COMPETITOR GAP INTELLIGENCE

Launch a Regional Continuity Guarantee as Rex, Link and Jetstar retreat

Your Competitors Have Blind Spots. Here They Are.

Qantas · Sydney, New South Wales, Australia

DOMESTIC TRUNK PASSENGER AIR TRAVEL | REGIONAL AIR SERVICES | INTERNATIONAL PASSENGER AIR TRAVEL | PREMIUM AND CORPORATE TRAVEL | FREQUENT FLYER AND LOYALTY PROGRAMS | AIR FREIGHT AND CARGO | FIFO AND RESOURCES CHARTER AVIATION | HOLIDAY AND TRAVEL PACKAGES

REPORT DATE	COMPETITORS	DIRECT	PAGES READ	DATA SOURCES
26 Sept 2026	31	3	162	531
Generated	Total analysed	Full deep dives	Across all sites	Indexed & analysed

BIGGEST GAP

No carrier guarantees regional and resources Australia continuity

Rex, Link, Alliance and Skippers are retrenching under financial and safety pressure, so no one yet offers regional and resources communities a credible promise that their air service will continue.

HIGHEST THREAT

Virgin Australia

Most dangerous direct competitor

MOST VULNERABLE

VietJet

Most open to being beaten

QUICK WINS FOUND

5 moves

Claimable in under 90 days

TOP MOVE **Launch a Regional Continuity Guarantee as Rex, Link and Jetstar retreat**

THE NUMBERS BEHIND THE POSITION

How Qantas Stacks Up — Visualised

Three views of the competitive field. Each chart answers a different question: who's the most dangerous, where the biggest moves are, and how the field is composed. Read each one alongside its plain-English summary.

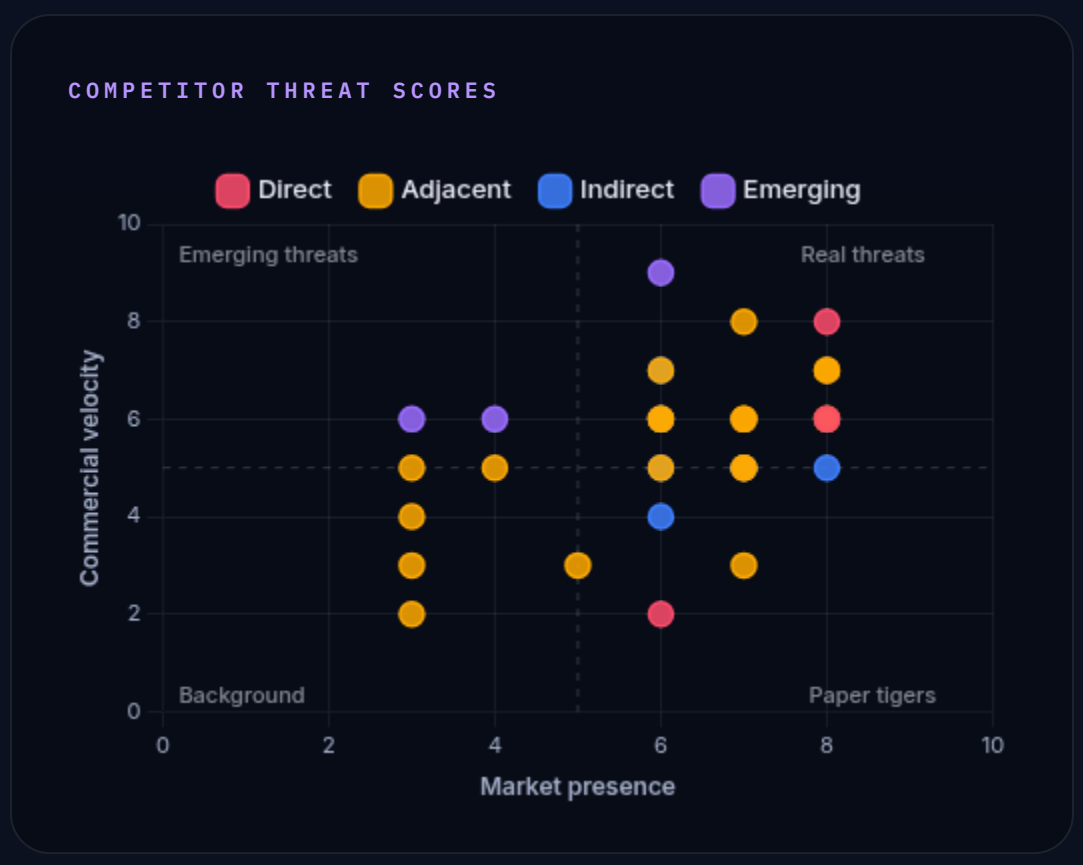


Chart 01 — Threat Ranking

Who's actually dangerous, and who just looks scary on paper.

Virgin Australia is the clearest real threat, sitting furthest into the top-right at presence 8 and velocity 8 with the field's highest overall score of 8.4. Singapore Airlines (8/7, overall 7.6), Qatar Airways (7/8, 7.4) and Emirates (8/7, 7.3) cluster close behind, and VietJet posts the highest velocity of any competitor at 9, with presence of 6. Nexus Airlines (3/6) and IndiGo (4/6) are gaining ground from low presence, while Webjet (7/3) and Rex Airlines (6/2) look like paper tigers with high presence and stalling velocity.

READ THIS IF YOU HAVE 30 SECONDS

Virgin Australia is the only direct competitor in the real-threat quadrant, and Rex Airlines, the other domestic direct rival, is stalling at velocity 2.

Chart 02 — Where to Move

The leverage points, ranked by impact, speed, and fit.

The 'No New Fees' short-haul fare ranks first with a total of 25, driven by near-maximum speed (9) and fit (9) alongside solid impact (7). The Regional Continuity Guarantee has the most unusual profile: it carries the highest impact of any move (9) but the lowest speed among the top-ranked moves (5). That slower build pulls its stacked total down to 22, even though it holds the top priority score of 9. Pets-in-cabin sits last at 16, held back by the lowest impact on the board (4).

READ THIS IF YOU HAVE 30 SECONDS

Start building the Regional Continuity Guarantee now, because it carries the highest impact and highest priority score, and ship the 'No New Fees' fare alongside it as the fastest win.

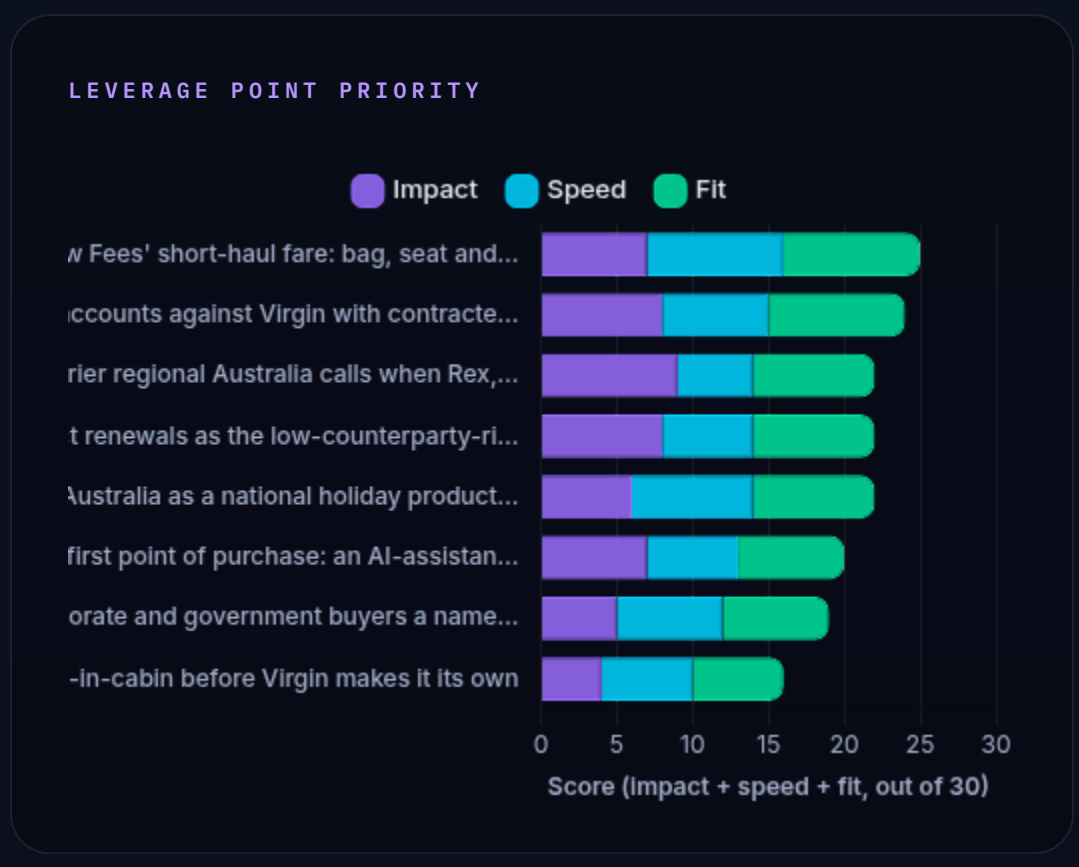


Chart 03 — Who You're Up Against

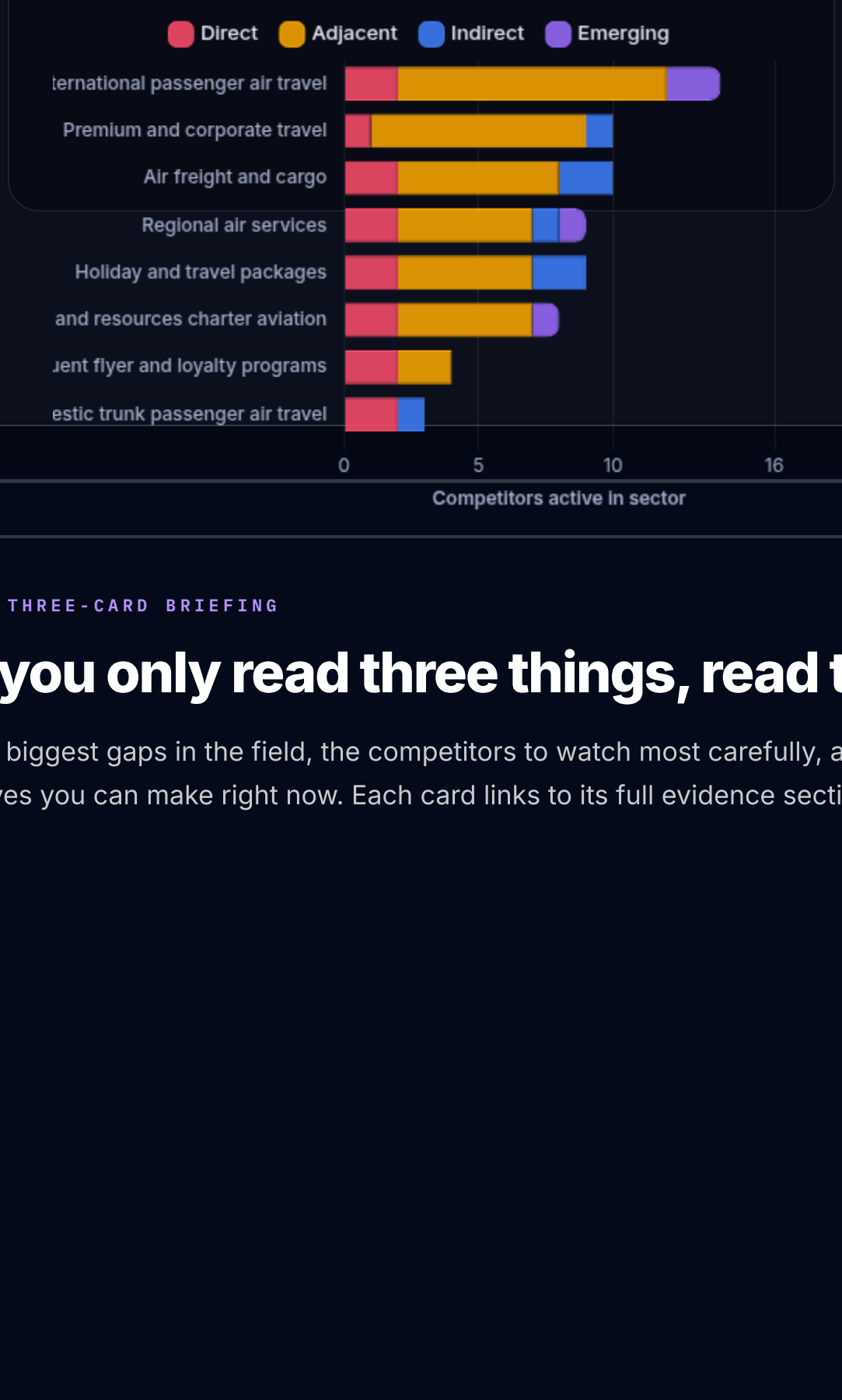
Where the field is crowded — and where it isn't.

International passenger air travel is the most crowded sector, with 14 active competitors: 2 direct, 10 adjacent and 2 emerging. Domestic trunk passenger air travel has the shortest bar at just 3 competitors, but all of that field is concentrated in 2 direct rivals and 1 indirect, so the short bar reflects a tight head-to-head contest rather than whitespace. No sector in the data has zero direct

competitors. Frequent flyer and loyalty programs is the next-thinnest field, with 4 competitors.

