The Minister welcomed the attendees and thanked airline and tourism trade partners for their ongoing commitment to Queensland tourism and ensuring it continues to grow stronger each year.
- Presentations on tourism investment in Queensland and Queensland as a visitor destination were provided by Ms Megan Houghton, Director-General, Department of Tourism, Major Events, Small Business and the Commonwealth Games and Ms Leanne Coddington, Chief Executive Officer, Tourism and Events Queensland.
- During the lunch the Minister conveyed to attendees that the government is committed to welcoming more Hong Kong visitors to Queensland and fostering strong ties through Tourism and Events Queensland's full-time presence in the city. Tourism and Events Queensland's well-established partnerships with airlines and the local tourism agents play a critical role in continuing to grow visitation to Queensland from the Hong Kong market.
- Presentations on Queensland's tourism investment opportunities and visitor destinations were provided by Ms Megan Houghton, Director-General, Department of Tourism, Major Events, Small Business and the Commonwealth Games and Ms Leanne Coddington, Chief Executive Officer, Tourism and Events Queensland.



# Guangzhou

## Meeting with White Horse Group

**Date:** Tuesday 17 November 2015

### Attendees

Mr William Han                      Chairman, White Horse (Australia) Holdings Pty Ltd

Mr Calvin Han                      Director, White Horse (Australia) Holdings Pty Ltd

### Meeting Summary

- The Minister met with Mr William Han, Chairman and Mr Calvin Han, Director of White Horse (Australia) Holdings Pty Ltd. The meeting provided an opportunity for the Minister to acknowledge the White Horse Group's investment in Queensland as well as further enhancing the business relationships between White Horse Group and Queensland.
- The Minister thanked White Horse (Australia) Holdings Pty Ltd (WHA) for its commitment to Queensland through its investment in Lindeman Island and acknowledged the positive impact the project will bring in terms of attracting high yielding tourists and job creation in the Whitsundays.
- The White Horse Group discussed the current status of Lindeman Island Project and development plans which has a target completion date of 2020.



- The Minister reiterated the importance the Palaszczuk Government is placing on investment in new and existing tourism product to meet the needs of domestic and international tourists, including the growing China market.
- The White Horse Group detailed its new luxury shopping website ([www.V.com.cn](http://www.V.com.cn)), which is currently under development. White Horse Group expressed an interest in featuring exclusive

Queensland brands through the site and Minister Jones indicated that she would look for opportunities with DTEBS to showcase Queensland small businesses and products.

- Additionally, it is anticipated that the site will in future feature holiday packages to the island. Tourism and Events Queensland offered assistance to provide Queensland content and images to utilise on the website.

## Meeting with Sun Yat-sen University (SYSU)

**Date:** Tuesday 17 November 2015

### Attendees

Professor Xiaoming Zhang	Associate Professor; Director Department of Conventions, Exhibitions and Event Management, SYSU School of Tourism Management
Ms Cara Chen Wanxin	Program Coordinator of SYSU-UQ 2+2 Bachelor of International Hotel and Tourism Management (Event Management)

### Meeting Summary

- This meeting provided the Minister with the opportunity to demonstrate support for the partnership between the University of Queensland (UQ) and the Sun Yat-sen University (SYSU) in Guangzhou, which celebrates 10 years in 2016.
- Discussion took place in regard to students at SYSU who undertake part of their studies at UQ.
- UQ Tourism has collaborated with SYSU School of Tourism Management in teaching, learning and research since 2007 and has welcomed more than 200 students including undergraduate, postgraduate and PhD students to study at UQ.



## Tourism Industry Stakeholders Lunch Function | Guangzhou

**Date:** Tuesday 17 November 2015

### Attendees

Various Queensland tourism partners and stakeholders who are based in the Guangzhou area. This included representatives from China Southern Airlines, Qantas Airways, Tourism Australia and Sun Yat-sen University.

### Event Summary

- This event provided the opportunity for the Minister to host Queensland's key airline, travel trade and media, tourism investment and education stakeholders based in Guangzhou.
- The Minister welcomed the attendees and thanked airline and tourism trade partners for their ongoing support of Queensland and commitment to a prosperous relationship. She confirmed that China is Queensland's most valuable international visitor market and the Palaszczuk Government is committed to strengthening ties.
- The Queensland Government's key aviation partnerships with China Southern Airlines, Cathay Pacific and Qantas has delivered record aviation capacity between China and Queensland, which the state government is committed to growing.



- The Minister promoted Queensland's tourist attractions including the Great Barrier Reef and world class food and wine as well as major events including the Gold Coast Airport Marathon, Royal Queensland Show.
- Presentations on Queensland's tourism investment opportunities and visitor destinations were provided by Ms Megan Houghton, Director-General, Department of Tourism, Major Events, Small Business and the Commonwealth Games and Ms Leanne Coddington, Chief Executive Officer, Tourism and Events Queensland.

