

Tuesday 3 July, 2012

SYDNEY WELCOMES NEW BUENOS AIRES-SYDNEY NON-STOP SERVICES

Destination NSW CEO, Sandra Chipchase today welcomed new non-stop flights from Buenos Aires to Sydney by Argentina's national carrier, as the inaugural non-stop service landed in Sydney.

Ms Chipchase said Aerolineas Argentinas' decision to operate the Buenos Aires to Sydney route as a non-stop service would make travel to Sydney easier for Argentinian consumers and raise Sydney's profile in South America.

"The introduction of Aerolineas Argentinas' new non-stop service confirms Sydney's position as Australia's premier destination, and is a sign of Sydney's appeal and global reputation as an exciting and beautiful lifestyle city.

"The Aerolineas Argentinas service will operate three times a week, connecting travellers from all over South America - including Brazil, one of the world's fastest growing economies, to Sydney.

"Destination NSW is working closely with Aerolineas to promote Sydney in Argentina and Brazil. Over the next few months, we will be hosting a number of media visits by leading travel journalists and travel agents including Lonely Planet, Journal of Sao Paulo and many tour operators from both Brazil and Argentina.

"We look forward to the opportunities that will arise from the new service and our familiarisation activity which hopefully, will present further tourism development opportunities for NSW tourism," Ms Chipchase said.