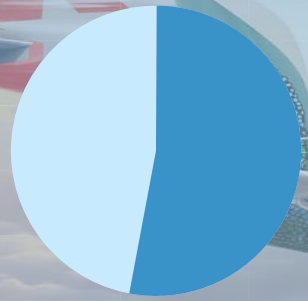
QANTAS STRATEGIC EXPANSION SUNSHINE COAST

Kiana Diaz ODAT5011
March 23rd, 2025

QANTAS

AUSTRALIAN FLIGHTS 2004-2023

57.4%



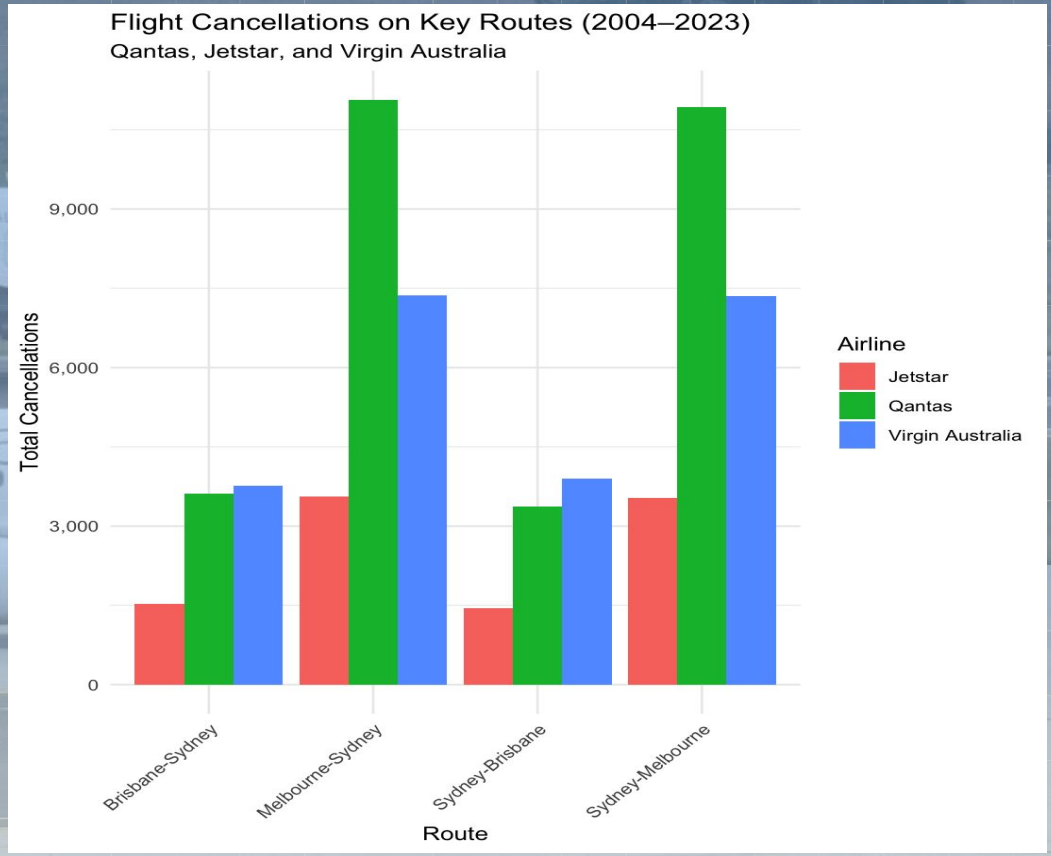
FLIGHTS OPERATED BY QANTAS GROUP

QANTAS