## Meeting with China Southern Airlines

**Date:** Tuesday 17 November 2015

### Attendees

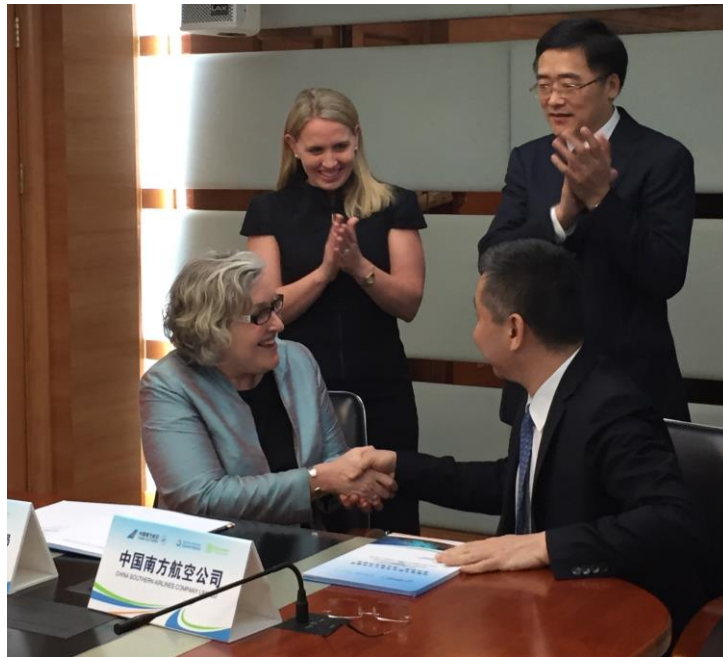
Mr Tan Wangeng	President and CEO, China Southern Airlines
Mr Han Wen Sheng	Executive Vice Director General – Commercial Steering Committee, China Southern Airlines
Mr Guoxiang Wu	Senior Vice President, Marketing Division, China Southern Airlines
Mr Zhou Junbao	Senior Vice President, Strategic Transformation Office, China Southern Airlines
Ms Marilyn Zhang	Vice President, International Affairs Office, China Southern Airlines
Ms Mimi Chan	Director, International Relations, China Southern Airlines (Interpreter)

### Meeting Summary

- The Minister met with Mr Tan Wangeng the President and CEO of China Southern Airlines and his colleagues. This meeting provided an opportunity for the Minister to discuss the current status of China Southern Airlines services to Queensland as well as further enhancing the business relationships between China Southern Airlines and the state.
- China Southern Airlines commenced flying to Brisbane, Queensland on 2 November 2010. Additionally, the airline has operated charter services into Cairns and Coolangatta during peak holiday periods.
- Over the past 12 months (year ending October 2015) China Southern flew 68,000 seats into Queensland, 81 per cent of total inbound seats between China and Queensland (Source: IATA IS, 2015).



- In the meeting, the Queensland Government, through Tourism and Events Queensland, and China Southern Airlines signed a new three-year partnership that will see Queensland holiday destinations receive greater promotion in China.



- The Minister said the agreement further strengthened the trade ties with Queensland's fastest growing tourism market and marked a significant win for the state's tourism industry.
- The partnership will deliver increased marketing of Queensland's iconic destinations into key cities like Guangzhou, enticing more Chinese travellers to holiday in the state.
- Minister Jones briefed China Southern Airlines on upcoming developments in Queensland which are expected to increase demand for Chinese travellers. Queensland's unique experiences were discussed, including the Great Barrier Reef, native animals and aquatic wildlife encounters, as well as premium seafood and seasonal produce. World-class events such as the Gold Coast Marathon, IRONMAN events, the Jeep Magic Millions Raceday, the Ekka and the Sudirman Cup on the Gold Coast in 2017 were also mentioned as compelling reasons for travellers to experience Queensland's destinations.

# Shanghai



## Press Event with Urban Art Projects Shanghai

**Date:** Wednesday 18 November 2015

### Attendees

Mr Matthew Tobin                      Founder/Director  
Mr Steven Shen                        Director UAP China

### Event Summary

- This event provided the opportunity for the Minister to officially open the newly relocated Urban Art Projects Shanghai (UAP) office.



- The Minister congratulated UAP, a Brisbane based company, on their international success, particularly in China, and acknowledged UAP as a world leading exporting enterprise.
- UAP works collaboratively with artists, designers and architects around the world. Established in 1993 by Mr Matthew Tobin and Mr Daniel Tobin, the enterprise has grown into an international business employing more than 100 staff with operations in Brisbane, Shanghai and New York. More than 95 per cent of staff are located in Brisbane.



