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NEW ZEALAND**
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Ministry of Transport

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Re-authorisation of the Qantas and American Airlines joint business agreement

Tourism New Zealand is submitting in support of the proposed re-authorisation of the Qantas and American Airlines joint business agreement.

Marketing

The Qantas Airways and American Airlines agreement allows the airlines to market destination New Zealand to potential visitors from the United States (New Zealand's second largest visitor market) and Canada (New Zealand's ninth largest visitor market).

The alliance would see Qantas Airways and American Airlines working together with a view to accelerating international tourism between New Zealand and North America, supporting the further recovery of tourism, and aligned with Tourism New Zealand's focus on the United States (and Canada) as a core tourism market.

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

Air connectivity

Improving New Zealand's air connectivity across the globe – particularly connections and options for visitors from the US – is a priority for Tourism New Zealand.

Tourism New Zealand considers that the re-authorisation of the joint business agreement between Qantas Airways and American Airlines will continue to support air capacity between North America and New Zealand.

The alliance provides increased connectivity to New Zealand for visitors from North America. 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 investment decisions in alignment with this long-term partnership and in support of growing visitation from the United States and Canada.



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These partnerships deliver long-term tourism growth for New Zealand. We are pleased to support the re-authorisation application.

Yours faithfully

René de Monchy
Chief Executive