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

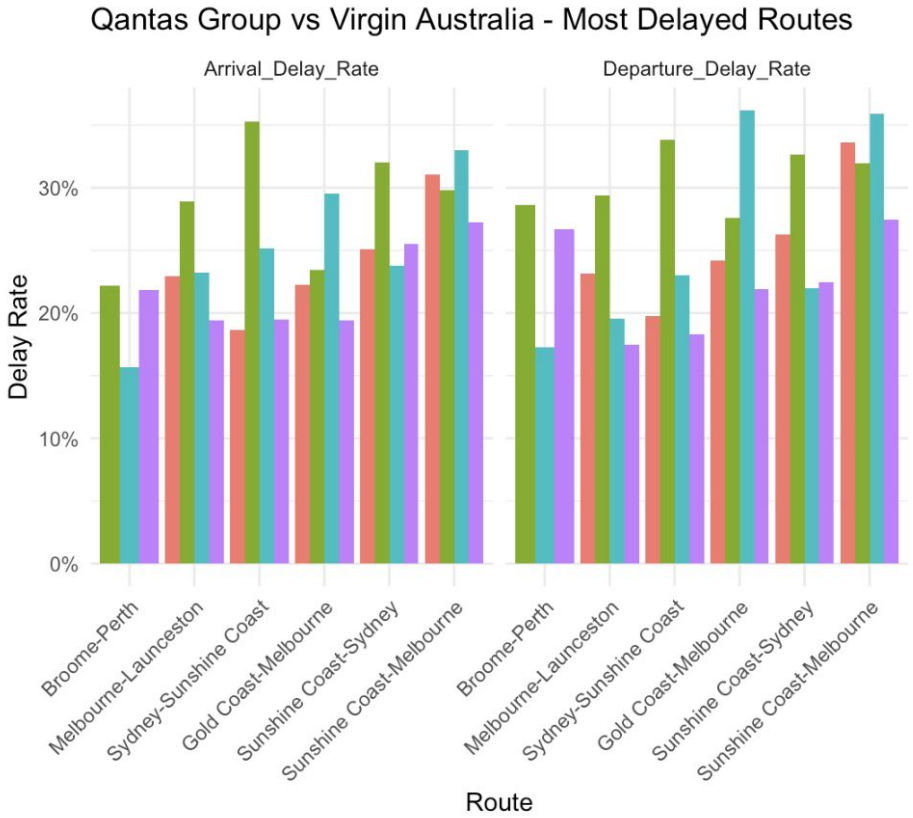
QANTAS MAIN COMPETITOR IS VIRGIN AUSTRALIA

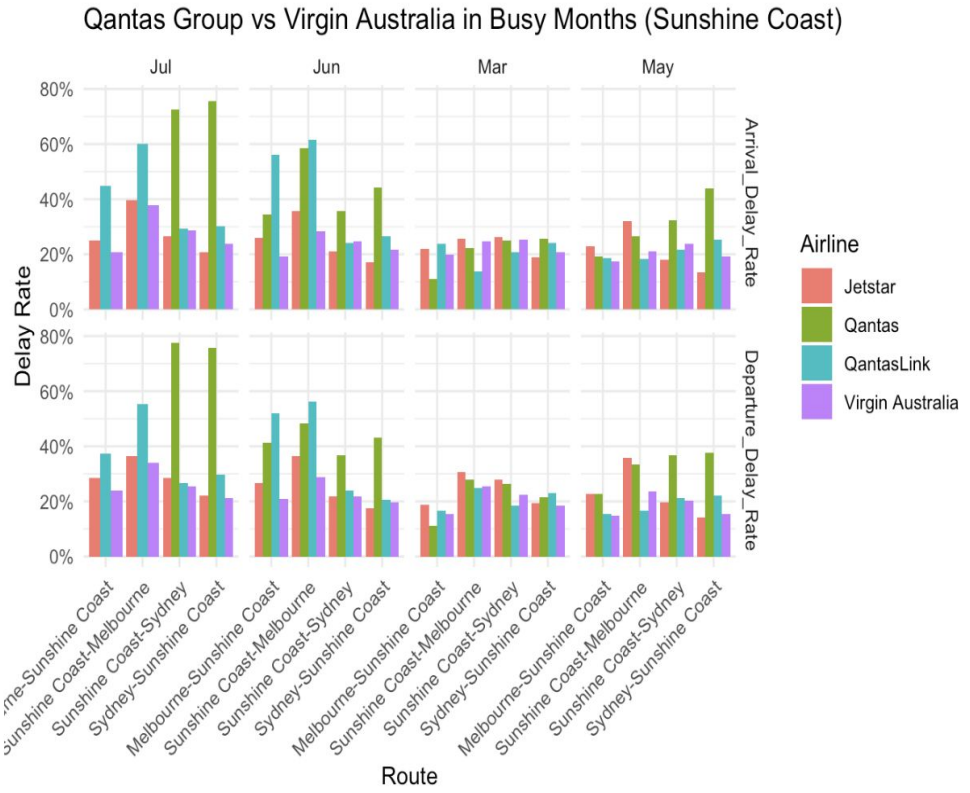
IN MOST POPULAR ROUTES SUCH AS MELBOURNE-SYDNEY, QANTAS IS BEHIND VIRGIN.



