

Media Release

The Hon Natalie Hutchins MP
Minister for Jobs and Industry
Minister for Treaty and First Peoples
Minister for Women



Sunday, 15 December 2024

NON-STOP FLIGHTS TO SOUTH KOREA LANDING THIS SUMMER

In a boost for state-wide tourism and trade, non-stop flights from South Korea to Melbourne Airport will again be available this summer on Asiana Airlines – backed by the Allan Labor Government.

Minister for Jobs and Industry Natalie Hutchins today welcomed the new Asiana Airlines flights, which will operate twice a week from 15 December 2024 through to 2 March 2025 – with the potential to fly daily by the end of 2025.

Supported by the Labor Government, the flights will be the only non-stop service between Melbourne and South Korea – boosting our connection with one of our leading markets in tourism, investment and international students.

Since 1 July 2023, there has been a 10 per cent year-on-year increase in international students coming to Victoria, and more than 68,000 passengers have travelled to Victoria during that period – with the new flights set to take these numbers even higher.

For the 2022-23 financial year, Victoria's two-way trade with South Korea was worth more than \$6 billion. South Korea is experiencing increasing demand for Victoria's high-quality goods, and these flights will boost export opportunities across a range of industries.

The non-stop service from Seoul to Melbourne will also reduce handling and transit time for fresh produce like meat and seafood, boosting this export market for local Victorian businesses.

The Labor Government has backed a growing list of international airlines to bring new flights to the state including Turkish Airways, Air India, LATAM Airways, and Sichuan Airlines – attracting more visitors, creating local jobs, and bolstering our export opportunities.

Quotes attributable to Minister for Jobs and Industry Natalie Hutchins

"These new flights couldn't come at a better time – it's a great win for families wanting to travel to South Korea this holiday season to visit their family back home or travel around for adventure."

"Securing these non-stop flights from South Korea to Victoria will enhance our ties with an economic powerhouse – creating new opportunities for our local Victorian exporters."

"More and more international airlines are choosing to fly to and from Victoria – which is backing our tourism sector, export markets and local businesses across the state."