

22 August 2025



Ministry of Transport
Te Manatū Waka
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Kia ora

Qantas Airways and American Airlines Joint Business Agreement

Tourism Industry Aotearoa welcomes the opportunity to support the application of Qantas Airways to re-authorise its Joint Business Agreement with American Airlines.

TIA is the peak body for the tourism industry in Aotearoa New Zealand. With around 1,200 member businesses, TIA represents a range of tourism-related activities including hospitality, accommodation, adventure activities, attractions, retail, airports and airlines, transport, as well as related-tourism services.

TIA is sharply focused on ensuring the balanced growth of the industry, and this is clearly articulated in our industry strategic framework, *Tourism 2050 – A Blueprint for Impact, He Pae Tukutuku*.¹

This has the Vision of 'Enriching Aotearoa New Zealand through a flourishing tourism ecosystem'. This Vision is centred on the positive role of tourism for the broad betterment of New Zealand, and it recognises the vital role of aviation connectedness in enabling international travel and trade to take place.

TIA supports initiatives that serve to increase our connectedness across the complex aviation industry where cooperation between airlines is beneficial in terms of improved capacity, access to markets (and marketing) and connectivity to domestic ports beyond the main international airports.

With the United States market a very important one for New Zealand, with 381,296 international arrivals (YE June 2025) and expenditure of \$1.8b (YE March 2025), there is a clear interest in fostering the growth and development of this market.

In June, the Minister of Tourism announced the Tourism Growth Roadmap that sets the target to double tourism exports by 2034. One of its seven supporting workstreams is 'Aviation and cruise connectivity', reinforcing the importance of air connectivity. TIA is closely involved with the Roadmap programme and supports both its ambition and the work programme for getting there.

Accordingly, TIA supports the application of Qantas Airways to re-authorise its strategic alliance with American Airlines on their services between New Zealand, Australia and North America as part of the wider objective to increase New Zealand's aviation connectivity.

Ngā mihi,

A handwritten signature in blue ink, appearing to read 'G. Thomas', is written over a light blue circular stamp.

Greg Thomas
Acting Chief Executive

¹ <https://www.tia.org.nz/tourism-2050/>