READ THIS IF YOU HAVE 30 SECONDS

Frequent flyer and loyalty programs is the thinnest field outside the domestic trunk head-to-head, with only 4 active competitors and no indirect or emerging challengers.



THE THREE-CARD BRIEFING

If you only read three things, read these.

The biggest gaps in the field, the competitors to watch most carefully, and the highest-priority moves you can make right now. Each card links to its full evidence section below.

GAP ANALYSIS

Biggest Gaps in the Field

UNCONTESTED OPPORTUNITY

→ Regional carriers are withdrawing from regional communities. Link Airways has exited Shellharbour/Wollongong entirely. Rex is cutting Tasmanian, Mildura and Orange services. Jetstar has suspended Mackay. These communities are left with a thinning or absent scheduled service.

→ The resources-sector FIFO specialists are losing commercial presence to financial and safety distress. Alliance is recapitalising and reducing its Qantas wet lease. Skippers is cutting flying hours and staff and is attached to an ATSB-investigated crash in Broome.

→ Airnorth's brand presence is diluted by Canada's Air North and unrelated stories. At the same time, its core northern and Kimberley communities are publicly raising fare and frequency concerns, and a new entrant has attacked its Darwin–Dili pricing.

→ Virgin Australia is the only carrier in the field that has entered AI-assistant booking journeys. Regional carriers, FIFO specialists and international competitors show no presence in generative booking channels.

FULL GAP ANALYSIS ›

THREAT ASSESSMENT

Competitors to Watch

THREAT INTELLIGENCE

→ Virgin Australia — 8.4/10

→ Jetstar — 6.9/10

→ Rex Airlines — 4.8/10

FULL THREAT ASSESSMENT ›

LEVERAGE POINTS

Top Moves to Make

IMMEDIATE ACTION

→ Become the carrier regional Australia calls when Rex, Link and Jetstar walk away: a Regional Continuity Guarantee — 9/10

→ Win FIFO contract renewals as the low-counterparty-risk, safety-audited option while Alliance and Skippers are distressed — 8/10

→ Launch a 'No New Fees' short-haul fare: bag, seat and same-day change included, price locked — 8/10

→ Lock corporate accounts against Virgin with contracted flexibility and a reliability commitment — 7/10

FULL LEVERAGE ANALYSIS ›

PART 03 — THE FULL ANALYSIS

ANALYST APPENDIX

Everything beneath the headlines, in seven structured layers.

The pages above gave you the verdict. The pages below give you the working — every competitor scored, every gap evidenced, every leverage move sequenced into a 90-day plan. Click any section header to expand it. The deep-dive cards at the bottom profile each direct competitor individually.

SECTIONS	DIRECT DEEP DIVES	READING TIME	COMPILED
7	3	~25 minutes	26 Sept 2026

METHODOLOGY

00

How We Built This

METHODOLOGY ▾

162 PAGES CRAWLED ACROSS 30 COMPETITORS · 33 SEARCH QUERIES · 230 SOURCES CITED AS EVIDENCE - EVERY CITATION TRACEABLE IN THE APPENDIX.

This report draws on 531 sources gathered across competitor websites, Google Search results and Google News coverage, and treats no single source type as sufficient on its own. A finding earns its place when independent evidence points the same way, and each one carries a source reference that can be checked against the appendix. Where the evidence was sparse, dated or pointed in different directions, we have said so plainly rather than smoothing it over. The aim is a picture of Qantas's competitive position that holds up to scrutiny.

30
Competitors analysed

162
Web pages crawled
0 client · 162 competitor

33
Search queries run

49
SERP results captured

310
News articles

230
Sources cited as evidence
drawn from 531 crawled

OUR APPROACH

→ Every finding is tied to a specific source id, listed in the appendix, so any claim can be traced back to its origin.

→ The competitive set covers 30 named competitors, from domestic and international carriers to substitutes such as coach, sea and rail travel, travel agencies, freight operators and virtual meetings, because Qantas's revenue is contested well beyond other airlines.

→ We crawled 162 competitor pages to capture how rivals describe their own products, fares and positioning in their own words.

→ We tested how the market looks from the outside by running 33 Sydney-localised search queries, which captured 49 organic results, and by reviewing 310 news articles.

WHAT THIS REPORT DID NOT DO

→ The crawl and search results are a point-in-time snapshot localised to Sydney, so rankings, fares and coverage in other markets or at later dates may differ.

→ No Qantas website pages were captured in the crawl and no AI Overview sources were returned, so comparisons with Qantas's own positioning rest on search and news evidence rather than its site content.

→ No primary interviews, customer research or paywalled industry data were used, and depth is uneven across the set, with 162 pages spread over 30 competitors averaging roughly five per company.

COMPETITORS EXAMINED

Virgin Australia · Jetstar · Rex Airlines · Alliance Airlines · Link Airways · Airnorth · Skippers Aviation · Sharp Airlines · Air New Zealand · Singapore Airlines · Emirates · Qatar Airways · Cathay Pacific · United Airlines · Delta Air Lines · Fiji Airways · AirAsia X · Scoot · Flybuys · Flight Centre Travel Group · Webjet · Spirit of Tasmania · Journey Beyond

Greyhound Australia | Zoom / Microsoft Teams (virtual meetings) | Team Global Express | Toll Group | Nexus Airlines | VietJet | IndiGo

DATA SOURCE TYPES

Client website crawl | Google Search (client) | Google News | Competitor website crawl | Google Search (competitors) | Google Search (market category)

COMPETITIVE FIELD

01 Competitor Field Map

FIELD ▾

Qantas faces 31 competitors across eight sectors, but only three are direct: Virgin Australia, Jetstar and Rex Airlines. Virgin is the standout threat, while the international long-haul carriers crowd the top of the field. The regional and resources tier is the weakest link. Rex, Link Airways and Skippers Aviation all register low commercial velocity. That fragility creates the biggest opening in the market: owning continuity for regional Australia. The analysis also identifies 5 quick wins and 10 uncontested areas.

DIRECT COMPETITORS

NAME	WHY CLASSIFIED HERE	TRAJECTORY	THREAT SCORE
Virgin Australia	Virgin Australia is the only other national full-service carrier competing head-to-head with Qantas on domestic trunk routes, corporate accounts and loyalty.	GROWING	8.4/10
Jetstar	Jetstar is a Qantas Group-owned low-cost carrier, but it competes for the same domestic and short-haul international leisure travellers on overlapping routes.	STABLE	6.9/10
Rex Airlines	Rex competes directly on regional Australian routes and previously flew capital-city jet services.	DECLINING	4.8/10

ADJACENT COMPETITORS

NAME	WHY CLASSIFIED HERE	TRAJECTORY
Alliance Airlines	Alliance Airlines serves the same resources-sector FIFO and charter customers and also provides wet-lease regional capacity.	GROWING
Link Airways	Link Airways is a regional carrier serving overlapping regional communities with smaller turboprop services.	STABLE
Airnorth	Airnorth serves northern Australian regional routes and resources-sector charters where Qantas also operates.	STABLE
Skippers Aviation	Skippers Aviation competes for Western Australian FIFO contracts and regional passenger services.	STABLE
Sharp Airlines	Sharp Airlines operates regional passenger routes and FIFO charters in markets adjacent to Qantas regional services.	STABLE
Air New Zealand	Air New Zealand competes strongly on trans-Tasman and Pacific international routes from Australian gateways.	STABLE
Singapore Airlines	Singapore Airlines is a premium full-service carrier competing for Australian international travellers, especially via its Singapore hub.	GROWING
Emirates	Emirates is a Qantas codeshare partner that still competes for premium Australia-Europe and Middle East traffic.	GROWING
Qatar Airways	Qatar Airways competes on Australia-Europe routes and now supports Virgin Australia's long-haul operations.	GROWING
Cathay Pacific	Cathay Pacific is a full-service Asian carrier competing for Australia-Asia and onward-connection travellers.	GROWING
United Airlines	United Airlines competes on trans-Pacific routes between Australia and the United States.	GROWING
Delta Air Lines	Delta Air Lines competes on Australia-US routes and partners with Virgin Australia.	GROWING
Fiji Airways	Fiji Airways competes for Pacific leisure travellers from Australian gateways.	STABLE
AirAsia X	AirAsia X is a long-haul low-cost carrier competing for price-sensitive Australia-Asia travellers.	GROWING
Scoot	Scoot competes for budget international leisure travellers between Australia and Asia.	GROWING
Flybuys	Flybuys is a major Australian loyalty program competing for member engagement and points-earning spend.	STABLE
Flight Centre Travel Group	Flight Centre is a distribution partner that also competes for holiday package and corporate travel management spend.	GROWING
Webjet	Webjet is an online travel agency competing for flight-plus-hotel and holiday package bookings.	STABLE
FlyPelican	Identified via web search of the competitive field.	UNKNOWN

INDIRECT COMPETITORS

NAME	WHY CLASSIFIED HERE	TRAJECTORY
Spirit of Tasmania	Spirit of Tasmania offers a sea-ferry alternative to flying between the mainland and Tasmania.	STABLE
Journey Beyond	Journey Beyond's premium rail experiences, such as The Ghan and Indian Pacific, substitute for leisure air travel.	STABLE
Greyhound Australia	Greyhound Australia's long-distance coach network offers a low-cost alternative to regional and domestic flights.	STABLE
Zoom / Microsoft Teams (virtual meetings)	Video conferencing platforms replace some corporate travel by removing the need for in-person meetings.	STABLE
Team Global Express	Team Global Express provides road-based national express freight that substitutes for domestic air cargo.	STABLE
Toll Group	Toll Group's road, rail and logistics services compete with air freight for time-sensitive domestic cargo.	STABLE

EMERGING COMPETITORS

NAME	WHY CLASSIFIED HERE	TRAJECTORY
Nexus Airlines	Nexus Airlines is a new regional carrier expanding in Western Australia and northern routes where Qantas operates.	GROWING
VietJet	VietJet is a fast-growing low-cost carrier adding Australia-Vietnam routes that target price-sensitive leisure travellers.	GROWING
IndiGo	IndiGo is India's largest airline and is expanding widebody long-haul flights, with Australia a logical growth market.	GROWING

GAP ANALYSIS

02 **The 4-Layer Gap Stack** GAPS ▾

No carrier offers regional and resources Australia a credible continuity guarantee, which Qantas could own while Rex, Link, Alliance and Skippers retrench under financial and safety pressure.[1,2,3]

The dominant pattern is fragility. The operators serving regional, northern and resources Australia are financially stressed or retreating: Rex is short of cash and cutting routes, Link has exited Shellharbour, Alliance is recapitalising, and Skippers is cutting hours after a crash. Meanwhile, Jetstar and Airnorth are pushing new fees and levies onto passengers. Virgin is adding innovations such as pets in cabin and AI-assistant booking, but is exposed to crew unrest and credit backlash. No competitor combines regional continuity, transparent

pricing and operational stability. That leaves regional communities, resources buyers and fee-weary leisure travellers without a trustworthy default carrier. Qantas can occupy that gap if it backs the promise with capacity rather than its own cuts.[4,5,6,7]

LAYER 1 — VISIBILITY GAPS

GAP	COMPETITORS	OPPORTUNITY	URGENCY
Regional carriers are withdrawing from regional communities. Link Airways has exited Shellharbour/Wollongong entirely. Rex is cutting Tasmanian, Mildura and Orange services. Jetstar has suspended Mackay. These communities are left with a thinning or absent scheduled service.[8,2,9,10]	Link Airways, Rex Airlines, Jetstar	Qantas could become the carrier regional towns and councils turn to when smaller operators exit, starting with abandoned NSW, Victorian, Tasmanian and North Queensland ports. Qantas is itself cutting domestic flights, so any claim to own regional continuity must be backed by actual capacity decisions.	HIGH
The resources-sector FIFO specialists are losing commercial presence to financial and safety distress. Alliance is recapitalising and reducing its Qantas wet lease. Skippers is cutting flying hours and staff and is attached to an ATSB-investigated crash in Broome.[6,11,3,12]	Alliance Airlines, Skippers Aviation	Mining and resources procurement teams need a stable, well-capitalised FIFO partner. Qantas could position its group FIFO and charter capability as the low-counterparty-risk option at contract renewal.	HIGH
Airnorth's brand presence is diluted by Canada's Air North and unrelated stories. At the same time, its core northern and Kimberley communities are publicly raising fare and frequency concerns, and a new entrant has attacked its Darwin-Dili pricing.[13,14,15,16]	Airnorth	Qantas could build a clearly branded, price-credible Top End and Kimberley proposition for local residents, NGOs and government travellers who currently see Airnorth as their only option.	MEDIUM
Virgin Australia is the only carrier in the field that has entered AI-assistant booking journeys. Regional carriers, FIFO specialists and international competitors show no presence in generative booking channels.[17]	Rex Airlines, Link Airways, Airnorth, Skippers Aviation, Sharp Airlines, Jetstar	Qantas could close Virgin's head start and become the default answer when travellers ask AI assistants to plan domestic and regional trips, with Frequent Flyer integration built in.	HIGH
Bass Strait island and Tasmanian regional demand is served only by small operators. Sharp covers King and Flinders Islands, and Link runs new Canberra-Launceston flights. Rex is retreating from Tasmania.[18,19,2]	Sharp Airlines, Link Airways, Rex Airlines	Qantas could connect island and north-Tasmania tourism flows into its national network and holiday products while Rex pulls back.	MEDIUM