## Meeting with China Capital Investment Group

**Date:** Wednesday 18 November 2015

### Attendees

Mr Zhou Chuanyou	Chairman of the Board and CEO, China Capital Investment Group
Mr Jiang Gaoming	President, China Capital Investment Group
Mr Harvey Kong	Chief Investment Officer
Mr Alan Wang	Investment Manager, Overseas Investment Department, China Capital Investment Group
Mr Chen Jianli	General Manager, Cultural and Tourism Department, China Capital Investment Group
Ms Serena Chen	Operations Assistant, Culture and Tourism Department, China Capital Investment Group

### Meeting Summary

- This meeting provided the opportunity for the Minister to discuss China Capital Investment Group (CCIG) decision to invest in Queensland as well as further enhancing business relationships between CCIG and Queensland.
- During the meeting, discussion covered CCIG's plans for Daydream Island Resort. CCIG aim to spend up to \$9 million initially to renovate existing facilities, including \$500,000 to deepen the 'living reef' exhibit to create a turtle rehabilitation habitat; cosmetic refurbishment of the hotel over the next 6 months; refurbishment of the pools over the next 12 months; and structural changes to the resort over the next 18 months.
- The Minister thanked CCIG for choosing Queensland as the destination for its first Australian investment and reiterated the Palaszczuk Government's committed to working with CCIG to support its investment and development in Queensland. The discussion also covered looking at further investment opportunities in Queensland that CCIG may wish to consider.



- CCIG outlined tourism and culture are key elements of their portfolio. CCIG explained they have a strong interest in Queensland's future success and they are looking to expand their investments in Queensland.
- The Minister outlined more than \$8 billion in investment commitments for tourism infrastructure across the state and discussed the role of the Queensland Government's Tourism Investment Attraction Unit.
- It was highlighted that CCIG is part of a new wave of investment for Great Barrier Reef Islands and the Queensland Government recognises the world heritage value of the Great Barrier Reef, allocating \$100 million to help protect our most iconic natural asset.

## Tourism Industry Stakeholders Lunch Function | Shanghai

**Date:** Wednesday 18 November 2015

### Attendees

Various Queensland tourism partners and stakeholders who are based in the Shanghai area. This included representatives from airlines China Eastern Airlines, Cathay Pacific Airways, Dragonair and Qantas Airways as well as travel trade and media.

### Event Summary

- This event provided the opportunity for the Minister to host Queensland's key Shanghai-based stakeholders.
- The Minister welcomed the attendees and thanked airline and tourism trade partners for their ongoing commitment to Queensland tourism.
- The Minister took the opportunity to promote Queensland tourism offerings that appeal to visitors from China including the Great Barrier Reef, world class food and major events.
- The Minister outlined that Queensland is an attractive place to invest and the Queensland Government is committed to working with project proponents to drive tourism infrastructure development in the state.
- Presentations on Queensland's tourism investment opportunities and visitor destinations were provided by Ms Megan Houghton, Director-General, Department of Tourism, Major Events, Small Business and the Commonwealth Games and Ms Leanne Coddington, Chief Executive Officer, Tourism and Events Queensland.

## Media Interview with Shanghai Media Group – Junior Edison Program

**Date:** Wednesday 18 November 2015

### Attendees

Interviewer Ms Li Yong Editor and Director, Super Parent Club, Shanghai Media Group

### Meeting Summary

- The Minister provided SMG with an overview of Queensland's world-class education facilities and highlighted Queensland's unique and appealing tourism experiences.
- The Minister outlined some of the activities the students can participate in during their time in Queensland including the Australian Institute of Marine Science (AIMS), Reef HQ Aquarium, Reef Guardian Schools, and The Great Barrier Reef.
- SMG is a Chinese multimedia television and radio broadcasting, news and Internet company. The Junior Edison Program is a scientific youth initiative program run by SMG. The program commenced in 2014 and targets students aged from 10 to 17 in China.
- Outstanding students are invited to Shanghai every August to join the competition hosted in the Shanghai Science and Technology Museum. The competitions are filmed and broadcast through October to December.



## Meeting with China Eastern Airlines

**Date:** Wednesday 18 November 2015

### Attendees

Mr Tian Liuwen	Senior Vice President, China Eastern Airlines
Mr Yuan Qiang	Deputy Director General, Executive Office, China Eastern Airlines
Mr Liu Hao	Deputy Managing Director, Marketing and Sales Committee, China Eastern Airlines
Mr Le Feng	General Manager, Marketing Department, Marketing and Sales Committee, China Eastern Airlines
Mr Wang Mingchun	Senior Manager, Product Development and Marketing, China Eastern Airlines
Ms Season Wang	Foreign Affairs Office, China Eastern Airlines

### Meeting Summary

- The Minister met with senior executives from China Eastern Airlines. This meeting provided an opportunity for the Minister to discuss the current status of China Eastern Airlines services to Queensland as well as further enhancing the business relationships between China Eastern Airlines and the state.
- In the meeting, the Palaszczuk Government and China Eastern Airlines signed a Memorandum of Understanding (MOU) that is set to deliver a \$22 million tourism boost for Queensland.
- The agreement formalises ongoing collaboration between the two parties, including support for a new year-round service from Shanghai to Brisbane that will bring approximately 36,500 additional travellers to Queensland from November 2016.



