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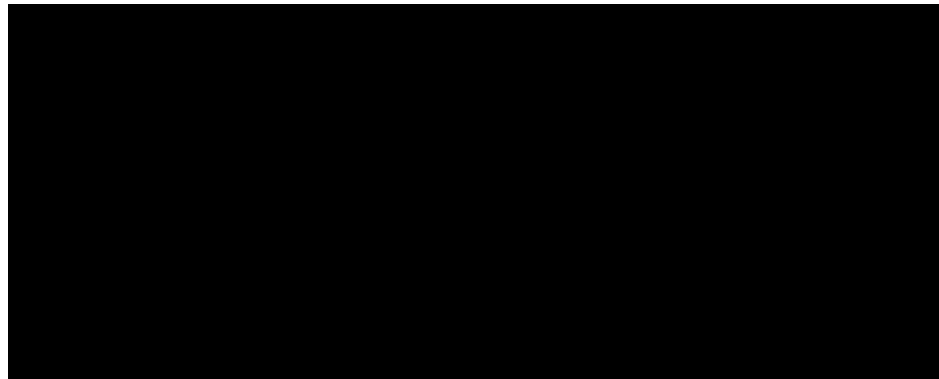
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## Perth-London service 'an amazing opportunity': Alan Joyce

Alan Joyce - The West Australian on November 22, 2016, 9:38 am

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**Qantas chief executive Alan Joyce puts the case for a non-stop service from Perth to London.**



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About 12 months ago, Qantas first raised the possibility of a non-stop service from Perth to London with our new 787 Dreamliners.

It's an amazing opportunity. No part of Australia has ever had a non-stop link to Europe, so the idea that it could be up and running in just over a year has people on both sides of the world excited. And the maths shows why they're behind it.

A study by Deloitte Access Economics found that the Perth- London flight would deliver up to \$140 million a year to WA from tourist spending. It would also create about 330 new local jobs each year. All up, the report estimates this one flight would boost gross State product by up to \$722 million over the first decade.

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## PERTH-LONDON FLIGHT

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Over time, we'd look at other direct routes like Perth to Paris or to Frankfurt, each delivering a boost to WA. The vision is to ultimately turn Perth into a hub that brings in people from around the country for an onward flight to Europe.

Just like people travel to Dubai and Singapore to connect to their ultimate destination.

To make all this work, we need Perth Airport's help. Specifically, we need their permission and support to operate our domestic and international flights under the one roof.



Qantas chief executive Alan Joyce has a vision for Perth as an airline hub.

The alternative is to fly Australians to Perth, then put them on a bus between terminals, and then put them on another plane. This adds complexity and connection time. The benefit of a single shot to Europe is, well, shot. Faced with this, travellers will choose smoother transfer options through the Middle East or Asia rather than travelling via Perth.

We understand that Perth Airport ultimately wants to relocate all flights – international and domestic – under one roof at T1.

And we support their vision.

But the airport's own master plan says this option won't be ready until about 2023 because a lot of infrastructure needs to be built.

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The Perth-London opportunity opens up in 12 months, when our first B787s arrive. That's why we're asking Perth Airport for support to operate our international and domestic flights out of our existing terminals in the meantime. To put it plainly, Perth-London will not happen unless we can operate out of a single terminal.

Unfortunately, yesterday's comments from Perth Airport's chief executive show that we've struggled to convince them it's all worth it.

A non-stop route seems to have become a dead end.



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If we can't obtain the airport's permission and support in coming weeks, the aircraft earmarked for the Perth-London service will have to be committed elsewhere.

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That means starting discussions with airports on the east coast and delaying a Perth-London service for up to a decade.

Over the years, Qantas has shown the impact that a pioneering new route can have.

It would be a big loss if we're not able to add Perth-London to this list.

And a real shame if all the support from government, industry and the general public is undone by Perth Airport.

*Alan Joyce is Qantas chief executive*



PLAY VIDEO | 1:16

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**VIDEO** [Morning commodities report - November 22](#)

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