LAYER 2 — OFFER GAPS

GAP	COMPETITORS	OPPORTUNITY	REVENUE SIGNAL
Packaged holidays to remote and regional destinations (flight + stay + car + experiences) are sold only by tiny operators. Sharp does this for King and Flinders Islands. Airnorth publishes Broome, Kununurra and Cairns destination guides but does not sell packages around them.[20][21][22][23]	Sharp Airlines, Airnorth, Link Airways, Rex Airlines	Qantas Holidays could offer curated regional Australia packages (Kimberley, Top End, Bass Strait islands, NSW regional towns) that the carriers flying those routes cannot scale.	Sharp already sells 2-day and 3-day island packages, and Airnorth invests in wedding, golf and pearl-tour content, which shows proven leisure intent without a national packager.
Pets-in-cabin travel is offered only by Virgin Australia. Skippers carries animals only as freight, and Rex offers carriage of live animals rather than a cabin product.[24][25][26]	Skippers Aviation, Rex Airlines, Jetstar	Qantas could launch a premium pet-travel product for pet-owning leisure travellers before Virgin makes the category its own.	Virgin is rolling Pets in Cabin out city by city (Adelaide launch), which signals repeatable demand from pet owners willing to pay.
Low-cost and regional fares are being stripped back or loaded with new charges: Jetstar's overhead-bag fees and Airnorth's network-wide fuel levy. No one packages a simple, all-inclusive short-haul fare with a clear carry-on and change promise. Virgin offers free same-day changes only to Flex fare holders.[7][27][28]	Jetstar, Airnorth, Virgin Australia	Qantas could make an explicit 'bag, seat and same-day change included' short-haul bundle a hero offer against fee creep.	Media backlash over Jetstar's carry-on charges and community concern about Airnorth fares point to a large pool of fee-fatigued travellers.
Economy long-haul comfort innovation is led by Air New Zealand (Skynest lie-flat economy) and Emirates (U-Dream headrests, premium-economy privacy screens). No Australian carrier markets an equivalent economy sleep product.[29][30][31]	Air New Zealand, Emirates, Virgin Australia	Qantas could build an economy wellbeing and sleep proposition around its ultra-long-haul Project Sunrise flights to win price-conscious long-haul travellers.	Skynest is sold as a paid add-on on Auckland-New York, which proves economy passengers will pay for rest on ultra-long-haul flights.
Neurodivergent and anxious-flyer familiarisation services exist only at Emirates. Domestic and regional carriers limit accessibility to mobility assistance and carers.[32][33]	Skippers Aviation, Rex Airlines, Virgin Australia, Jetstar	Qantas could offer a domestic 'practice run' and sensory-support programme for neurodivergent travellers and families.	Emirates has made this a newsworthy differentiator, while domestic competitors' accessibility offers remain limited to mobility and carer support.

LAYER 3 — POSITIONING GAPS

GAP	COMPETITORS	OPPORTUNITY	IGNORED SEGMENT
Regional travellers show emotional loyalty to an underdog, with Rex named Australia's favourite airline. Yet Rex cannot credibly promise continuity given its cash crisis, the new owner's spending and concealed financial problems. [34] [4] [35] [1]	Rex Airlines	Qantas could make a credible regional continuity promise: named routes, guaranteed minimum frequency and community commitments that Rex cannot match.	Regional and rural communities dependent on a single carrier
No carrier makes a price-transparency promise. Jetstar is defending new carry-on charges, and Airnorth is layering on a fuel levy. [36] [37] [27]	Jetstar, Airnorth	Qantas could promise 'the price you see is the price you pay' on domestic fares for fee-weary leisure travellers.	Price-sensitive leisure travellers willing to pay slightly more for certainty
Among the crawled competitors, only small operators make a direct-access, decision-maker promise to corporate and government buyers in regional environments: Sharp explicitly and Alliance with 'Safe. Reliable. On Time.' No large network carrier in the field is seen promising the same. [38] [39]	Sharp Airlines, Alliance Airlines, Virgin Australia	Qantas could offer dedicated regional account management with named contacts for mining, health, government and agribusiness organisations.	Regional corporate, government and essential-services travellers
Safety assurance is the core purchase driver for resources-sector buyers, and the specialist FIFO operators are carrying safety and workplace-injury headlines rather than safety leadership narratives. [40] [41] [42]	Skippers Aviation, Alliance Airlines	Qantas could lead HSE-led procurement conversations with demonstrable safety governance and audit transparency.	Mining and resources HSE and procurement decision-makers
Premium international rivals own the 'best product' and punctuality narratives. Singapore Airlines holds the Skytrax title, Cathay promotes its Aria suites, and Air New Zealand publicises improved on-time performance. No domestic carrier owns a public reliability scorecard narrative. [43] [44] [45]	Singapore Airlines, Cathay Pacific, Air New Zealand, Virgin Australia	Qantas could publish and promote domestic punctuality and reliability commitments to premium and corporate travellers.	Time-critical business travellers

LAYER 4 — EXPERIENCE GAPS

GAP	COMPETITORS	OPPORTUNITY	SWITCHING TRIGGER
Industrial unrest is disrupting journeys. Virgin has cancelled flights as crew revolt, and Jetstar faces union action. [46] [47]	Virgin Australia, Jetstar	Qantas could offer disruption-proof rebooking and proactive recovery for travellers stranded by competitor cancellations. Qantas's own ground-crew strike risk means this must be backed by operational readiness.	Last-minute cancellations caused by crew shortages or strikes on business-critical trips
Route instability across regional and international carriers means travellers cannot plan with confidence: Link's Shellharbour exit, Rex route slashing, Cathay pulling out of Cairns and Qatar's Adelaide service running only through a set date. [48] [49] [50] [51]	Link Airways, Rex Airlines, Cathay Pacific, Qatar Airways	Qantas could guarantee schedule stability on key regional and gateway routes and absorb stranded demand.	A route suspension announced with weeks of notice, forcing travellers to find an alternative carrier
Credit and refund friction persists. Virgin only extended expiring COVID flight credits after public criticism. [52]	Virgin Australia	Qantas could position simple, no-expiry credit and refund handling as a trust advantage.	Feeling trapped by expiring or hard-to-use credits
Northern Australia travellers face diversions, delays and rising fares on Airnorth-served routes, and communities are escalating their concerns to government. [53] [15]	Airnorth	Qantas could offer a reliability-backed northern network with clear compensation for disruption.	Repeated diversions combined with fare rises and reduced frequency
Carry-on charging at Jetstar adds friction at booking and boarding, turning a low fare into an unpredictable total cost. [54]	Jetstar	Qantas could market included cabin baggage and smoother boarding to travellers trading up from low-cost fares.	Being charged at the gate or during checkout for an overhead-locker bag

INTELLIGENCE

03 Strength Signals

STRENGTHS ▾

Virgin Australia is the most dangerous rival. It is out-innovating Qantas on customer-facing firsts, including ChatGPT booking, free same-day changes for Flex fares and Pets in Cabin, while running constant sale campaigns. Internationally, Singapore Airlines, Emirates, Air New Zealand and Qatar are building premium, comfort and gateway advantages, some of which could blunt Project Sunrise. Regionally, Rex retains emotional goodwill and Link carries Velocity into regional towns. Qantas's protectable assets are Project Sunrise, flag-carrier tourism partnerships and demonstrable governance credibility. [17] [55] [34] [31]

STRONGEST COMPETITOR — VIRGIN AUSTRALIA

Virgin Australia is the only direct national rival and is shipping customer-facing firsts faster than anyone else in the field. These include AI-assistant booking in ChatGPT, free same-day changes for Flex fares and Pets in Cabin. It pairs these with a high-frequency sales engine, new gateway international flying from Canberra and a

loyalty ecosystem reaching regional carriers such as Link Airways, which threatens both Qantas's premium flexibility advantage and its leisure volume.[17, 28, 56, 57]

WHAT THEY DO WELL

COMPETITOR	STRENGTH	COMMERCIAL IMPACT	THREAT
Virgin Australia [17]	Virgin is first into AI-assistant booking. Its flight search now runs inside ChatGPT, which makes it the only carrier in the field with a visible presence in generative booking journeys.	Travellers who start trip planning in an AI assistant may meet Virgin inventory first. That erodes Qantas's default-choice status among digitally led leisure and SME business travellers before they reach a Qantas channel.	HIGH
Virgin Australia [28] , [24]	Virgin keeps releasing customer-friendly product firsts. These include free same-day flight changes for Flex fares, billed as an Australian airline first, and Pets in Cabin now being rolled out city by city.	Flexibility is a core reason corporate and frequent travellers pay a premium for Qantas, and Virgin is neutralising that reason directly. Pets in Cabin gives Virgin sole ownership of an emotionally sticky leisure niche.	HIGH
Virgin Australia [56] , [58] , [59] , [60]	Virgin runs high-volume sale campaigns that generate headlines, including one million fares from $49 and an Economy X flash sale from $8. It also opens new international points, such as Canberra's first-ever Virgin international flight to Bali, and has added a national sports partnership with the NBL and WNBL.	Constant sale-led press keeps Virgin top of mind with price-aware leisure travellers. Opening new gateway airports such as Canberra lets it claim 'first' positions in markets where Qantas is the incumbent.	MEDIUM
Rex Airlines [34] , [26]	Despite its financial distress, Rex holds strong emotional goodwill and has been publicly named Australia's favourite airline ahead of both Qantas and Virgin. Its site also shows a broad regional ancillary range, including Rextra Legroom, Priority Baggage and Queensland Freight.	Regional customers' affection for the underdog means they will not automatically switch to Qantas when Rex retreats. Whoever inherits that goodwill wins regional loyalty.	MEDIUM
Singapore Airlines [61] , [43] , [62] , [63]	Singapore Airlines is the only full-service international rival with a Google Knowledge Panel identity in the Sydney market. It also has a consistent premium-product narrative: best-airline voting, a new first and business class launch, a new Melbourne lounge, Adelaide capacity growth and premium economy coming to Brisbane.	It is steadily building premium mindshare and capacity across multiple Australian gateways. This competes directly for Qantas's highest-yield international premium and corporate travellers.	HIGH
Emirates [30] , [64] , [65] , [66]	Emirates leads on economy and premium economy comfort innovation, including the world-first U-Dream headrest and a 'personal space' perk for its cheaper cabins. It pairs this with a stopover offer of free Dubai hotel stays and high-visibility sponsorship, such as its Rugby World Cup 2027 A380 livery launched in Sydney.	These features make one-stop travel to Europe via Dubai feel better value and more comfortable. They compete with Qantas's long-haul and future non-stop proposition for price-conscious travellers who still want comfort.	HIGH
Air New Zealand [55] , [45] , [67] , [68]	Air New Zealand has a differentiated long-haul product and a visible reliability recovery. Skynest lie-flat economy beds are sold as a paid add-on, on-time performance is publicly improving, the Koru loyalty programme has been redesigned, and it has opened new non-stop routes from Australia such as Perth-Christchurch.	Air New Zealand is positioning itself to answer Project Sunrise, and it now owns the 'first lie-flat economy' story. It is also strengthening trans-Tasman loyalty and punctuality credentials with corporate travellers.	MEDIUM

Qatar Airways [69] [70] [71] [72]	Qatar Airways is rebuilding its Australian gateway footprint, with returns to Adelaide and Canberra and increased Australian flights. It also earns favourable coverage of its Qsuite premium product.	A broader gateway footprint gives secondary-city travellers one-stop access to Europe that bypasses Qantas's east-coast hubs, with a premium product that is well regarded.	MEDIUM
Cathay Pacific [44] [73] [74]	Cathay Pacific has the most recent press activity among international rivals (latest 4 days ago). Coverage centres on its new business class cabin flown from Australia and a premium economy that 'nears business'. It holds the top organic positions for its Sydney brand queries.	Favourable premium-cabin reviews from Australian departures directly target Qantas's Asia business-travel yield.	MEDIUM
Sharp Airlines [20] [38] [75]	Sharp sells packaged island holidays combining flights, accommodation, car hire and experiences. It offers corporate buyers direct access to decision-makers and is expanding its King Island services.	Sharp owns the end-to-end Bass Strait island leisure trip and a high-touch corporate relationship model. Qantas's scale makes that model hard to replicate in small regional markets.	LOW
Alliance Airlines [39] [76]	Alliance claims clear category leadership in FIFO, with a safety and reliability promise. Its charter offer spans resources, group and sports-event travel, and investor sentiment has rebounded after its revised Qantas wet-lease deal.	Alliance's specialist positioning with resources procurement teams competes with Qantas's FIFO and charter offer.	MEDIUM
Link Airways [57] [19]	Link Airways is integrated with Velocity Frequent Flyer and has an airport lounge offer. It is also opening first-ever regional city pairs such as Canberra-Launceston.	Velocity integration extends Virgin's loyalty ecosystem into regional towns where Qantas Frequent Flyer would otherwise be the only relevant programme.	MEDIUM
Jetstar [77] [78] [79]	Jetstar attracts demand-led coverage for new international routes into Asia and for leisure sales to Tasmania. Its website holds the top organic position for its Sydney brand search.	As a Qantas Group carrier, Jetstar's route momentum can cannibalise Qantas leisure demand but also protects the group's low-fare flank.	LOW

CRITICAL WATCH ITEMS

- → Virgin Australia scaling its ChatGPT flight search into full AI-assistant booking with Velocity points would move the first point of purchase away from Qantas-owned channels for leisure and SME travellers. [17]
- → Virgin extending free same-day changes beyond Flex fares, or into corporate deals, would erode one of the main justifications corporate buyers accept for Qantas's premium pricing. [28]
- → If Air New Zealand or Emirates market lie-flat or sleep-focused economy products as the benchmark before Project Sunrise launches, Qantas's ultra-long-haul economy offer could look inferior on day one. [55] [68] [30]
- → Gulf and Asian carriers expanding secondary-gateway service with value-added stopovers could draw Europe-bound traffic away from Qantas's hub-and-connect model. Examples are Qatar Airways' returns to Adelaide and Canberra, Emirates' free Dubai hotel stays and Singapore Airlines' capacity boost in Adelaide. [69] [65] [80]
- → If another operator inherits Rex's 'favourite airline' regional goodwill while Rex retrenches, Qantas would face an emotionally preferred alternative in regional communities. Candidates include Link Airways, which is already tied into Velocity. [34] [57]

YOUR STRENGTHS TO PROTECT

Qantas holds a unique, headline-owning long-haul innovation story. Project Sunrise promises the world's first non-stop Sydney-London and Sydney-New York flights, Sydney-New York is scheduled for mid-2028, and a record 24-hour test flight has already been flown.