- According to the International Air Transport Association, China Eastern Airlines is the ninth largest airline in the world based on passenger volumes. China Eastern Airlines currently operates a seasonal service from Shanghai to Cairns and 2016 will be the fourth consecutive year of these services.
- Discussion also took place on the continued marketing support by the Queensland Government (through Tourism and Events Queensland) for China Eastern Airlines' Shanghai-Cairns route and support for new Shanghai-Brisbane route. Brisbane Airport Corporation also outlined their support for the planned China Eastern services to Brisbane.
- The recent decision by the Australian Competition and Consumer Commission's (ACCC) to approve the joint venture between China Eastern Airlines and Qantas was acknowledged. This decision will enable greater access between China and Queensland.
- China Eastern also spoke of the significant growth in international aviation access from China, and their focus on increasing their international capacity.

# Wuhan



## Meeting with Hubei Provincial Tourism Administration

**Date:** Thursday 19 November 2015

### Attendees

Mr Qian Yuankun	Party Secretary and Director, Hubei Provincial Tourism Administration
Mr Xu Yong	Deputy Director, Hubei Provincial Tourism Administration
Ms Zhang Min	Chief of Market Promotion Department, Hubei Provincial Tourism Administration

### Meeting Summary

- The Minister met with Mr Qian Yuankun, Party Secretary and Director; Mr Xu Yong, Deputy Director; and Ms Zhang Min, Chief of Market Promotion Department from the Hubei Provincial Tourism Administration. This meeting provided the opportunity for the Minister to confirm the Palaszczuk Government's commitment to growing relationships between Hubei Province and Queensland.
- Hubei Provincial Tourism Administration is the official government tourism body for the Hubei province.
- The Palaszczuk Government, through Tourism and Events Queensland, entered a Memorandum of Understanding (MOU) with the Hubei Provincial Tourism Administration on 7 August 2015 in Brisbane. The MOU was important in signalling cooperation in the area of tourism and formalised each party's commitment to collaboration.
- In the meeting, the Minister acknowledged the valuable partnership between the Queensland Government and Hubei Provincial Tourism. Discussions about working together to maximise tourism outcomes took place and the parties confirmed their commitment to the MOU.
- The meeting discussed Jetstar Airways' new service from Wuhan to the Gold Coast, supported in partnership with Hubei Wanda New Airline International Travel Services Co Ltd and the Queensland Government. These direct flights connect the Hubei Province with Queensland and have the potential to generate \$53 million in visitor expenditure to the local economy, in turn supporting local jobs and small business.
- The Hubei Provincial Tourism Administration outlined the successful performance of their travel package sales to local Chinese consumers from the region and that they are expecting sales to increase, especially for Queensland holiday packages given that direct flights from the region into Queensland are now available.
- The Hubei Provincial Tourism Administration will host a major tourism conference in May 2016 and they extended an invitation to Minister Jones to attend.

## Tourism Industry Stakeholders Lunch Function | Wuhan

**Date:** Thursday 19 November 2015

### Attendees

Various Queensland tourism partners and stakeholders who are based in the Wuhan area. This included representatives from Hubei Provincial Tourism Administration, Wanda Group Co., Ltd, Hubei Wanda New Airline International Travel Service Co. Ltd., Jetstar, and Hubei Airport Group.

### Event Summary

- This event provided the opportunity for the Minister to host Queensland's key stakeholders based in Wuhan who work with the Government to promote Queensland.
- The Minister welcomed the attendees and thanked airline and tourism trade partners for their ongoing commitment to Queensland tourism and ensuring it continues to grow stronger each year.
- The Minister outlined the Queensland Government's aviation partnerships have increased access to Queensland from China through new services including direct flights from Wuhan to the Gold Coast.
- The Minister said she had the pleasure of welcoming passengers on very first Jetstar direct flight from Wuhan to the Gold Coast in late September 2015. This service will bring up to 35,000 additional travellers each year to visit the Gold Coast and Queensland and is expected to generate up to \$26 million in visitor expenditure.
- The Minister thanked the Wanda Group for their continued investment and support of the Gold Coast's tourism industry.
- Presentations on Queensland's tourism investment opportunities and visitor destinations were provided by Ms Megan Houghton, Director-General, Department of Tourism, Major Events, Small Business and the Commonwealth Games and Ms Leanne Coddington, Chief Executive Officer, Tourism and Events Queensland.

## **Meeting with Hubei Wanda New Airline International Travel Services Co. Ltd.**

**Date:** Thursday 19 November 2015

### **Attendees**

Mr Xie Hong	General Manager (Director), Hubei Wanda New Airline International Travel Services Co. Ltd.
Ms Long Lin	Deputy General Manager, Hubei Wanda New Airline International Travel Services Co. Ltd.
Ms Chen Lin	Vice General Manager, Hubei Wanda New Airline International Travel Services Co. Ltd.
Ms Sharon Zheng	Director of Operations, Department of Tourism Project Centre, Hubei Wanda New Airline International Travel Services Co. Ltd.
Ms Ming Fang	Hubei Wanda New Airline International Travel Services Co. Ltd.

