



PREMIER OF TASMANIA

14 October 2024

Ms Meg Brown
Shadow Minister for Transport
Via Clerk of the House

Dear Ms Brown

I write on behalf of the Tasmanian Government in response to your question regarding the Discover Tasmania branding on one of the retiring Qantas 717 fleet.

Qantas next generation Airbus A220 aircraft is bringing a new level of sustainability and passenger comfort to Tasmanians and visitors.

The A220s will gradually replace QantasLink's Boeing 717 fleet, resulting in 25 per cent fewer emissions per seat and 50 per cent less noise.

One of the retiring 717 aircraft, fondly known as 'Whisky', has included the *Discover Tasmania* logo alongside an image of a Tasmanian Devil since 2014. No other state has this type of promotion on an aircraft.

This is a fantastic example of branding that has promoted Tasmania as a potential holiday destination during its many flights across Australia's regional network over the past decade. It has been much-loved by locals and visitors alike, serving as a talking point for people travelling on the aircraft.

In terms of installing updated 'Tasmania' branding on one of the new A220 aircraft, I am advised that Tourism Tasmania is open to these opportunities and will discuss this with Qantas as part of its regular engagement with the airline.

I am also advised that Tourism Tasmania is continuing to invest in Qantas Groups' Tasmanian routes through cooperative marketing activities.

Thank you for your question and your interest in this matter.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Jeremy Rockliff'.

Jeremy Rockliff
Premier