31 , 81 , 82

Keep Project Sunrise framed as a time-saving and wellbeing product for premium and corporate travellers, and lock in the 'first' positioning before Air New Zealand and Gulf carriers reframe the comparison around economy comfort.

Qantas has national flag-carrier brand partnerships. Its Robert Irwin and Tourism Australia campaign positions Qantas as the face of Australia overseas.

83

Use the tourism partnership to reinforce inbound international demand, an emotional national identity that foreign carriers cannot replicate.

Qantas has demonstrated privacy governance credibility after its data breach. It passed the OAIC's preliminary test based on supplier security assessments and cybersecurity controls.

84

Present this governance record to corporate and government procurement teams as evidence of low counterparty risk.

Qantas's own cross-channel footprint is broad (FIFO/charter, freight, lounges, holidays), whereas specialist competitors each cover only one slice. Examples are Alliance in FIFO charters, Sharp in island packages and Link in regional turboprops.

6 , 3

Bundle network, loyalty and FIFO capability into account-level offers that single-niche operators cannot match, especially while Alliance and Skippers are under financial pressure.

04 Threat Assessment

THREATS ▾

Qantas faces pressure on two fronts. Domestically, Virgin Australia is the only true full-service rival, and its growing links with Qatar Airways, which has taken a minority stake, strengthen its long-haul reach. Internationally, Singapore Airlines, Qatar Airways and Emirates compete hard on premium and value, especially on Europe and Asia connections. Emirates' threat is tempered by its long-standing partnership with Qantas. VietJet is growing but, under Australian cabotage rules, cannot fly domestic routes. Its real impact is on leisure fares to Vietnam and Southeast Asia, not domestic yields. Overall, the sharpest risk is Virgin at home, combined with Gulf and Asian carriers eroding Qantas's international premium share.

COMPETITOR	PRESENCE	OFFER	VELOCITY	OVERLAP	OVERALL	TRAJECTORY
Virgin Australia [28] DIRECT	8	8	8	10	**8.4/10**	GROWING
Jetstar [85] DIRECT	8	6	6	8	**6.9/10**	STABLE
Rex Airlines [34] DIRECT	6	5	2	7	**4.8/10**	DECLINING
Alliance Airlines [6] ADJACENT	4	5	5	3	**4.4/10**	STABLE
Link Airways [86] ADJACENT	3	4	3	4	**3.5/10**	STABLE
Airnorth [15] ADJACENT	5	5	3	3	**4/10**	STABLE
Skippers Aviation [87] ADJACENT	3	3	2	2	**2.5/10**	STABLE
Sharp Airlines [88] ADJACENT	3	5	5	3	**4.1/10**	GROWING
Air New Zealand [89] ADJACENT	7	7	5	6	**6.2/10**	STABLE
Singapore Airlines [80] ADJACENT	8	9	7	6	**7.6/10**	GROWING
Emirates [90] ADJACENT	8	8	7	6	**7.3/10**	GROWING
Qatar Airways [71] ADJACENT	7	8	8	6	**7.4/10**	GROWING
Cathay Pacific [44] ADJACENT	7	8	6	5	**6.6/10**	GROWING
United Airlines ADJACENT	6	6	6	4	**5.6/10**	GROWING
Delta Air Lines ADJACENT	7	7	6	4	**6.1/10**	GROWING
Fiji Airways ADJACENT	6	6	5	5	**5.5/10**	STABLE
AirAsia X [91] ADJACENT	6	5	6	4	**5.4/10**	GROWING
Scoot [92] ADJACENT	6	6	7	5	**6.1/10**	GROWING

Flybuys[93] ADJACENT	7	6	5	5	**5.8/10**	STABLE
Flight Centre Travel Group[94] ADJACENT	8	7	6	3	**6.2/10**	STABLE
Webjet[95] ADJACENT	7	6	3	3	**4.8/10**	DECLINING
Spirit of Tasmania[96] INDIRECT	6	7	7	3	**6/10**	GROWING
Journey Beyond INDIRECT	6	7	6	2	**5.5/10**	STABLE
Greyhound Australia INDIRECT	6	4	5	2	**4.4/10**	STABLE
Zoom / Microsoft Teams (virtual meetings) INDIRECT	8	7	5	3	**5.9/10**	STABLE
Team Global Express INDIRECT	6	5	4	1	**4.2/10**	DECLINING
Toll Group INDIRECT	7	6	5	1	**5/10**	STABLE
Nexus Airlines EMERGING	3	4	6	3	**4.2/10**	STABLE
VietJet EMERGING	6	6	9	7	**7.1/10**	GROWING
IndiGo EMERGING	4	5	6	3	**4.7/10**	GROWING
FlyPelican ADJACENT	3	4	4	3	**3.6/10**	STABLE

OPPORTUNITY

05 **Uncontested Territory** WHITESPACE ▾

A guaranteed regional continuity offer for single-carrier regional communities and the governments that fund them

Rex, Link and Jetstar are all withdrawing capacity from regional ports, while coverage warns that 3 million regional Australians could lose air access. Rex retains emotional loyalty but cannot credibly promise continuity given its cash crisis, which leaves a trusted-default position empty. Claiming it requires Qantas to back the promise with committed capacity, since its own recent domestic cuts would otherwise undermine credibility.[1][34][4][97]

The whitespace in Australian aviation is trust and continuity, not new routes. Regional operators Rex and Link are retreating, and Jetstar has suspended Mackay, leaving single-carrier towns without a dependable default. FIFO specialists Alliance and Skippers are weighed down by recapitalisation and safety headlines. Low-cost and regional carriers are adding fees rather than simplifying fares. Nobody sells regional Australia as a national holiday product, offers domestic neurodivergent support or publishes a reliability promise. Virgin is claiming AI booking, pets in cabin and flexibility fast, and Air New Zealand is targeting Project Sunrise with economy sleep products. Qantas's own flight cuts and strike risk are the main barrier to credibility.[2][5][17][68]

TERRITORY	WHY UNCONTESTED	OPPORTUNITY	SPEED	DEFENSIBILITY	PRIORITY
A guaranteed regional continuity offer: named regional routes with a committed minimum frequency and a public promise not to exit, aimed at councils, state governments and single-carrier towns.[1,2,8,10]	Every operator serving thin regional markets is retreating or financially fragile. Rex is cutting Tasmanian, Mildura and Orange services under cash stress. Link has exited Shellharbour. Jetstar has suspended Mackay. None of them can credibly promise continuity. The territory is hard to claim because it needs capacity commitment, and Qantas itself has been cutting domestic flights.	Large. Media coverage frames the regional market as 3 million Australians at risk of losing air access. Communities are escalating service complaints to state governments, which signals contract and subsidy money is available to a credible carrier.	MEDIUM	HIGH	HIGH
National-scale packaged holidays to remote and regional Australia (flight, stay, car and experiences) for the Kimberley, Top End, Bass Strait islands and regional NSW.[20,21,23,83]	Only micro-operators package regional trips, and only for their own tiny networks. Sharp sells King and Flinders Island packages. Airnorth publishes Kununurra and Broome inspiration guides but does not sell a national regional package. No carrier with national scale sells regional Australia as a packaged product. The territory has been overlooked, not because it is hard.	Medium to high. Sharp already sells 2-day and 3-day island packages, and Airnorth invests in destination content, which shows proven leisure intent. Qantas's tourism partnership with Tourism Australia provides a ready demand engine.	FAST	MEDIUM	HIGH
A low-counterparty-risk, safety-audited FIFO and resources charter proposition sold to mining HSE and procurement teams.[6,42,3,40]	The specialist FIFO operators are dominated by distress headlines rather than safety leadership. Alliance is recapitalising and has been ordered to pay damages over a workplace injury. Skippers is cutting flying hours and staff and faces crash-investigation coverage. No operator currently owns a narrative of balance-sheet strength and safety governance. The gap is structural, because small operators cannot fund this kind of assurance.	High value per contract. Multi-year resources contracts are renewed on safety and supplier stability. Rising FIFO demand is reflected in Perth Airport's record passenger year.	MEDIUM	HIGH	HIGH

A price-transparent, all-inclusive short-haul fare with a public 'no new fees' promise: carry-on, seat and same-day change included.[7, 36, 27, 28]	The market is moving the other way. Jetstar is adding overhead-bag charges and Airnorth has imposed a network-wide fuel levy. Virgin limits free same-day changes to Flex fares. Nobody has turned simplicity into a promise. There is a risk of cannibalising Jetstar within the Qantas Group.	Medium to high. Sustained negative press on carry-on charges indicates a large pool of fee-fatigued leisure travellers who may trade up for certainty.	FAST	MEDIUM	HIGH
A domestic neurodivergent and anxious-flyer programme: airport practice runs, sensory support and family preparation on Australian domestic and regional routes.[32, 33]	Only Emirates offers practice runs, and only for international travel. Domestic and regional carriers limit accessibility to mobility and carer provisions. The segment has been overlooked rather than found hard to serve.	Niche in volume but high in brand value and family loyalty. Emirates has made it newsworthy, which signals earned-media upside.	FAST	MEDIUM	MEDIUM
Paid economy rest and sleep products on ultra-long-haul flights departing Australia.[29, 30, 82]	Air New Zealand's Skynest lie-flat economy runs only on Auckland-New York, and Emirates' innovations are headrests and screens rather than beds. No carrier sells an economy sleep product from Australian gateways. Qantas's Project Sunrise aircraft create a natural platform for one. The territory is hard to claim because it requires cabin capital and certification lead time.	Medium. Skynest is sold as a paid add-on, which proves willingness to pay. It is a new ancillary revenue line on Sydney-London and Sydney-New York from 2027-28.	SLOW	HIGH	MEDIUM
A published domestic reliability scorecard and compensation commitment for time-critical business travellers.[45, 46, 98]	Punctuality narratives are owned by an international carrier: Air New Zealand publicises its on-time performance gains. No domestic carrier publishes or guarantees reliability. Virgin is exposed to crew-driven cancellations, and Qantas carries incident and strike-risk headlines. This is hard to claim because it requires operational confidence.	High yield. Corporate travellers are Qantas's core segment, and reliability is the switching trigger when competitors cancel.	MEDIUM	MEDIUM	MEDIUM

A price-credible Top End and Kimberley proposition for residents, NGOs and government travellers.[53]	Airnorth is the incumbent, but its communities are protesting higher fares and fewer flights, and its routes are suffering diversions. It has not answered with a resident-value offer. Remote northern economics make this hard to serve.	Medium. Shire-level pressure on state and federal governments signals potential for government-supported route and fare arrangements.	MEDIUM	MEDIUM	MEDIUM
A no-expiry flight credit and simple refund promise.[52]	Virgin only extended expiring COVID credits after public criticism. No carrier has turned credit simplicity into a trust position. It has been overlooked.	Low to medium. It works as a trust differentiator rather than a revenue line, and it reduces the risk of customers switching after disputes.	FAST	LOW	LOW
Plain-language pre-flight readiness guidance for domestic flying: how early to arrive, what you need, what food you can bring and what regional airports are like.[99][100]	Only fragments exist. Sharp explains regional airports, and Air New Zealand covers preparation for international travel. No domestic carrier owns a national, trusted answer to basic buyer questions. The territory is new-traveller focused and overlooked.	Low direct revenue. It builds acquisition trust with first-time and infrequent flyers, including travellers stepping up from coach or ferry.	FAST	LOW	LOW

ABOUT TO BE CONTESTED

- → AI-assistant booking journeys: Virgin Australia has already put flight search and Velocity into ChatGPT, so the default AI travel-booking position is being claimed now.[17]
- → Pets-in-cabin domestic travel: Virgin is rolling the product out city by city, while Skippers and Rex offer only freight or live-animal carriage.[24][25]
- → Economy sleep and comfort on ultra-long-haul flights: Air New Zealand is explicitly positioning against Project Sunrise with Skynest and cabin refits, and Emirates is adding economy and premium economy comfort features.[68][29][64]
- → Canberra as a point-to-point hub: Link, Virgin and Qatar are all adding direct services from the capital, bypassing Sydney and Melbourne.[19][59][69]
- → Bass Strait island access: Sharp is expanding King Island services from both Launceston and Melbourne as Rex retreats from Tasmania.[101][102]
- → Darwin-Dili pricing: new entrant Aero Dili is attacking fares that Airnorth and QantasLink have charged on the route.[16]