### **Meeting Summary**

- The Minister met with representatives from Hubei Wanda New Airline International Travel Services Co Ltd to discuss the current status of the Queensland Government's partnership with Hubei Wanda New Airline International Travel Services Co Ltd (Hubei Wanda Travel Services) and Jetstar supporting the new Wuhan-Gold Coast service.
- Hubei Wanda Travel Services is a travel agency owned by the Dalian Wanda Group, a Chinese property and entertainment company. It is currently investing in a luxury hotel, residential, shopping and fine dining development on the Gold Coast titled 'Jewel'.
- The Minister thanked Hubei Wanda Travel Services and the Dalian Wanda Group for their investment in Queensland and commitment to tourism in the State.
- Hubei Wanda Travel Services outlined the business is happy with the success to date of their new Wuhan-Gold Coast service and would like to continue to work with the Government and key partners to build on this momentum.
- Tourism and Events Queensland has been working in partnership with Hubei Wanda Travel Services, Gold Coast Tourism and City of Gold Coast to promote the new route and Gold Coast's visitor experiences. The Gold Coast is the most popular destination in the State among Chinese travellers, welcoming 212,000 visitors during 2014-15, an increase of 13 per cent on the year prior.
- The Minister acknowledge Hubei Wanda Travel Service's significant investment in promoting Queensland as part of a two-year marketing partnership agreement secured through the Attracting Aviation Investment Fund.

## Meeting with IRONMAN and Wanda Group

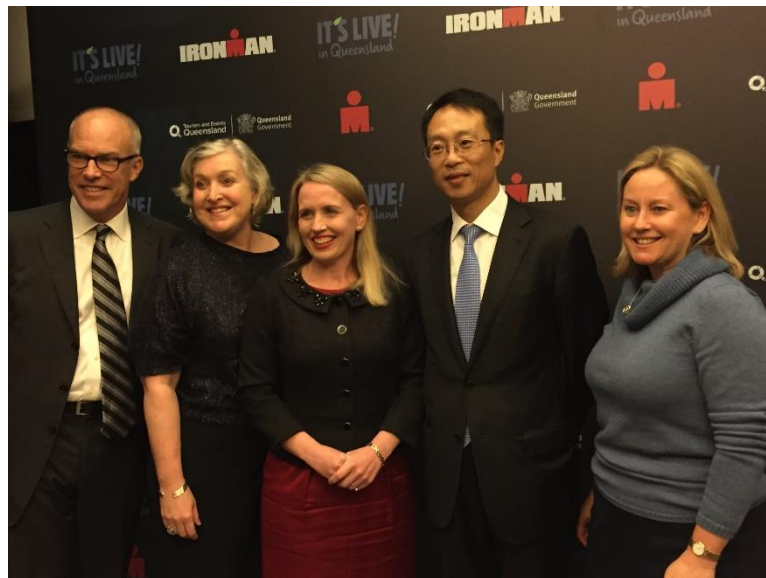
**Date:** Thursday 19 November, 2015

### Attendees

Mr Lincoln Zhang	Chairman of Infront Media and Sports and President, Wanda Cultural Industry Group
Mr Bruce Wu	General Manager, Administration Department, Wanda Cultural Industry Group
Mr Andrew Messick	President and CEO of IRONMAN and World Triathlon Corporation
Mr Shane Facticeau	Chief Operating Officer, IRONMAN
Ms Beth Atnip	Director of Global Technical Operations, IRONMAN
Mr Shen Jiaying	Group Vice President and General Manager of Wanda Sports Holding (China) Co. Ltd, Wanda Cultural Industry Group
Mr Zhou Qiang	Managing Director IRONMAN China, Wanda Sports Holding (China) Co. Ltd, Wanda Cultural Industry Group
Mr Wang Zhanfeng	Group Senior Assistant to President and General Manager of Wuhan Co.

### Meeting Summary

- This meeting provided the Minister with an opportunity to grow the relationship between Tourism and Events Queensland and IRONMAN and gain an understanding of the Wanda Cultural Industry Group's vision for IRONMAN.



- In August 2015, the Wanda Cultural Industry Group purchased the World Triathlon Corporation (WTC) and the IRONMAN brand. Under the deal, IRONMAN will remain under the management of the WTC long term. The WTC holds a 91 per cent global market share in

triathlon events; it is the world's largest operator of IRONMAN events and the parent company of IRONMAN Asia-Pacific.

