

Calgary-Beijing Flight

Welcome News for Alberta's Tourism Industry

Alberta's tourism industry is welcoming the arrival of new non-stop flights connecting Calgary International Airport (YYC) with Beijing, China.

China is the world's second-largest economy and one of the fastest growing outbound travel markets. This flight means huge potential for tourism operators across the province.

"Increased air access to and from Alberta's priority markets opens doors for tourism, business and investment opportunities, which will help strengthen and diversify our economy," says Ricardo Miranda, minister of Alberta Culture and Tourism. "As more global citizens come to our province, they will see and experience everything Alberta has to offer. It is also an opportunity to reconnect and strengthen family ties with our vibrant Chinese community."

Tourism is a \$1.7-billion industry in Calgary, supporting over 68,000 jobs. According to the latest Statistics Canada data available, more than 59,000 Chinese travellers visited Alberta in 2013, spending \$35 million during their visits.

"This is tremendous news for Calgary and our tourism industry," says Cindy Ady, CEO of Tourism Calgary. "The Chinese market is an important one for Calgary and having direct connectivity to Beijing will help to make our destination accessible and attractive to Chinese travellers."

"This direct service into Alberta is the result of many partners working together with a common goal for growth," says Royce Chwin, Travel Alberta's chief executive officer. "We're excited to partner with Hainan Airlines, the Calgary Airport Authority and Alberta industry partners to inspire travellers and fill seats into Calgary."

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~ CINDY ADY

Since Canada received Approved Destination Status in 2010, Alberta has seen consistent growth year over year from China. Overnight trips from China to Canada grew 7.7 per cent during the first eight months of 2015, according to the most recent figures available from Statistics Canada. Prior to the new direct air access, Chinese travellers arrived in Alberta on connecting flights through Vancouver, Tokyo and Seattle.

The first non-stop passenger flight from Beijing will arrive at YYC June 30, 2016 and will operate three days a week, with frequency increasing to four flights a week later in the year.

To learn more about Tourism Calgary, see visitcalgary.com.