QUICK WINS — CLAIM IN UNDER 90 DAYS

- → Launch a 'no new fees' short-haul bundle (bag, seat and same-day change included) while Jetstar's carry-on charges and Airnorth's fuel levy dominate the fee narrative.[54, 27]
- → Package regional Australia holidays (Kimberley, Top End, Bass Strait islands) through existing holiday products, where only micro-operators like Sharp currently sell packages.[20, 103]
- → Pilot a domestic neurodivergent 'practice run' and sensory-support programme, a service offered today only by Emirates on international travel.[32]
- → Take a safety-governance and balance-sheet-strength pitch to mining procurement teams at FIFO contract renewals while specialist operators carry crash, injury and recapitalisation headlines.[12, 104]
- → Announce a no-expiry credit and simple refund promise to contrast with Virgin's credit backlash.[52]

06 **Leverage Points** MOVES ▾

MOST IMPORTANT MOVE

Become the carrier regional Australia calls when Rex, Link and Jetstar walk away: a Regional Continuity Guarantee

It is the largest uncontested prize in the field. Rex, Link and Jetstar are all withdrawing from regional ports while coverage warns 3 million Australians could be left grounded. Rex's goodwill is real but unbacked by cash, so a credible, capacity-backed continuity pledge would transfer that loyalty and the associated government route money to Qantas. The pledge only works if Qantas stops cutting its own domestic capacity on the committed routes.[1, 34, 4, 97]

THE MOVE THAT WOULD HURT COMPETITORS MOST

The Regional Continuity Guarantee hurts competitors most. Rex's strongest remaining asset is emotional goodwill plus government route deals, and a capacity-backed, multi-year Qantas pledge with community fares would strip away both. It would also close the door on Link, and through it Virgin's regional loyalty ecosystem, inheriting the communities Rex and Link are vacating. That would leave the financially fragile regional operators with shrinking contract funding and no loyalty moat.[34, 105, 35, 5]

ALL LEVERAGE POINTS

MOVE	GAP EXPLOITED	TARGETS	UPSIDE	SPEED	DEFENSIBILITY	SCORE
Become the carrier regional Australia calls when Rex, Link and Jetstar walk away: a Regional Continuity Guarantee [1, 2, 8, 4]	Every operator serving thin regional markets is retreating or financially fragile. Rex is cutting Victorian, Tasmanian and Orange services under a cash crisis. Link has exited Shellharbour. Jetstar has suspended Mackay. Rex still holds 'favourite airline' goodwill but cannot credibly promise it will stay.	Rex Airlines, Link Airways, Jetstar	Gives Qantas first claim on government route-support money and on a regional market framed as 3 million Australians at risk. Qantas becomes the default carrier in single-carrier towns and feeds its trunk network and Frequent Flyer base. Rex's share shifts to Qantas rather than fragmenting.	MEDIUM	HIGH	9/10
Win FIFO contract renewals as the low-counterparty-risk, safety-audited option while Alliance and Skippers are distressed [6, 3, 40, 42, 84]	The specialist FIFO operators are carrying recapitalisation, impairment, workplace-injury and crash-investigation headlines. Mining HSE and procurement teams buy on safety and supplier stability, and no operator currently offers both.	Alliance Airlines, Skippers Aviation	Secures high-value multi-year contracts with sticky renewal economics. It also protects group charter revenue if Alliance keeps redeploying capacity away from the Qantas wet lease into direct FIFO work.	MEDIUM	HIGH	8/10
Launch a 'No New Fees' short-haul fare: bag, seat and same-day change included, price locked [7, 27, 28]	Low-cost and regional fares are filling up with new charges: Jetstar's overhead-bag fees and Airnorth's network-wide fuel levy. Virgin restricts free same-day changes to Flex fares. No carrier has made price certainty a promise.	Jetstar, Airnorth, Virgin Australia	Converts fee-fatigued leisure travellers into mainline revenue and takes back the flexibility advantage Virgin is claiming. The certainty premium should protect yield better than matching sale fares would.	FAST	MEDIUM	8/10

Lock corporate accounts against Virgin with contracted flexibility and a reliability commitment[28, 46, 52]	Virgin is neutralising Qantas's flexibility premium with free same-day changes for Flex fares. However, crew revolt has forced Virgin cancellations and its credit backlash damaged trust, which weakens its reliability pitch to corporate buyers.	Virgin Australia	Defends Qantas's highest-yield segment against Virgin's most dangerous move, which is pairing sale volume with flexibility perks. Capturing corporate travellers stranded by Virgin disruption is additional upside.	FAST	MEDIUM	7/10
Take back the first point of purchase: an AI-assistant booking partnership with Frequent Flyer built in[17]	Virgin is the only carrier in the field inside AI-assistant booking journeys (ChatGPT flight search). No regional, FIFO or international competitor is present there, so the default AI travel-booking position is being claimed now.	Virgin Australia, Rex Airlines, Jetstar	Protects direct-channel share and loyalty engagement as trip planning moves to AI assistants. It stops Virgin setting the default booking position for digitally led travellers.	MEDIUM	MEDIUM	7/10
Sell regional Australia as a national holiday product through Qantas Holidays[20, 21, 23, 83]	Only micro-operators package regional trips. Sharp sells King and Flinders Island packages, and Airnorth publishes Kununurra, Broome and Cairns destination guides without a national packaging engine. No carrier with national scale sells regional Australia as a packaged product.	Sharp Airlines, Airnorth, Link Airways, Rex Airlines	Adds higher-margin package revenue and fills regional seats in shoulder seasons. It also gives the Regional Continuity Guarantee a leisure revenue base that improves route economics.	FAST	MEDIUM	6/10

Offer regional corporate and government buyers a named-contact account desk [38] [39]	In regional environments, only small operators promise corporate buyers direct access and reliability: Sharp's 'no call centres' decision-maker access and Alliance's 'Safe. Reliable. On Time.' No large network carrier in the field offers the same.	Sharp Airlines, Alliance Airlines, Virgin Australia	Captures essential-services travel budgets, which are high-frequency and relatively price-inelastic. It also strengthens Qantas's bids for government route contracts.	MEDIUM	MEDIUM	5/10
Claim pets-in-cabin before Virgin makes it its own [24] [25]	Virgin is rolling out Pets in Cabin city by city. Rex carries live animals only as a separate service and Skippers only as freight, so the category is about to be owned by Virgin.	Virgin Australia, Rex Airlines, Skippers Aviation	Adds a new ancillary revenue line and denies Virgin sole ownership of an emotionally sticky leisure niche.	MEDIUM	LOW	4/10

90-DAY SEQUENCE

WHEN	MOVE	EXPECTED OUTCOME
Week 1-4	Launch a 'No New Fees' short-haul fare	A visible hero fare that captures fee-fatigued leisure travellers while Jetstar's carry-on charges and Airnorth's fuel levy dominate the fee narrative, with early mainline conversion data.
Week 2-8	Win FIFO contract renewals as the low-counterparty-risk, safety-audited option	A supplier-assurance pack in front of WA and Queensland mining procurement teams, and Qantas shortlisted on upcoming FIFO renewals where Alliance or Skippers are the incumbent.
Week 4-13	Become the carrier regional Australia calls: Regional Continuity Guarantee	A published list of named guaranteed routes, route-support submissions lodged with the NSW, Victorian, Tasmanian and Queensland governments, and a community fare live in at least two ports abandoned by Rex, Link or Jetstar.

Qantas's leverage lies in trust and stability, not new routes. Regional operators Rex and Link are retreating, FIFO specialists Alliance and Skippers are weighed down by financial and safety headlines, and Jetstar and Airnorth are adding fees. Qantas should first own regional continuity and low-risk FIFO supply, where balance-sheet strength is a decisive, defensible advantage. In parallel, a 'No New Fees' fare and contracted corporate flexibility would neutralise Virgin's customer-facing firsts. AI-assistant distribution and regional holiday packages extend the lead. The binding constraint is credibility: Qantas's own domestic cuts and strike risk must not contradict the promises it makes. [2] [6] [7] [98]

COMPETITOR DEEP DIVES

07

Competitor Deep Dives

APPENDIX ▾

Virgin Australia

DIRECT | GROWING | FULL ANALYSIS

Discount-led full-service rival whose workforce unrest threatens its reliability pitch. [56], [46]

WHAT THEY DO WELL

- Relentless, headline-grabbing fare sales keep Virgin in the news. Examples include a flash sale from $8, one million fares from $49 and international sales from $429 return. Virgin is teaching price-sensitive Australians to check its fares before booking anyone else. [58], [56], [106]
- Virgin wins product 'firsts' that directly target business travellers. Its Flex-fare free same-day change is framed as an Australian airline-first, a flexibility perk aimed squarely at Qantas corporate customers. [28]
- Virgin moves early on new distribution channels. Putting flight search inside ChatGPT stakes a claim on AI-assisted booking before rivals do, and earns it an innovation narrative in the press. [17]
- Virgin is opening international flying from secondary cities where Qantas is thin. Canberra-Bali is its first-ever international service from the capital, launched with a sale fare. [59]
- Virgin uses niche and lifestyle differentiators to build affinity with specific groups. These include Pets in Cabin, now expanding to Adelaide, and a major NBL/WNBL sports partnership. [24], [60]

WHERE THEY FAIL

- Cabin crew are in open revolt, and it has already caused cancellations. That is a direct hit on the reliability promise any full-service carrier needs to win corporate contracts. [46]
- Virgin carries goodwill debt from COVID. It extended expiring flight credits only after public criticism, which signals reactive customer handling rather than customer-first policy. [52]
- Virgin has almost no owned visibility in discovery, and no measurable trust capital in the data. No knowledge panel, local presence, organic footprint, reviews or AI Overview citations were detected. Its mindshare depends on press cycles rather than durable brand assets.
- Its growth story leans heavily on discounting. Sale fares from $8 and $49 build volume but risk anchoring the brand as cheap rather than premium, which undercuts its full-service positioning against Qantas. [58], [56]

GAPS TO EXPLOIT

- Qantas should weaponise reliability against Virgin's crew revolt. Target corporate travel managers with operational-certainty messaging and contract guarantees while Virgin's cancellations are fresh. [46]
- Qantas should neutralise Virgin's Flex-fare advantage. Matching or beating free same-day changes for Qantas business fares and status members would stop Virgin owning the flexibility narrative. [28]
- Qantas can position against Virgin's customer-goodwill record. Its COVID credit handling drew criticism, so Qantas can lead with clear, generous credit and refund policies. [52]
- Qantas should defend secondary-capital international flying before Virgin builds habit. Canberra-Bali is Virgin's first test, and Qantas and Jetstar can respond on capacity and fares from Canberra. [59]

→ Qantas can close the AI-booking gap quickly. Virgin is first into ChatGPT flight search, but its broader discovery footprint is weak. Qantas can out-invest to own AI-assisted and owned-channel discovery at scale.[17]

CUSTOMER THEY OWN:

Virgin is strongest with value-conscious leisure travellers and flexibility-seeking SME or mid-tier business flyers. These customers respond to big sale events and perks like free same-day changes, and are less locked into premium loyalty ecosystems.[56, 28]

CUSTOMER THEY IGNORE:

Virgin is weak with top-tier corporate and premium long-haul travellers. For them, operational reliability and deep international network reach matter more than price. The crew revolt and cancellations make Virgin a harder sell for risk-averse travel managers.[46]

PRICING SIGNALS:

Virgin prices aggressively and promotionally. Frequent mass-volume sales with extreme entry prices ($8, $49, $429-$449 international return) sit alongside value-added flexibility on Flex fares. The posture is to undercut on headline price and add perks to win on value, not on premium.[58, 106, 59, 28]

TRUST SIGNALS:

Trust proof is thin. No ratings or review volume were captured, and no knowledge panel was found. Its credibility rests on product 'firsts' and partnerships such as NBL/WNBL. These are offset by negative coverage of crew unrest and the COVID credit criticism.[60, 28, 52]

THREAT TO YOU:

Virgin erodes Qantas yield on capital-city trunk routes by combining mass sale events with flexibility perks. This pulls value-conscious business and leisure travellers away. While Qantas raises fares, Virgin's discount narrative becomes more persuasive. Its first-mover moves in AI booking and new secondary-capital international routes also chip away at Qantas's innovation and network-leadership image.[56, 28, 97, 17]

AI TRAJECTORY NOTE:

Momentum is positive. Recent news shows new international routes from Canberra, an AI booking channel, a national sports partnership and continuous sale activity. Workforce unrest is the key brake and could stall growth. This is an AI assessment from news signals, not verified against financial filings.