- In the meeting, IRONMAN confirmed that the IRONMAN Asia Pacific Championship will move to Cairns as part of a new three year deal. This is a huge win for the state and means the event will move from Victoria to Queensland.
- The IRONMAN Asia Pacific Championship will become an extension to the highly successful Cairns Airport Adventure Festival. The IRONMAN Asia Pacific ironman expected to grow the economic impact of the Cairns Adventure Festival beyond the \$10 million it generated earlier this year.
- Discussion also took place on the opportunities for Tourism and Events Queensland to work with Wanda Cultural Industry Group and IRONMAN in a more strategic manner to grow the number of Chinese athletes to Queensland IRONMAN events.

# Xishuangbanna

## Meeting with Wanda Group

**Date:** Friday, 20 November

### Attendees

Mr Gavin Yang	Deputy General Manager, Acquisitions Department, International Real Estate Centre, Dalian Wanda Commercial Properties Co. Ltd.
Ms Connie Ding	Senior Manager, Acquisitions Department, International Real Estate Centre, Dalian Wanda Commercial Properties Co. Ltd.
Mr Antonio Teijeiro	General Manager, Wanda Vista Xishuangbanna Resort
Mr Tony Xie	Food and Beverage Manager, DoubleTree Resort By Hilton, Xishunagbanna
Mr Li Zhong-hua	Deputy Secretary, Chief Director, Xishunagbanna Jinghong Industrial Zone Administrative Committee

### Meeting Summary

- This meeting provided the opportunity for the Minister to express the Palaszczuk Government's commitment to attracting investment to Queensland.
- The Minister explained that Queensland is a great place to investment and outlined the opportunities currently available in the State.
- The Wanda Group operates commercial property, culture and tourism, e-commerce and department stores and is recognised for developing world-class, iconic entertainment infrastructure. Wanda is the world's largest commercial real estate company and currently has 51 five-star hotels and more than 40 five-star hotels under construction.
- The Minister acknowledge the Wanda Group's investment commitment to Queensland, including its joint venture partnership with Ridong Group to develop the \$950 million Jewel project.

## **Wanda City Site Visit**

**Date:** Saturday 21 November 2015

### **Attendees**

Mr Gavin Yang	Deputy General Manager, Acquisitions Department, International Real Estate Centre, Dalian Wanda Commercial Properties Co. Ltd.
Ms Connie Ding	Senior Manager, Acquisitions Department, International Real Estate Centre, Dalian Wanda Commercial Properties Co Ltd
Mr Antonio Teijeiro	General Manager, Wanda Vista Xishuangbanna Resort
Mr Tony Xie	Food and Beverage Manager, DoubleTree Resort By Hilton, Xishunagbanna
Mr Li Zhong-hua	Deputy Secretary, Chief Director, Xishunagbanna Jinghong Industrial Zone Administrative Committee

### **Site Visit Summary**

- The delegation toured the hotels within the resort precinct and Wanda City's cultural attractions. During the tour, the delegation met with the local Administrative Committee representative to understand the community involvement and cultural integration in the resort development.
- The site visit also included a meeting with the Xishuangbanna local government and Wanda International Resort construction team. Briefings regarding local taxation policy, infrastructure facilities construction and environmental protection issues were provided by local government officials and Wanda executives.



# Media Coverage



## China aviation agreement delivers major tourism boost

Queensland Government

19 Nov 2015 7:22 PM

362 words • ASR AUD 1,478 • Queensland/Corporate - TEQ Internet • ID: 500205199

[Read on source website](#)

### Audience

N/A UNIQUE DAILY VISITORS, N/A AV. STORY AUDIENCE



20 Nov 2015

Gympie Times, Gympie QLD

Section: General News • Article type : News Item • Classification : Regional  
Audience : 3,523 • Page: 16 • Printed Size: 29.00cm<sup>2</sup> • Market: QLD • Country: Australia  
ASR: AUD 127 • Words: 64 • Item ID: 500278963



[isentia.mediaportal](#)

Copyright Agency licensed copy (www.copyright.com.au)

Page 1 of 1

[back](#)

### New flights bring more tourists

A FURTHER 36,500 tourists could visit Queensland each year after the State Government signed an agreement with a Chinese airline on Wednesday night.

Premier Anastacia Palaszczuk said the agreement with China Eastern Airlines would bring an additional three Shanghai-Brisbane direct flights a week from November next year and she said it would bring \$22 million in tourist spending to the state each year.



20 Nov 2015  
Courier Mail, Brisbane

Author: Sarah Vogler • Section: General News • Article type : News Item  
Classification : Capital City Daily • Audience : 155,282 • Page: 23  
Printed Size: 101.00cm<sup>2</sup> • Market: QLD • Country: Australia • ASR: AUD 1,774  
Words: 228 • Item ID: 500286878

isentia.mediaportal

Copyright Agency licensed copy (www.copyright.com.au)

 back

## Shanghai tourists get wings

**SARAH VOGLER**

A NEW flight deal with a major Asian airline is tipped to pump an extra \$22 million into the Queensland economy.

