

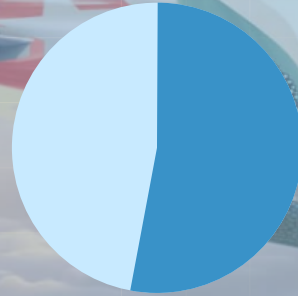
QANTAS STRATEGIC EXPANSION SUNSHINE COAST AIRPORT

Kiana Diaz ODAT5011
March 23rd, 2025



AUSTRALIAN FLIGHTS 2004-2023

57.4%



**FLIGHTS OPERATED BY QANTAS
GROUP**



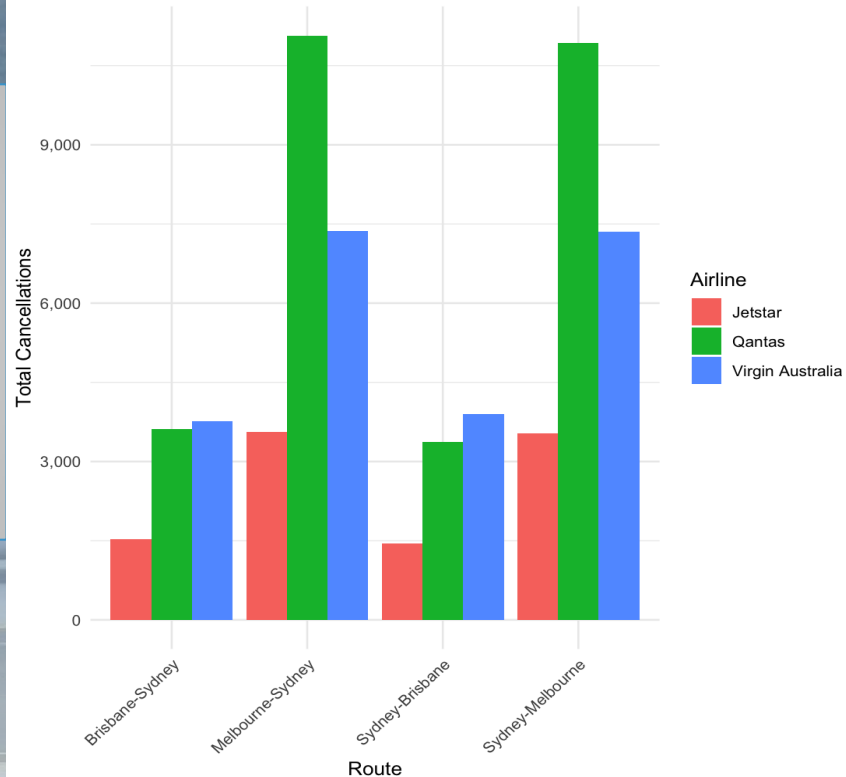
Data found: Australian Government On-Time Performance (OTP) database (2004–2023).

QANTAS MAIN COMPETITOR IS VIRGIN AUSTRALIA

**IN MOST POPULAR ROUTES
SUCH AS MELBOURNE-SYDNEY,
QANTAS IS BEHIND VIRGIN
AUSTRALIA AIRLINES.**

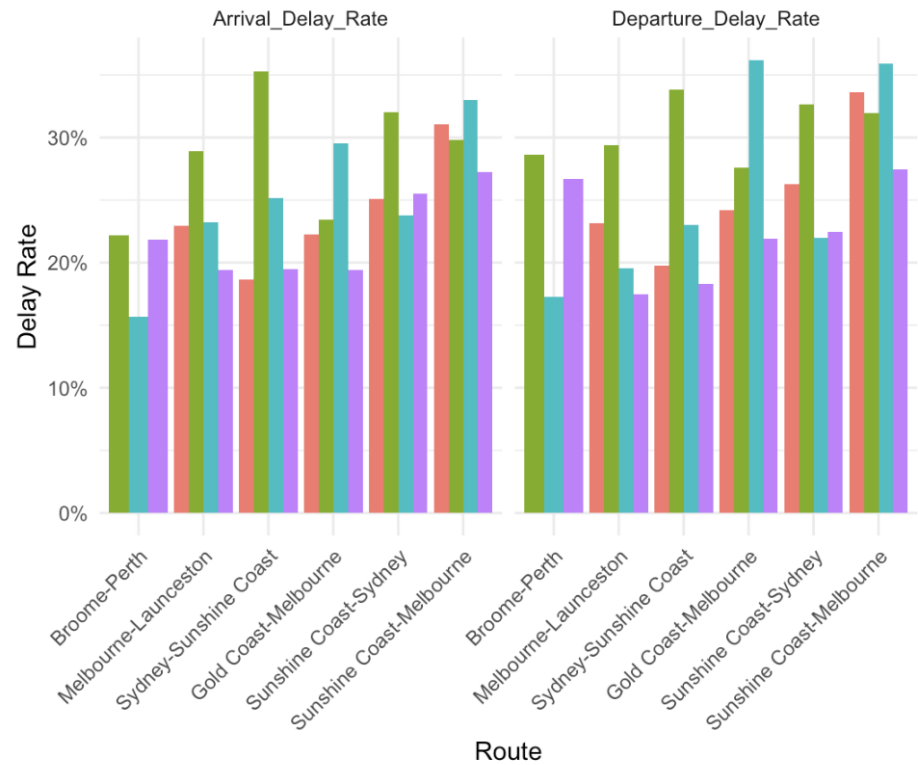


Flight Cancellations on Key Routes (2004–2023)
Qantas, Jetstar, and Virgin Australia