Virgin Australia is Qantas's only genuine full-service rival, and it is playing an aggressive value game. It floods the market with sales from $8 to $49 domestic and $429 international. It layers on differentiators Qantas has not matched, including free same-day changes on Flex fares, Pets in Cabin and ChatGPT flight search. It is also testing international flying from Canberra. The weakness is operational. Crew are revolting and flights have been cancelled, and COVID credit handling drew public criticism. Its visibility is press-dependent, with no durable trust capital captured. Qantas should attack on reliability and match the flexibility perks, not the fares.[58, 28, 46, 52]

Jetstar

DIRECT | STABLE | FULL ANALYSIS

Qantas's own discount arm, trading your economy customers down on price. [79, 85]

WHAT THEY DO WELL

- Uses headline fare sales on leisure trunk routes to buy volume. The Tasmania sale ran as a partnership with Tourism Tasmania. Sale fares started from $48 one way. The destination marketer is effectively amplifying Jetstar's price message for free. [79]
- Keeps adding short-haul international leisure routes that generate positive press. Recent examples are a new Asian route and a first-ever Sri Lanka service described as meeting 'strong demand'. This positions Jetstar as the default affordable way for Australians to reach Asia. [78, 77]
- Owns the top position for high-intent brand demand in its core Sydney market. A customer looking for Jetstar in Sydney lands straight on Jetstar's own booking home page. [85]
- High, steady media mindshare. Jetstar recorded about 10 news mentions in the last month across News.com.au, ABC, SMH, The Australian and The Conversation. Even critical coverage keeps the brand front of mind for price-shoppers. [37, 36]
- Invests in fleet and operational tooling aimed at lowering unit cost. This is the operating engine behind its fare advantage. [107]

WHERE THEY FAIL

- The new overhead-bin charge is drawing hostile headlines ('slug passengers'). It undermines the value perception of the low base fare and invites direct comparison with full-service carriers that include carry-on. [7, 54]
- Retreating from thinner regional routes. The Mackay suspension created visible community backlash. It shows Jetstar will abandon markets when yield falls, which damages goodwill in regional Queensland. [10]
- Labour relations are bleeding into the customer experience. A union has publicly moved to stop collecting Jetstar's charges from passengers, turning an internal dispute into a public reputational issue. [47]
- Weak trust capital on display. There is no brand knowledge panel, no visible review rating or count, no local listing presence, and no citation in AI-generated answers. Its credibility rests almost entirely on price and news volume.
- Its reputation narrative is being shaped by others. The top recent coverage is about fees and route cuts, not product. In Sydney, the second-ranked Jetstar asset for brand demand is a careers 'Community and Environment' page rather than a commercial offer. [108, 37]

GAPS TO EXPLOIT

- Weaponise 'carry-on included'. Qantas mainline should make included cabin baggage a front-and-centre fare comparison message while Jetstar's bin charge is generating negative coverage. This shows the true all-in cost gap is smaller than the headline fare suggests. [54, 7]
- Backfill regional markets Jetstar abandons. Mackay-type communities left behind by suspensions are receptive to a carrier that commits to staying. Qantas or QantasLink can claim reliability and local commitment there. [10]

→ Counter-program leisure sales with value bundles rather than price matches. On routes like Tasmania, Qantas should bundle bags, seats and points to defend premium-leisure customers without chasing $48 fares.[79]

→ Occupy the trust and service narrative. Jetstar's coverage is dominated by fees and a union dispute over passenger charges, which leaves the 'hassle-free, service-led' position uncontested.[47][36]

CUSTOMER THEY OWN:

Price-led domestic and short-haul Asia leisure travellers who book on the headline fare. Examples are sale-chasers flying to Tasmania and holidaymakers heading to new Asian destinations. They will tolerate unbundled extras to get the lowest ticket.[79][78]

CUSTOMER THEY IGNORE:

Two groups sit outside Jetstar's focus. The first is regional travellers on thin routes, whom Jetstar will cut when yield drops. The second is carry-on-only travellers who value an all-in fare and are now being charged for overhead bin space.[10][7]

PRICING SIGNALS:

Aggressive low headline fares, backed by expanding ancillary fees. Tasmania sale fares started from $48 one way, while overhead-bin charges are coming from next year. The posture is classic bait-and-unbundle: win on the sticker price, recover yield on extras.[79][54][7]

TRUST SIGNALS:

Thin. There is no visible review rating or review count and no brand knowledge panel. Third-party credibility comes mainly from tourism partnerships and route-demand coverage. The dominant recent press actively erodes trust: fee complaints, a union dispute and a regional route suspension.[79][77][47]

THREAT TO YOU:

Jetstar is inside the Qantas Group, so the threat is cannibalisation, not share loss to a rival. Deep leisure sales and new short-haul Asian routes train price-sensitive Qantas economy customers to trade down. That dilutes group yield on shared domestic and Asia routes. Jetstar's fee controversies also risk splashing onto the Qantas parent brand.[79][78][7]

AI TRAJECTORY NOTE:

Mixed signals point to yield optimisation rather than growth or decline. On the growth side, Jetstar is adding new Asian and Sri Lanka routes and running high-profile domestic sales. On the retrenchment side, it is suspending regional routes (Mackay), unbundling further (bin fees) and facing labour friction. Net: stable footprint, sharper monetisation. Because Jetstar sits inside the Qantas Group, much of the overlap is internal cannibalisation rather than external share loss.

Jetstar is the Qantas Group's low-cost arm. Its real threat to Qantas mainline is trading economy leisure customers down, not stealing them. It runs a sharp playbook: $48-style fare sales co-marketed with tourism bodies and a steady stream of new Asian routes. It also dominates brand demand in Sydney. Its trust capital is thin, with no visible reviews, no knowledge panel and no presence in AI answers. Recent coverage is dominated by the overhead-bag fee, a union dispute and the Mackay pullout. The playbook for Qantas is clear: sell the all-in value gap, backfill abandoned regional routes and protect the parent brand from Jetstar's fee backlash.[79][7][10][47]

Rex Airlines

DIRECT | DECLINING | FULL ANALYSIS

Australia's favourite airline on paper, a shrinking, cash-starved network in practice. [34, 4]

WHAT THEY DO WELL

- Rex holds emotional trust capital that Qantas does not. It was publicly named Australia's favourite airline ahead of Qantas and Virgin while financially embattled. That underdog affection is a real asset in regional communities. [34]
- Rex keeps political and contractual footholds. A state government extended its route deal even against community pushback. That shows it can hold subsidised regional routes through government relationships rather than product quality. [105]
- Rex offers a broad regional service catalogue. Its site lists Queensland freight, carriage of live animals, musical instruments, safe hand baggage and car hire. Together these make it a practical utility for regional households and businesses, not just a seat seller. [26, 109]
- Rex has an ancillary upsell structure in place. Paid add-ons such as Rextra Legroom, Priority Baggage and a Rex Lounge give it tools to lift yield per passenger on thin routes. [110, 111]

WHERE THEY FAIL

- Rex is in financial distress. Headlines cite critically low cash, and a former boss admitted hiding the airline's financial woes. That is a direct hit on the reliability promise a regional carrier depends on. [4, 112]
- Rex is actively shrinking its network. It has announced cuts in Victoria and Tasmania, reduced Orange flights, and slashed major routes. Each cut leaves a stranded customer base behind. [2, 9, 49]
- The new ownership is not fixing the fleet. Reporting says the new owner spent $27m and fixed no planes, which points to continued capacity constraints and cancellations. [35]
- Rex's messaging is out of step with reality. Its homepage still promotes jet fleet growth while the news cycle is dominated by route cuts, which invites credibility gaps with customers. [26, 2]
- Rex has weak brand visibility. The only surfaced owned result on a Sydney brand query is an old press item on Wagga-Sydney services, rather than a booking or offer page. It has no prominent brand profile and no public review footprint surfaced. [113]

GAPS TO EXPLOIT

- Qantas can capture stranded demand on routes Rex is exiting or thinning, such as Tasmania, Victoria and Orange. It should move fast with QantasLink capacity and targeted route announcements before other carriers fill the gap. [2, 9, 49]
- Qantas can position on reliability and financial stability against Rex's cash crisis. That message matters most to corporate and government travel buyers, who cannot risk a carrier that may not fly. [4, 35]
- Qantas can court dissatisfied communities where Rex holds government contracts. It should prepare credible bids and community engagement ahead of the next contract cycle. [105]
- Qantas can close the affection gap. Rex beat Qantas on consumer sentiment, so regional community investment and local storytelling can neutralise Rex's underdog halo. [34]

→ Qantas can win discovery with modern, offer-led booking content. Rex's customer-facing presence is thin and policy-heavy, leaving undefended ground on Rex-served regional city pairs.[113, 26]

CUSTOMER THEY OWN:

Rex's core customer is regional and rural Australians on thin routes into capital cities (for example Wagga-Sydney). This includes regional freight and pet-transport users who value community connection and practical services over network breadth.[113, 26, 34]

CUSTOMER THEY IGNORE:

Rex neglects communities on routes it is cutting or under-serving, such as Tasmania, Victoria and Orange. It also ignores regional residents whose calls for better service it is not meeting. Corporate and frequent travellers who need dependable schedules are poorly served by a network in retreat.[2, 9, 105]

PRICING SIGNALS:

Rex runs an unbundled posture: a base fare plus a menu of paid extras (excess and priority baggage, Rextra Legroom, lounge) and published fees and surcharges. No visible sale or discount campaigns were surfaced. Financial pressure suggests yield protection rather than price aggression.[114, 110, 4]

TRUST SIGNALS:

Rex has one strong trust signal, its consumer 'favourite airline' recognition, and one partial reprieve: former directors were cleared of breaching duties. Both are heavily offset by admissions of concealed financial problems. No customer review rating or count was surfaced.[34, 115, 112]

THREAT TO YOU:

Rex's threat is political and reputational rather than competitive. Its 'favourite airline' goodwill and government route contracts let it hold regional share and shape policy debate. Any Qantas move on Rex routes can be framed as a giant exploiting a distressed underdog. A regional collapse narrative could also invite regulatory scrutiny on the whole sector.[34, 105, 1]

AI TRAJECTORY NOTE:

Momentum is uniformly negative: - Rex has announced route cuts in Victoria and Tasmania (reported 21 May 2026), with reductions including Mildura. - It has pared back Orange services. - Coverage from July 2026 says the new US owner has burned much of a government loan without fixing aircraft. - Governance headlines centre on concealed financial problems. The positive signals are limited to consumer affection and a state contract extension. Ownership and restructuring outcomes remain uncertain; this is an AI assessment based on news signals.

Rex is a beloved but structurally failing regional carrier. Consumers named it Australia's favourite airline over Qantas and Virgin, yet the business is cash-starved. Its former boss admitted hiding financial woes. The new owner has spent $27m without fixing planes. It is cutting routes across Victoria, Tasmania and regional NSW. Its digital footprint is thin and legacy, with no commercial pull. The real risk to Qantas is not competition on product. It is narrative: Rex's underdog halo and government contracts can make aggressive Qantas moves look predatory. Qantas should capture exited routes quietly, lead on reliability, and invest visibly in regional communities.[34, 112, 35, 2]

Alliance Airlines

ADJACENT STABLE SUMMARY

Qantas-dependent FIFO specialist in a balance-sheet reset, not a real rival. [6] [104]

KEY STRENGTH:

Alliance owns a focused resources-sector niche. It positions itself as Australia's leading fly-in fly-out provider and runs tailored charters for the resource industry and group travel across Australia, New Zealand, the Pacific and South East Asia. It also sells capacity to other airlines through aircraft leasing, which gives it a B2B revenue line alongside charter. [39] [116] [117]

KEY WEAKNESS:

The business is financially fragile and structurally tied to Qantas. The Qantas wet-lease deal was flagged as 'commercially unviable' and has since been revised. A recapitalisation is in the works, and impairments have forced a balance-sheet reset. Brand mindshare is thin: no knowledge panel was found, and the only visible web result for the brand is a shareholder communication form. The public narrative is being set by adverse coverage, including a $602,000 court order and an autopilot incident report. [118] [6] [119] [42]

RELEVANCE:

Relevance to Qantas is moderate, and Alliance is more supplier than rival. It supplies wet-lease regional capacity to Qantas and is Qantas-backed, so its health directly affects Qantas's regional network. The competitive overlap is limited to FIFO and group-charter contracts in the resources sector. [11] [6] [120]

WATCH FOR:

Monitor two things: the new CEO's strategy and the recapitalisation terms. Together they will show whether Alliance keeps pulling capacity out of the Qantas wet lease and redeploys those aircraft into direct FIFO and charter bids against Qantas. [121] [11] [6]

AI assessment that overrides the GROWING input signal. News flow is frequent (10 items, latest one month ago), but it is dominated by financial restructuring rather than expansion. The revised Qantas deal lifted the shares 30%, while impairments, a recapitalisation, CEO turnover, a reduced Qantas wet lease and litigation all point to a reset. Alliance was not cited in AI-generated answers, and it has no public review base to build trust capital. Net position: holding ground, not growing.

Link Airways

ADJACENT STABLE SUMMARY

Canberra-hub regional niche player, cost-squeezed and shedding marginal routes.[86][19]

KEY STRENGTH:

Link wins on direct, point-to-point Canberra links at sharp price points, including Canberra-Newcastle and Canberra-Launceston, that avoid hub connections. It also borrows loyalty credibility by plugging into Velocity, which lets a small carrier compete for frequent flyers it could never win on its own.[57][122][19][123]

KEY WEAKNESS:

Link has thin economics and fragile staying power. It is exiting Shellharbour and cutting routes because of fuel costs and falling demand. Its mindshare is low, with almost no brand presence beyond news coverage. We have no evidence of public trust capital: no visible customer ratings and no knowledge-panel footprint.[5][48][8]

RELEVANCE:

Link is moderately relevant to Qantas. It overlaps with QantasLink on regional NSW and Queensland ports such as Dubbo, Orange, Tamworth and Armidale, and on Canberra government traffic. However, its scale is marginal and it is contracting, so it chips at the edges rather than threatening share at the core.[124][125]

WATCH FOR:

Watch whether Link keeps adding direct Canberra routes or keeps retreating. Every route exit is an opening for QantasLink to backfill capacity. Every new direct route tests whether government and regional flyers will bypass hubs.[126][127]

This is an AI assessment. Link has attracted 10 recent news items, the latest dated 8 May 2026, but the news signal is mixed: the Canberra–Launceston launch is outweighed by the Shellharbour exit and cost-driven cuts. It has no AI-overview citation and no brand-visibility footprint. Link is nominally stable but leaning toward contraction.