Premier Anastacia Palaszczuk yesterday announced Tourism Minister Kate Jones had signed a memorandum of understanding with China Eastern Airlines to establish a regular, year-round direct service between Shanghai and Brisbane, with three flights a week from November next year.

She said the deal would mean 36,500 extra visitors would be flocking to the state each year.

"It comes in addition to a seasonal China Eastern service between Shanghai and Cairns providing access for up to 13,000 visitors each year to tropical north Queensland," Ms Palaszczuk said.

"What that means is not just tourists but also business

opportunities."

The flights will also help bolster the new Queen's Wharf casino and resort development when it opens in 2022.

The deal follows a meeting Ms Palaszczuk had with China Eastern Airlines during her recent trade mission to the country.

Ms Jones said Queensland attracted about 360,000 visitors from mainland China last financial year.

She said Tourism Research Australia had forecast that China would overtake New Zealand as Australia's dominant tourism market within five years.

"Chinese travellers represent Queensland's largest international visitor market by expenditure, spending more than \$833 million in the year to June 2015, an increase of 43 per cent on the last financial year," Ms Jones said.



20 Nov 2015  
Toowoomba Chronicle, Toowoomba QLD

Section: General News • Article type : News Item • Classification : Regional  
Audience : 15,862 • Page: 24 • Printed Size: 29.00cm<sup>2</sup> • Market: QLD  
Country: Australia • ASR: AUD 178 • Words: 64 • Item ID: 500299109

 isentia.mediaportal

Copyright Agency licensed copy (www.copyright.com.au)



Page 1 of 1

 [back](#)

## **New flights bring more tourists**

A FURTHER 36,500 tourists could visit Queensland each year after the State Government signed an agreement with a Chinese airline on Wednesday night.

Premier Annastacia Palaszczuk said the agreement with China Eastern Airlines would bring an additional three Shanghai-Brisbane direct flights a week from November next year and she said it would bring \$22 million in tourist spending to the state each year.



20 Nov 2015  
Cairns Post, Cairns QLD

Author: Jim Campbell • Section: General News • Article type : News Item  
Classification : Regional • Audience : 16,636 • Page: 1 • Printed Size: 2154.00cm<sup>2</sup>  
Market: QLD • Country: Australia • ASR: AUD 9,576 • Words: 457 • Item ID: 500305984



isentia.mediaportal

Copyright Agency licensed copy (www.copyright.com.au)

Page 1 of 3

back

# IRONCLAD DEAL

## We won! Cairns to host country's premier Ironman

## Pinched from Melbourne ... they'll get over it

## City to reap spoils as world's elite lace up for event

CAIRNS has been crowned number one in the sport of triathlon, striking a three-year deal to host Australia's biggest event. The city has stripped the premier Ironman Asia Pacific Championship from Melbourne (the supposed sporting capital of Australia) and will attract the world's best athletes to the Far North, elevating our reputation to the international stage.  
**FULL COVERAGE PAGES 2-3**

Picture: BRENDAN RADKE



**CAIRNS has been crowned number one in the sport of triathlon, striking a three-year deal to host Australia's biggest event. The city has stripped the premier Ironman Asia Pacific Championship from Melbourne (the supposed sporting capital of Australia) and will attract the world's best athletes to the Far North, elevating our reputation to the international stage. FULL COVERAGE PAGES 2-3**

# Cairns on a winner with elite triathlon

## City to reap millions in prestige sporting coup

**JIM CAMPBELL**

CAIRNS' world-famous Ironman event will step up another level next year with the city luring Australia's biggest triathlon event from Melbourne.

Minister for Tourism and Major Events Kate Jones (below) confirmed the Ironman Asia Pacific Championship would move north to Cairns for the next three years.

The deal means Cairns is one of only five cities in the world to host a round of the competition's elite level, which will attract the world's top athletes to the Far North.

Ms Jones locked in the deal while meeting the global chief of Ironman in Wuhan yesterday as part of a tourism mission in China.

"I am delighted the Ironman Asia Pacific Championship will become an extension to the highly successful Cairns

Airport Adventure Festival for the next three years," she said.

"Queensland and Cairns have the perfect all-year climate for major triathlon and sporting events."

Cairns Regional Council estimated the economic benefit to the city from last year's Ironman event was more than \$22 million.

Mayor Bob Manning said the announcement would "make 150,000 people out there in Cairns happy".

"It's an enormous credit to the city," he said.

"We're reaping some great rewards now for work done over the last few years."

Cr Manning said the deci-

sion came at a time when, in a broader sense, "the tropics are on the rise".

"People now have confidence in Cairns -

in the destination, in the product and in the infrastructure we have to put this event on."

The council last week voted to increase its funding for the event by \$50,000 to \$390,000 per year for the 2016-18 period.

Member for Cairns Rob Pyne said the Ironman Asia Pacific Championship would strengthen Cairns' reputation as an event city.

