

DOWN UNDER LOOKING UP



According to a company representative of Qantas,, Australia's largest airline participated to the *World Travel Market* primarily as a PR exercise, to talk to trade and give them information about the products they have on offer. The person we spoke to admitted that, over the past few months, the company had been having a very tough time, like most other airlines, but that they could now see light at the end of the tunnel and had produced a number of tactical initiatives, particularly in business class, by way of reduced fares to entice customers back.

Qantas has about two hundred employees in the UK and operates direct services from Heathrow and Manchester. The Heathrow service flies direct through Singapore and Bangkok, twice a day, seven days a week, 365 days a year.

They are currently promoting a special offer to attract people from economy to business class. The new business return fare is £1931, a considerable saving. They are also trying to build a name as an Asian carrier; as well as flights from Singapore and Bangkok, they fly from Australia to the West Coast of the USA.