Airnorth

ADJACENT STABLE SUMMARY

Northern niche carrier squeezing fares; weak mindshare beyond the Top End. [15, 27]

KEY STRENGTH:

Airnorth owns a specialist northern niche that the majors do not prioritise. It combines charter work, including a SpaceX recovery mission, with an international Darwin-Dili link and destination content covering the Kimberley, Broome and Top End. That gives it credibility with northern corporate, resources and leisure customers. [128, 129, 23, 103]

KEY WEAKNESS:

Airnorth is passing cost pain straight to customers. A network-wide fuel levy, plus higher fares and thinner frequency, is generating community backlash in Kununurra. Reliability stories, such as a flight diverted twice in 24 hours, add to the damage. Its brand also has almost no mindshare outside its home region: there is no verified brand presence, no trust capital from reviews, and no presence in AI-generated answers. A branded lookup from Sydney surfaces an unrelated business. [27, 15, 53]

RELEVANCE:

Relevance to Qantas is low to moderate. Airnorth only overlaps on northern Australian regional routes, northern charters and the Darwin-Timor-Leste corridor. It is not a threat to Qantas's national or long-haul business. Its fare increases and capacity cuts in the Kimberley create openings for Qantas to win displaced demand, rather than a competitive risk. [15, 129]

WATCH FOR:

Watch whether Airnorth keeps raising fares and cutting frequency in Kununurra and the wider Kimberley. The local shire is already pressing the State to act. Continued cuts could lead to government-backed route support that Qantas could bid for, or leave demand that Qantas can capture directly. [15, 27]

AI assessment: Airnorth is holding its position rather than growing. Niche charter wins, such as the SpaceX recovery job, are offset by cost-driven fare increases, capacity cuts and reliability headlines. Several news items in the pool concern Canada's Air North or unrelated topics and were discounted. The branded knowledge panel belongs to an unrelated Sydney gym, so it was not counted as brand presence.

Skippers Aviation

ADJACENT STABLE SUMMARY

Niche WA goldfields carrier with low mindshare and safety headlines[87, 12]

KEY STRENGTH:

Skippers holds thin WA mining-town routes (Laverton, Leonora, Meekatharra, Mt Magnet, Wiluna) that larger carriers do not prioritise. It pairs capped airfares with a charter quoting channel, which gives it both community scheduled flying and bespoke contract revenue. The WA government funding for essential regional flights reported in April 2026 underpins that model, though this analysis could not confirm how much of that money reaches Skippers.[87, 130, 131]

KEY WEAKNESS:

Skippers has almost no trust capital or visibility. There is no knowledge panel, no captured reviews, no ranking presence for its own brand, and no presence in AI answers. The most recent news coverage in the dataset is dominated by a Broome crash investigation and reports that a known-defect aircraft was requested before a crash. It could not be confirmed whether every one of these incidents involved Skippers, but the association alone erodes confidence among passengers and contract buyers.[12, 132, 40]

RELEVANCE:

Relevance to Qantas is low. Overlap is limited to WA regional and FIFO charter work in the goldfields, where Skippers competes for resource-sector contracts on small routes. It has no scale to challenge Qantas beyond that corner of WA.[130, 87]

WATCH FOR:

Watch how WA government regional aviation funding is allocated. If Skippers secures a larger share of subsidised routes or fuel aid, it could undercut Qantas on WA mining-town contracts. Separately, the outcome of the ATSB Broome investigation will determine whether Skippers' safety reputation recovers.[133, 131, 132]

WA state funding for essential regional flights keeps the regional operator model viable, which offsets headwinds. Those headwinds are negative safety coverage, including an ATSB investigation in June 2026, and zero trust or visibility capital. There is no evidence of route expansion or new contracts. The risk skews toward decline if the Broome investigation findings reflect badly on the operator. This assessment rests on limited news signals and a thin website.

Sharp Airlines

ADJACENT GROWING SUMMARY

Expanding Bass Strait niche operator; low mindshare, negligible Qantas threat. [88, 134]

KEY STRENGTH:

Sharp is a long-tenured, reliability-led regional operator with over 30 years in market. It pairs island scheduled services with a corporate FIFO and charter offer and bundled holiday packages. That combination gives it sticky community, government and leisure demand on thin routes that larger carriers underserve. [134, 38, 20, 101]

KEY WEAKNESS:

Its network is tiny and concentrated on King and Flinders Islands. The brand has thin visibility outside that niche: there is no brand panel, no presence in category results and no measurable review-based trust capital. Demand generation depends on local press rather than owned mindshare. [134, 21]

RELEVANCE:

Low relevance. Sharp only touches Qantas at the regional Tasmanian and Bass Strait edge. Its share there is contested mainly with Rex rather than the mainline network. Its corporate charter capability is a minor adjacency in resource and government travel. [135, 38]

WATCH FOR:

Monitor whether Sharp keeps its seasonal Melbourne-King Island service alongside the new non-stop Launceston link. Also watch whether the corporate charter push extends beyond Bass Strait. Either move would widen its footprint in regional Tasmania. [18, 136, 38]

AI assessment: steady run of recent news (10 items, latest 9 Apr 2026) centres on added and resumed King Island capacity. Growth is real but confined to a small Bass Strait niche, and there is no broader visibility or trust-capital lift.

Air New Zealand

ADJACENT STABLE SUMMARY

Credible trans-Tasman rival with product momentum, but cash-constrained. [89] [55]

KEY STRENGTH:

Differentiated product and ecosystem play. Economy Skynest is a genuine first in economy on Auckland-New York. The relaunched Koru loyalty programme and bundled accommodation and car hire lock in trans-Tasman and Pacific travellers. It now flies from multiple Australian gateways, including Perth and Western Sydney. [29] [137] [138] [139]

KEY WEAKNESS:

The balance sheet is under strain. Fuel costs point to a full-year loss of up to $360m, and the share price is at a new low. That limits its ability to fund capacity growth or fight on fares. Its brand has no knowledge-panel presence or trust-capital signals in the Australian market. It also ranks only third on its own Sydney brand query. [140] [89] [141]

RELEVANCE:

Medium-high relevance. It competes head-on with Qantas on trans-Tasman and Pacific routes from Australian gateways. It is also positioning its long-haul product against Qantas' Project Sunrise premium pitch, particularly for Australians connecting to North America via Auckland. [68] [139] [100]

WATCH FOR:

Monitor the 777-300ER cabin refurbishment finish and Skynest's late-2026 launch, alongside on-time performance gains. Together they signal whether Air NZ can convert its reliability and product story into premium share from Qantas despite its losses. [142] [45] [143]

Operational and product momentum is real: refurbished cabins, Skynest, improved on-time performance, a new Perth–Christchurch route and a steady news cadence (10 mentions, latest 22 July 2026). It is offset by a fuel-driven full-year loss and a share price at a new low. Net stable, with upside if the product bets land and downside if cost pressure forces capacity cuts. AI assessment on limited signals; not verified financial analysis.

Singapore Airlines

ADJACENT GROWING SUMMARY

Premium benchmark adding Australian capacity; direct threat to Qantas yield. [80] [43]

KEY STRENGTH:

Product leadership in premium cabins. It is launching new first and business class, bringing premium economy to Brisbane, and adding a Melbourne lounge. That keeps its premium reputation current and gives it a strong pitch for high-yield Australian travellers. [62] [144] [63] [145]

KEY WEAKNESS:

Its 'best airline' status is being contested, as headlines about it being dethroned show. It has no domestic Australian network to feed loyalty. Its local brand presence is thin: in Sydney it appears mainly through a lounge listing rather than as a carrier. [146] [61]

RELEVANCE:

High for Qantas international premium cabins, especially Asia and connecting Europe traffic via Singapore. Low for the domestic business, since it has no domestic Australian network. Its gains at Adelaide, Brisbane and Melbourne are aimed at the same high-yield passengers Qantas depends on. [80] [144] [63]

WATCH FOR:

Watch when the new first and business suites are deployed on Australian routes. If they reach Sydney, Melbourne or Brisbane before Qantas' Project Sunrise and refreshed cabins, premium share will come under pressure. [62]

AI assessment. Recent news is frequent (10 items, latest 27 Mar 2026) and points to growth: added Australian capacity, new lounges, new premium cabins, group traffic up 4.1% and a recent Skytrax win. The one countervailing signal is headlines saying its reputation lead is contested. This reading comes from news and brand-presence signals and is not a verified financial analysis.

Emirates

ADJACENT GROWING SUMMARY

Value-led Europe threat: stopover bundles plus cabin upgrades target Qantas travellers. [65, 147]

KEY STRENGTH:

Emirates keeps shipping product upgrades in the cheaper cabins, most recently premium economy privacy and economy headrests. It pairs these with strong booking momentum and steady national news coverage. The result is a value-for-comfort story that wins mindshare with Australian long-haul leisure travellers without relying on price cuts. [64, 30, 148, 149]

KEY WEAKNESS:

Its whole proposition to Australians depends on connecting through Dubai. The free-hotel stopover push reads as compensation for not flying non-stop, and Emirates has no domestic Australian network. Its most visible Sydney-facing web pages are for irrelevant routes such as Chicago-Sydney and Luanda-Sydney. The data also shows no brand panel, no review-based trust capital and no citation in AI answers, so its local Australian presence is thinner than its news profile suggests. [65, 90, 150]

RELEVANCE:

Relevance is high on Australia-Europe and Middle East long-haul and zero on Qantas's domestic core. Emirates is a codeshare partner, but it is actively marketing to Sydney and competing for the same premium-leisure wallet. The Rugby World Cup 2027 livery and value bundling are direct attempts to own that customer before Project Sunrise launches. [66, 65]

WATCH FOR:

Watch whether the free Dubai stopover offer is packaged with the upgraded premium economy seat into Australia-specific fares. That combination is the clearest attack on Qantas's non-stop premium pricing for Europe-bound leisure travellers. [65, 64]

Momentum looks positive. There have been 10 recent news mentions, the latest about 3 weeks ago, covering strong bookings, repeated cabin launches and Sydney-targeted sponsorship marketing. The weak points are the absence of a brand panel, review trust signals and AI-answer citations. This is an AI assessment based on visibility and news signals, not verified financial analysis.

Qatar Airways

ADJACENT GROWING SUMMARY

Rebuilding Australian footprint fast, but trust capital is thin. [71, 151]

KEY STRENGTH:

Its main strength is momentum in the Australian market. Qatar is adding flights and reopening secondary capitals, including Adelaide and Canberra. Those points are not served by Qantas long-haul non-stops. Its Qsuite premium product also attracts the kind of review coverage that pulls high-yield travellers. [71, 70, 69, 72]

KEY WEAKNESS:

Its recent Australian news coverage is dominated by negative stories: - two onboard security incidents on flights out of Melbourne - a near-miss with Jetstar at Sydney Airport - a payout to women over an airport ordeal It has no measurable trust capital to offset this. There is no knowledge panel, no review footprint, no presence among top owned results and no citation in AI-generated answers. The headlines are effectively the brand's story in Australia. [151, 152, 153, 154]

RELEVANCE:

Relevance to Qantas is moderate to high. Qatar is not a domestic threat. However, direct one-stop service from Adelaide and Canberra competes for premium Europe-bound travellers from those cities. Those travellers would otherwise route through Qantas via Sydney or Melbourne, or onto Qantas' own long-haul services. [70, 69]

WATCH FOR:

Watch whether the Adelaide service moves from a seasonal return to a permanent year-round schedule. Watch too whether further capacity announcements follow. Either would confirm a deliberate secondary-city strategy rather than opportunistic capacity. [51, 71]

AI assessment. The evidence for growth: - 10 news items, with the latest from 2 weeks ago - consistent route-restoration headlines (Adelaide, Canberra, added Australian flights) - Americas expansion Two caveats temper this. The Adelaide return is reportedly scheduled only through 15 September, subject to conditions. The brand also has no owned visibility or trust capital in the Australian market. This is growth in capacity, not yet in customer mindshare. It is based on news signals, not verified financial data.