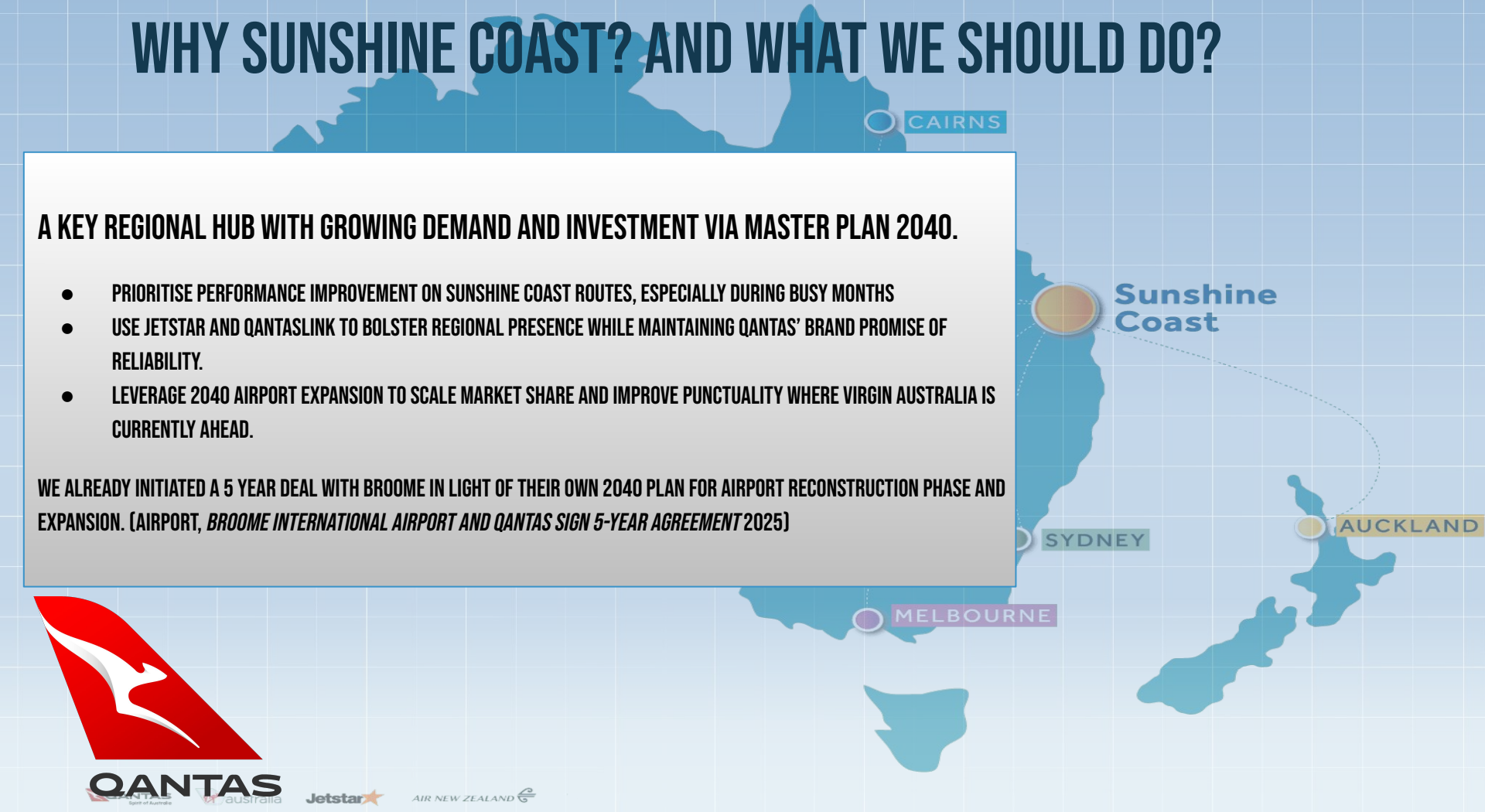
QANTAS

RISING PRESSURE FROM VIRGIN AUSTRALIA IN REGIONAL MARKETS





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

CURRENT LIMITATIONS

- Some low-volume or new routes may skew delay rates.
- Monthly aggregation hides day-level anomalies (e.g., 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
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