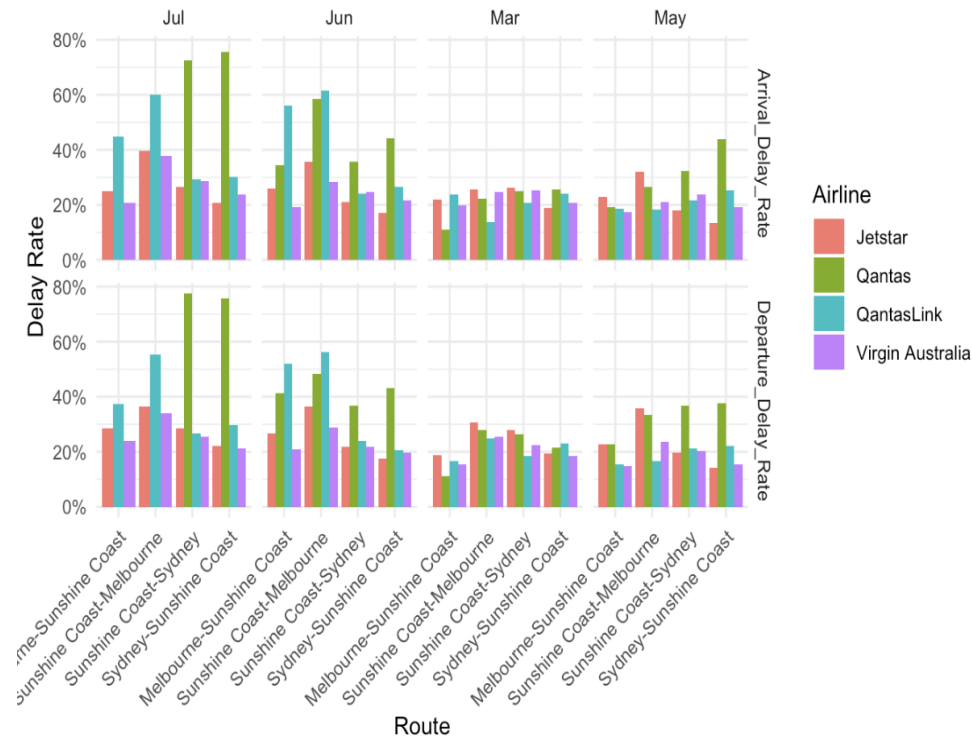


RISING PRESSURE FROM VIRGIN AUSTRALIA IN REGIONAL MARKETS

Qantas Group vs Virgin Australia - Most Delayed Routes



Qantas Group vs Virgin Australia in Busy Months (Sunshine Coast)



WHY SUNSHINE COAST? AND WHAT WE SHOULD DO?

A KEY REGIONAL HUB WITH GROWING DEMAND AND INVESTMENT VIA MASTER PLAN 2040.

- PRIORITISE PERFORMANCE IMPROVEMENT ON SUNSHINE COAST ROUTES, ESPECIALLY DURING BUSY MONTHS
- USE JETSTAR AND QANTASLINK TO BOLSTER REGIONAL PRESENCE WHILE MAINTAINING QANTAS' BRAND PROMISE OF RELIABILITY.
- LEVERAGE 2040 AIRPORT EXPANSION TO SCALE MARKET SHARE AND IMPROVE PUNCTUALITY WHERE VIRGIN AUSTRALIA IS CURRENTLY AHEAD.

WE ALREADY INITIATED A 5 YEAR DEAL WITH BROOME IN LIGHT OF THEIR OWN 2040 PLAN FOR AIRPORT RECONSTRUCTION PHASE AND EXPANSION. (AIRPORT, *BROOME INTERNATIONAL AIRPORT AND QANTAS SIGN 5-YEAR AGREEMENT* 2025)



QANTAS
Spirit of Australia

QantasLink

Jetstar

AIR NEW ZEALAND

CAIRNS



Sunshine
Coast



SYDNEY



AUCKLAND



MELBOURNE



CURRENT LIMITATIONS

- **SOME LOW-VOLUME OR NEW ROUTES MAY SKEW DELAY AND CANCELLATION RATES**
- **MONTHLY AGGREGATION HIDES DAY-LEVEL ANOMALIES (WEATHER, MECHANICAL ISSUES)**
- **CANCELLATION DATA MAY NOT REFLECT MERGED OPERATIONS**
- **LACK OF PASSENGER LOAD DATA**
- **NO CUSTOMER SATISFACTION METRICS**
- **COVID-ERA FLIGHT DATA DISRUPTIONS AND LIMITED DATA ONLY UP TO SOME OF 2023**