



MEDIA RELEASE

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SYDNEY OPERA HOUSE AND ETIHAD AIRWAYS PARTNERSHIP

Minister for Tourism, Major Events and the Arts, George Souris, has today announced a three-year, multi-million dollar partnership between Sydney Opera House, and Etihad Airways.

“This exciting partnership between Etihad Airways, (voted World’s Leading Airline four years in a row (2009-2012) at World Travel Awards) and our nation’s flagship performing arts centre will raise even further Sydney’s profile as one of the world’s great tourist and cultural destinations,” Mr Souris said.

Mr Souris and Opera House CEO, Louise Herron, joined Etihad's Australia and NZ General Manager Luisa Pastrello and the flight crew from this morning's Etihad flight to make the announcement at the Sydney Opera House.

“It will help bring more international artists to NSW and provide its citizens as well as visitors with access to all the cultural opportunities of a truly global city. Tourism plays a vital role in the NSW economy creating almost 150,000 direct jobs. This partnership between the Opera House and Etihad Airways will connect Sydney Opera House to a massive global network of destinations. We look forward to welcoming more people to NSW to enjoy the huge range of experiences on offer in the Harbour City and the regions,” Mr Souris said.

Etihad Airways’ President and Chief Executive Officer, James Hogan, said the partnership with Sydney Opera House symbolised the airline’s commitment to Australian tourism and to the arts and culture worldwide.

“Sydney Opera House is one of the world’s architectural wonders, recognised the world over and from today, the most culturally valuable asset in our global sponsorship portfolio. As exclusive international airline partner, we will develop a range of joint initiatives to promote tourism to Sydney and to increase the Opera House’s capacity to bring the world’s best to Sydney for the enjoyment of locals and visitors alike.”

Mr Hogan said: “The partnership complements the recent \$6 million marketing agreement which Etihad Airways signed with Tourism Australia to promote travel from the Middle East, UK and Europe. Strategic investments such as these in tourism and the community – with their flow-on economic effects – are the foundation of our enduring partnership with Australia”.

Sydney Opera House CEO Louise Herron said: “We are delighted that Etihad Airways, a global business leader, recognises the significance of Sydney Opera House. As a result of this partnership between our two international brands, we will be able to welcome more artists and visitors from around the world to experience and be moved by this remarkable building and by what we offer.”