He said it would attract up to 3000 participants, with about half of them from interstate or overseas.

"We expect to welcome participants from more than 50 countries," he said.

The deal was part of a broader Tourism Events Queensland strategy to make Queensland the home of triathlon.

The huge Ironman event will take place on June 12 as part of the Cairns Airport Adventure Festival from June 5-12.



20 Nov 2015  
Cairns Post, Cairns QLD

Author: Jim Campbell • Section: General News • Article type : News Item  
Classification : Regional • Audience : 16,636 • Page: 1 • Printed Size: 2154.00cm<sup>2</sup>  
Market: QLD • Country: Australia • ASR: AUD 9,576 • Words: 457 • Item ID: 500305984



isentia.mediaportal

Copyright Agency licensed copy (www.copyright.com.au)

Page 3 of 3

[back](#)





20 Nov 2015  
Gladstone Observer, Gladstone QLD

Section: General News • Article type : News Item • Classification : Regional  
Audience : 4,482 • Page: 31 • Printed Size: 28.00cm<sup>2</sup> • Market: QLD • Country: Australia  
ASR: AUD 136 • Words: 64 • Item ID: 500332985

isentia.mediaportal

Copyright Agency licensed copy (www.copyright.com.au)



Page 1 of 1

[back](#)

## New flights bring more tourists

A FURTHER 36,500 tourists could visit Queensland each year after the State Government signed an agreement with a Chinese airline on Wednesday night.

Premier Annastacia Palaszczuk said the agreement with China Eastern Airlines would bring an additional three Shanghai-Brisbane direct flights a week from November next year and she said it would bring \$22 million in tourist spending to the state each year.



20 Nov 2015  
Queensland Times, Ipswich QLD

Section: General News • Article type : News Item • Classification : Regional  
Audience : 7,633 • Page: 24 • Printed Size: 29.00cm<sup>2</sup> • Market: QLD • Country: Australia  
ASR: AUD 151 • Words: 64 • Item ID: 500259490

isentia.mediaportal

Copyright Agency licensed copy (www.copyright.com.au)



Page 1 of 1

[back](#)

## New flights bring more tourists

A FURTHER 36,500 tourists could visit Queensland each year after the State Government signed an agreement with a Chinese airline on Wednesday night.

Premier Annastacia Palaszczuk said the agreement with China Eastern Airlines would bring an additional three Shanghai-Brisbane direct flights a week from November next year and she said it would bring \$22 million in tourist spending to the state each year.





20 Nov 2015  
News Mail, Bundaberg QLD

Section: General News • Article type : News Item • Classification : Regional  
Audience : 7,315 • Page: 13 • Printed Size: 29.00cm<sup>2</sup> • Market: QLD • Country: Australia  
ASR: AUD 150 • Words: 64 • Item ID: 500281293

isentia.mediaportal

Copyright Agency licensed copy (www.copyright.com.au)



Page 1 of 1

[▲  
back](#)

## New flights bring more tourists

A FURTHER 36,500 tourists could visit Queensland each year after the State Government signed an agreement with a Chinese airline on Wednesday night.

Premier Annastacia Palaszczuk said the agreement with China Eastern Airlines would bring an additional three Shanghai-Brisbane direct flights a week from November next year and she said it would bring \$22 million in tourist spending to the state each year.



20 Nov 2015  
Morning Bulletin, Rockhampton QLD

Section: General News • Article type : News Item • Classification : Regional  
Audience : 11,247 • Page: 49 • Printed Size: 29.00cm<sup>2</sup> • Market: QLD  
Country: Australia • ASR: AUD 173 • Words: 64 • Item ID: 500314353

isentia.mediaportal

Copyright Agency licensed copy (www.copyright.com.au)



Page 1 of 1

[▲  
back](#)

## New flights bring more tourists

A FURTHER 36,500 tourists could visit Queensland each year after the State Government signed an agreement with a Chinese airline on Wednesday night.

Premier Annastacia Palaszczuk said the agreement with China Eastern Airlines would bring an additional three Shanghai-Brisbane direct flights a week from November next year and she said it would bring \$22 million in tourist spending to the state each year.



20 Nov 2015  
Sunshine Coast Daily, Maroochydore QLD

Section: General News • Article type : News Item • Classification : Regional  
Audience : 12,239 • Page: 42 • Printed Size: 29.00cm<sup>2</sup> • Market: QLD  
Country: Australia • ASR: AUD 173 • Words: 64 • Item ID: 500315121

isentia.mediaportal  
Copyright Agency licensed copy (www.copyright.com.au)



Page 1 of 1

 back

## New flights bring more tourists

A FURTHER 36,500 tourists could visit Queensland each year after the State Government signed an agreement with a Chinese airline on Wednesday night.

Premier Annastacia Palaszczuk said the agreement with China Eastern Airlines would bring an additional three Shanghai-Brisbane direct flights a week from November next year and she said it would bring \$22 million in tourist spending to the state each year.