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Ministry of Transport
PO Box 3175
WELLINGTON 6140
alliances@transport.govt.nz

Re-authorisation of the Air New Zealand & Air China Strategic Alliance Agreement

Tourism New Zealand is submitting in support of the proposed re-authorisation of the Air New Zealand and Air China strategic alliance between New Zealand and China.

Marketing

The Air New Zealand and Air China strategic alliance assists Air New Zealand to market destination New Zealand to potential visitors from China via Air China's customer base. The alliance would see Air New Zealand and Air China working together with a view to accelerate international tourism between New Zealand and China.

In addition, the alliance will lead to increased marketing of destination New Zealand in China, through cooperative marketing plans.

Air connectivity

Improving New Zealand's air connectivity across the globe – in particular with improved connections and options for visitors from greater China is a priority for Tourism New Zealand.

Tourism New Zealand considers that the re-authorisation of the Air New Zealand and Air China alliance will lead to ongoing and important air capacity between China and New Zealand. The alliance provides increased connectivity to New Zealand for visitors from Greater China. Visitors to New Zealand travelling from outside China's main cities have improved connectivity via Air China's domestic ports and on to Air China or Air New Zealand services to New Zealand, and then Air New Zealand's domestic ports.

Stability

The alliance has delivered stability of services to New Zealand in a market where carriers often react to demand fluctuation. The stability of services allows organisations like Tourism New Zealand to make its own investment decisions in alignment with this long-term partnership. These partnerships deliver long term tourism growth for New Zealand. We are pleased to support the re-authorisation application.

Yours faithfully



Rene de Monchy
Chief Executive