

MEDIA RELEASE

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Trade and tourism mission invites Singaporeans to Canberra, Australia

Daily flights to Canberra opens new, in-demand, tourist destination to Singapore

This week, Canberra’s travel and tourism industry leaders are in Singapore to share the Australian city’s brilliant mix of national treasures, history, art, beautiful natural spaces and burgeoning food and wine culture with Singaporean travel professionals and business leaders. Lonely Planet, the popular tourism guide, named Canberra #3 destination in the world and said it was “a hidden gem,” ranking it higher than all other Australian cities and most well-known cities throughout Europe for a great holiday.

Today Singaporean travellers and business professionals have easy and quick access to Canberra, one of the hottest destinations of 2018, through daily flights from Singapore on Singapore Airlines. Singapore Airlines increased the number of flights from Singapore to Canberra to ensure daily service, just a few months after beginning flights to Canberra to support the quickly growing business and tourism demand in Australia’s national capital region.

“International travellers are falling in love with Canberra’s natural beauty, museums, art galleries and our growing food and wine scene,” says Melissa Evans, Head of Marketing and Communications at Canberra Airport. “We are also just a few hours’ drive from the beach and the mountains, making Canberra a destination that offers visitors from Singapore countless options to have a trip to remember.”

While Canberra’s tourism operators aim to develop and strengthen tourism relationships in Singapore, Asia’s premier market, Canberra’s business leaders are reaching out to leaders across Singapore’s most successful business sectors and its Australian expat community. In addition to highlighting Canberra’s technology, property and medical sectors, a very specific aim is to promote Canberra’s bustling food and wine industry. In addition to Canberra’s spectacular tourism value, it is being recognised as a region that has some of the best cheese, seafood, meats, fruits, vegetable and wines in the world.

“The Canberra region’s quality fresh food is grown in healthy air and under blue skies, making it a perfect choice for Singapore’s 5-star restaurants,” says Stephen Byron, Managing Director of Canberra Airport. “Thanks to the capability of Canberra’s International Airport, the Canberra region’s premium quality food and wine can be exported to Singapore’s finest restaurants, cafes and high-quality shops overnight—from paddock to plate in less than 24 hours.”

The trade mission will continue today with several official meetings and many informal visits. For more information about the trade and tourism mission, or to speak to Stephen Byron or Melissa Evans from Canberra Airport, please email Kathleen Sweetapple at k.sweetapple@canberraairport.com.au.

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