

Media Release

QANTAS LAUNCHES NEW PERKS FOR INTERNATIONAL PASSENGERS



Hong Kong, 29 July 2019: Qantas has today unveiled new perks for customers travelling to Australia, offering access to exclusive discounts on hand-picked local experiences.

Launched today in partnership with Australia's state tourism organisations, "Qantas Passenger Perks" is designed to encourage more international visitors to the country and add more value to their holiday.

Eligible customers can use their Qantas international flight booking to unlock a range of more than 40 special offers to experience nature, wildlife and culture in capital cities and regional centres around Australia. These include:

- For adventurers, experiences range from 20 per cent off BridgeClimb Sydney to 30 per cent off a surf lesson at the iconic Bondi Beach.
- Food lovers can enjoy offers at select Neil Perry restaurants, the Jacob's Creek Food and Wine Masterclass and the D'Arenberg Winery in South Australia.
- Nature seekers can go snorkelling with turtles in the Gold Coast, whale watching in Port Macquarie or even fly Western Australia's Aviair Bungle Bungle Adventurer.

Qantas has worked closely with each state and territory around Australia to select the experiences, with new offers to be added over coming months.

Qantas Chief Marketing Officer, Stephanie Tully, said the hand-picked experiences were designed to encourage more travellers to make Australia their next international holiday.

“As the national carrier, we’re proud to work with our state tourism partners to promote the best of Australia to travellers around the world,” said Ms Tully.

“We’ve selected some of the most truly Australian experiences for our customers to access at a special rate when they book their flights with Qantas, catering to all different types of travellers.

“Our customers already enjoy an all-inclusive experience when flying with us – a generous baggage allowance, premium food and drinks, one of the world’s biggest loyalty programs through Qantas Frequent Flyer and access to Australia’s most extensive domestic network. Qantas Passenger Perks means customers can unlock even more value when they travel to Australia and at the same time, boost tourism to our cities, towns and regional areas.”

9.3 million international visitors – 50% of whom came from Asia – travelled to Australia in the year ending March 2019, injecting A\$44.3 billion into the Australian economy.¹

To view and book Qantas Passenger Perks, customers holding a international flight booking can visit qantas.com/passengerperks/hk/en. For even more benefits in the air and on the ground, customers can join Qantas Frequent Flyer for free. International customers also have access to [Qantas Explorer](#) fares, offering access to special fares for domestic flights across Australia when they fly with Qantas internationally.

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About Qantas Airways

Founded in regional Queensland in 1920 – as Queensland and Northern Territory Aerial Services – Qantas is one of the world’s oldest airline and Australia’s most iconic brands, with a central role in the development of the Australian and international aviation industry.

For the fourth year in a row, Qantas has been ranked the world’s safest airline by AirlineRatings.com. Qantas also holds many major awards for service, food and wine, technology and innovation, including the world’s best lounges by [airlineratings.com](https://www.airlineratings.com) in 2019.

Qantas Airways is part of the Qantas Group, a diverse global aviation business comprising Qantas Domestic, Qantas International, low-cost carrier group Jetstar, and Qantas Loyalty. Operating more than 7,300 flights each week, Qantas Group carries over 50 million passengers each year to more than 1000 destinations around the world together with its codeshare and **oneworld** partners.

¹ <http://www.tourism.australia.com/content/dam/assets/document/1/7/5/9/q/2013038.pdf>