

Tuesday 1 June, 2021

Gavin Jones
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Australian Competition and Consumer Commission
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Cc: [REDACTED] - Group Executive, Government, Industry, International, Sustainability
Cc: [REDACTED] - Head of International Affairs and Partnerships
Cc: [REDACTED] - Manager, Government and Public Affairs

Dear Mr Jones,

RE: AA100540 – Qantas and JAL draft determination – consultation

Following the ACCC's draft determination on Qantas and JAL's joint business proposal, Tourism Australia is aware that Qantas has identified additional public benefits that may help in achieving regulatory approval, including that:

- Qantas and JAL will both return to Melbourne-Tokyo (Haneda) and Sydney-Tokyo (Haneda) concurrently; and
- Qantas will commence Cairns-Tokyo (Narita) services with four frequencies per week when sufficient demand returns, complementing existing Jetstar services on the route.

Tourism Australia values its global aviation partners and supports initiatives that help build consumer confidence and air access. Tourism Australia therefore supports the Qantas/JAL joint business proposal on the basis that it may deliver benefits for customers and help accelerate the recovery of tourism and travel links between Japan and Australia.

Japan is a vitally important inbound source market for Australia. Australia welcomed more than 500,000 Japanese visitors in the year ending February 2020. Japan was also the second largest international source market for Cairns, with 100,000 Japanese visiting the Tropical North Queensland region annually prior to international boarder closures.

Whilst TA has worked extensively with both Qantas and JAL in the past, any coordination or increase in the marketing of Australia in Japan would assist in increasing visitation and help re-establishing Australia as a premium destination for Japanese travellers.

On behalf of the Australian tourism industry, Tourism Australia's goal for an international aviation restart is to accelerate the re-establishment of air routes that were operational prior to the global pandemic and resulting travel restrictions, as well as support sustainable new routes where possible. To this end, please accept this letter as a submission of support for Qantas' application to the ACCC.

Yours sincerely,

[REDACTED]
Phillipa Harrison
MANAGING DIRECTOR
Tourism Australia