

Auckland – Sunshine Coast Direct Flights

Season commences 27 June until 26 October 2014



Since the inaugural Auckland-Sunshine Coast direct flight in 2012, the service has proven to be popular for Kiwis visiting the Coast and locals flying 'across the ditch'. Due to the success of the new route, the length of the seasons and frequency of flights has increased year-on-year.

This is a partnership between Air New Zealand, Auckland International Airport Ltd, Sunshine Coast Council/Airport, Tourism and Events Queensland and Sunshine Coast Destination Ltd.

2014 Season:

- 27 June to 26 October 2014
- Friday and Sunday flights throughout the season
- Additional Tuesday flights;
8 July – 22 July
23 September – 7 October
- 42 return trips over 17 week season.

2015/16 Season:

- 26 June 2015 to 3 January 2016
- Friday and Sunday flights throughout the season
- Additional Tuesday flights;
7 July – 25 August
29 September – 6 October
22 – 29 December
- 68 return trips over 28 week season.

2016/17 Season:

- 24 June 2016 to 15 January 2017
- Friday and Sunday flights throughout the season

- Additional Tuesday flights;
4 July – 9 October
20 – 27 December
- 76 return trips over 30 week season.

2013 Season Statistics:

- Sunday and Tuesday flights – from 18 June to 13 October 2013.
- 8,351 passengers carried (5,700 in 2012)
- 85% of passengers from NZ market inbound, 15% outbound
- New visitor growth of 23%
- More than \$9 million estimated direct spend in Sunshine Coast economy, overall economic impact of \$22 million.

Auckland Departing Passenger Survey 2013:

- Reason for travel
78% holiday/leisure
17% visiting friends/relatives
- Accommodation location
31% Mooloolaba
24% Noosa
18% Maroochydore
12% Coolum
5% Caloundra
- Influence of direct flights on decision to visit? – 60% Yes
- Will use services again? – 96% Yes
- Gender – Male 42%, Female 58%
- Age category
73% 50+ years old
23% 35-49 years old.