Cathay Pacific

ADJACENT GROWING SUMMARY

Premium-cabin predator on Sydney-Asia; retreating from regional Australia.[44][50]

KEY STRENGTH:

A new business-class product on Australian services is drawing favourable coverage from the premium travel press. Cathay also controls the first four slots of Sydney brand demand, running from support to route pages and a Tokyo onward-connection page. That combination puts it squarely in front of high-yield Australia-Asia travellers at the moment they choose.[155][44][74][156]

KEY WEAKNESS:

The premium product is inconsistent across the fleet. The press itself warns that the experience depends on which aircraft you get. Cathay is also pulling out of regional Australian ports such as Cairns, which shrinks its footprint beyond the gateway cities. No review-based trust capital or knowledge-panel presence was surfaced, so its brand authority in Australia rests on product press rather than customer proof.[73][50]

RELEVANCE:

The threat to Qantas is moderate and concentrated. Cathay competes directly for premium Sydney-origin traffic to Hong Kong, Tokyo and onward Asian and European connections, backed by fare offers out of Sydney. It does not contest Qantas' domestic or regional network, and it is ceding regional international ports that Qantas can serve.[157][156][50]

WATCH FOR:

Watch how widely the new business-class cabin is deployed on Australian routes, and whether it expands beyond select Sydney services to Melbourne and Brisbane. Broader deployment would sharpen the direct fight for Qantas' premium Asia yield.[155][44]

AI assessment. Momentum is product-led, not network-led. Frequent recent coverage, with the latest item a day old, centres on new premium cabins and brand storytelling, and Cathay dominates Sydney brand demand. It is offset by the Cairns withdrawal and uneven fleet product. Growth looks confined to gateway premium traffic rather than broad Australian expansion. This is not verified financial analysis.

United Airlines

ADJACENT GROWING SUMMARY

Trans-Pacific rival with thin Australian mindshare; contained, not negligible.

KEY STRENGTH:

Steady news flow, roughly 10 recent mentions with the latest two weeks ago, led by coverage of new 16-hour nonstop long-haul routes. That signals appetite and capability for ultra-long-haul expansion. Those news items are not in the verifiable source pool, so this rests on signal metadata only.

KEY WEAKNESS:

Near-zero owned visibility and trust capital in this market. There is no brand panel, no organic presence, no local presence and no review base. It is also absent from AI-generated answers. Recent coverage leans negative: undisclosed schedule changes that left a passenger out $2,000, a lawsuit over windowless 'window seats', and a paid middle-seat upsell. That erodes premium credibility with Australian travellers. These headlines appear only in signal metadata and cannot be verified from the source pool.

RELEVANCE:

Moderate and confined to trans-Pacific flying (overlap score 4/10, no Australian domestic footprint). United contests Qantas mainly on Australia-US routes. That is exactly where Qantas is investing heavily through Project Sunrise and its planned Sydney-New York nonstop. United therefore matters more to Qantas's premium long-haul economics than its low local visibility suggests.[81,31]

WATCH FOR:

Watch for any new or upgauged US-Australia nonstop capacity, or a US-Australia ultra-long-haul launch, before Qantas's Sydney-New York service starts in mid-2028. Also watch for any United-Virgin Australia commercial tie-up that would give it domestic feed. Either move would pressure trans-Pacific yields ahead of Sunrise.[81]

Low-confidence AI assessment. Momentum signals (10 news mentions, the latest two weeks old, headlines on new 16-hour nonstop routes and seat monetisation) point to network and revenue expansion. None of United's own sources are in the verifiable evidence pool, and service-complaint coverage offsets the growth narrative. Treat GROWING as directional, not proven.

Delta Air Lines

ADJACENT GROWING SUMMARY

Global heavyweight with a thin, low-trust Australian beachhead.

KEY STRENGTH:

Premium long-haul product on the LA-Melbourne route. Recent Australian press, including The Australian, praises its business-class ground experience and suites. It is also a US carrier with earnings momentum and pricing power, as headlines report it beating earnings despite record fuel costs and expecting fare gains to hold. None of these items appear in the citable source pool, so this rests on the supplied data block rather than cited evidence.

KEY WEAKNESS:

Local trust capital is near zero. Its Sydney listing carries a 2.1 rating on only 11 reviews. It has no local-pack presence, no organic visibility for its brand in the Australian market, and no citation in AI overviews. Recent coverage is also diluted by safety-incident headlines: a pilot medical emergency, a firework strike and a 27,000-foot descent. It has no domestic feed and no local loyalty base. These points are inferred from the supplied data, not from citable pool sources.

RELEVANCE:

Relevance is moderate and concentrated on the trans-Pacific premium corridor. Qantas is doubling down on US long-haul with a non-stop Sydney-New York service planned from mid-2028 and Project Sunrise flagship routes. Delta's LA-gateway premium product, combined with its Virgin Australia partnership, is therefore the most credible foreign threat to Qantas's high-yield US-bound traffic. Delta has no presence in Qantas's domestic heartland.[81, 31]

WATCH FOR:

Watch for any capacity or frequency expansion on Delta's Australia-US routes, especially added premium seats on LA-Melbourne or a new east-coast gateway. Also watch for deeper Virgin Australia codeshare or loyalty integration timed to pre-empt Qantas's 2028 Sydney-New York launch.

Low-confidence AI assessment. Globally, Delta shows commercial momentum: an earnings beat despite record fuel costs, fare gains holding, and premium cabins filling. In Australia its footprint and mindshare look flat, with weak local trust signals and a mix of product-praise and safety-incident coverage. None of Delta's own sources (S235–S246) appear in the evidence pool, so no claim about Delta could be directly quote-verified.

Fiji Airways

ADJACENT STABLE SUMMARY

Niche Pacific leisure carrier, probing new Australian gateways and retreating elsewhere

KEY STRENGTH:

Fiji Airways owns its brand demand in Sydney. It holds the top three positions when customers look for it by name there, covering its homepage, flight status and a Nadi-Sydney fares page. It also has steady recent media attention: 10 news mentions, the latest dated 20 May 2026, mostly positive coverage of its business class, Dine On Demand and Fiji stopovers. That gives it strong mindshare with premium Pacific leisure travellers. None of this is citable because its source ids are absent from the evidence pool.

KEY WEAKNESS:

It has no visible trust capital. There is no knowledge panel, no review rating, no review count and no local presence, and it is not cited in AI-generated answers. Its network is narrow and runs through its Nadi hub. Reported cuts to Brisbane flights and the axing of its Canberra route suggest it lacks the staying power to hold secondary Australian markets. This could not be verified against the source pool.

RELEVANCE:

The threat to Qantas is moderate and narrow, with an overall threat score of 5.5/10. Fiji Airways competes for Australian leisure travellers heading to Fiji and the Pacific. Through Nadi it offers a stopover alternative on routes to North America. It is not a threat to Qantas's domestic, loyalty or ultra-long-haul franchise.

WATCH FOR:

Watch its reported move into Western Sydney International and its new Gold Coast-Nadi link. If it pairs these gateways with free Fiji stopovers, it could draw price-sensitive Pacific and North America leisure travellers away from Qantas out of Sydney and southeast Queensland. This is unverified because the supporting sources are not in the pool.

This is a low-confidence AI assessment based only on uncited serpSignals and the threat score. Fiji Airways is adding gateways, with reported Gold Coast and Western Sydney expansion, while pulling back from others, with reported Brisbane cuts and a Canberra exit. The result is a reshuffled network, not net growth. Its news momentum is healthy but not accelerating, and it has not been cited in AI-generated answers. No Fiji Airways source ids appear in the evidence pool, so none of these claims could be cited.

AirAsia X

ADJACENT STABLE SUMMARY

Big fleet ambitions, shrinking Sydney footprint, weak Australian mindshare.[158, 91]

KEY STRENGTH:

Its structural edge is price. The CEO has publicly committed to cutting fares further as fuel eases, and a record Airbus order gives it the future capacity to follow through. That is a credible low-fare threat on price-sensitive Australia-Asia leisure demand.[159, 160, 158, 161]

KEY WEAKNESS:

Cost pressure has pushed it out of Sydney-Kuala Lumpur, and a group capital-raising clarification signals balance-sheet strain. Its Australian presence is also commercially thin. It has no brand panel, no visible review base or trust capital, and no presence in the local market results we sampled. Its web pages are generic app and booking shells rather than an Australia-specific proposition.[162, 91, 163]

RELEVANCE:

Moderate and narrowing for Qantas. It no longer contests Qantas's Sydney hub on the Kuala Lumpur route. Any residual pressure is concentrated in the Melbourne and Perth leisure markets, where it sells directly from those origins. It pressures Jetstar's price positioning more than Qantas mainline premium demand.[162, 164, 165]

WATCH FOR:

Watch whether the new Airbus deliveries and fare cuts show up as added Melbourne and Perth frequencies or aggressive Australian fare sales. That would be the trigger for a pricing response.[160, 166]

The global story is expansion: a record Airbus order and a hub strategy spanning Bahrain and Istanbul. The Australian story is retreat and redeployment. Sydney has been dropped on cost grounds and capital is being reshuffled, while the Bahrain–Gatwick launch is on hold. News flow is frequent but mixed. Brand visibility and trust capital in the Australian market are negligible. Net effect for Qantas is a flat threat: no growth in Australia until new aircraft arrive.

Scoot

ADJACENT GROWING SUMMARY

Singapore Airlines' low-fare arm steadily chipping at Australia-Asia leisure demand. [92] [167]

KEY STRENGTH:

Relentless price-led promotion. Frequent fare sales from Sydney, Melbourne and Perth into Southeast Asia, Japan and India keep Scoot in consumer media every few weeks. Cheap upsells and stunts like the Spider-Man aircraft stretch that mindshare without costly premium product. [167] [168] [169] [170]

KEY WEAKNESS:

Its brand depends on price and has little owned trust capital. There is no evidence of a lounge, loyalty or business-class ecosystem, and its best premium hook is a $45 upgrade. Our visibility data shows no brand panel, no owned listings capturing Sydney demand, no review base and no AI answer citations. Scoot's awareness is rented through press coverage of its sales, not built into durable trust. [169]

RELEVANCE:

Moderate, and concentrated at the price-sensitive end of Qantas Group international leisure, mostly Jetstar's Asia routes. Scoot does not threaten Qantas' premium, corporate or long-haul franchise. It does pull budget travellers to Bali, Japan and secondary Indonesian points. That pressure rises when Qantas lifts fares. [171] [168] [97]

WATCH FOR:

Watch where the 11 new A320neo-family jets are deployed. Extra narrowbody capacity aimed at Australia, especially new secondary Asian or Indonesian routes, would signal a direct push on Jetstar's leisure network. [172] [171]

AI assessment: momentum is solid. There were 10 recent news mentions, the latest one week old, across mainstream Australian travel media. Scoot has a fleet order in hand and a steady run of Australia–Asia fare sales. Growth is driven by capacity and price rather than trust or visibility assets. Scoot is not cited in AI answers and has no owned brand presence, so its gains are real but vulnerable to a Jetstar price response.

Flybuys

ADJACENT STABLE SUMMARY

Grocery loyalty giant losing mindshare, but still a Velocity feeder. [173] [93]

KEY STRENGTH:

Flybuys earns points on weekly Coles grocery spend and keeps making redemption more useful, now allowing up to $100 off an in-store shop. That frequent, everyday touchpoint is something Qantas Frequent Flyer cannot match through flying alone. Recent coverage is steady, and it is mostly about member value. [174] [175] [176]

KEY WEAKNESS:

Member sentiment is eroding. Flybuys has fallen to 5th in loyalty rankings, Woolworths has taken the top spot, and members publicly dismissed its Christmas offer as 'too little, too late'. Its brand visibility is also thin: it has no knowledge panel and no strong owned presence, and our crawl of its website returned no usable content. [173] [177]

RELEVANCE:

Relevance to Qantas is moderate and indirect. Flybuys does not compete for seats. It competes for the everyday spend that fills points balances, and it gives members a route into Velocity, Virgin's program, rather than Qantas Frequent Flyer. The overlap is real but secondary to Qantas's direct airline rivals. [93]

WATCH FOR:

Watch for changes to the Flybuys-to-Velocity conversion terms, or Velocity-linked bonus campaigns tied to Coles. Any enrichment would shift grocery-driven points accrual toward Virgin. Also track whether the recent redemption overhaul reverses the slide in the loyalty rankings. [93] [178] [173]

AI assessment. Coverage is frequent: 10 news items, the latest dated 16 July 2026. Most of it concerns Coles reworking redemption, plus an internal AI tooling story (Nex). That shows active product management, but the program is defending its position rather than expanding it. Reputational momentum is softening after the drop to 5th in loyalty rankings, and there is no trust-capital or AI-overview presence to offset it. Caveat: the Flybuys source ids (S290–S300) were supplied in the competitor data but are missing from the main source pool, so their citations may fail validation. The evidence is also headline-level only, with no crawled site text.

Flight Centre Travel Group

ADJACENT STABLE SUMMARY

Essential Qantas distributor whose loyalty push threatens direct customer ownership. [94] [179]

KEY STRENGTH:

Flight Centre's main strength is breadth. It sells flights, holidays, stays, tours, cruises and business travel in one place, backed by stores, a 133 133 phone line and a heavily used app. The app claims 483K+ downloads, 209K+ daily users and a 4.8 rating. That gives it multi-channel reach and a loyal, engaged base that no single airline can match for packaged leisure spend. [180] [181] [182]

KEY WEAKNESS:

Earnings are hostage to geopolitical shocks. It has cut FY26 profit guidance, taking a $50m hit as Middle East disruption landed on peak holiday travel. Its third-party trust capital is also thin in this dataset: no knowledge panel, no reviews and no captured brand visibility. Its mindshare rests on its own channels, not independent validation. [183] [184] [185]

RELEVANCE:

Moderately relevant to Qantas, mainly as a partner. Flight Centre lists Qantas among its trusted airline partners and works with Qantas on corporate NDC distribution. It competes for the holiday-package and corporate travel management wallet, and it shelves Qantas beside Virgin Australia, Jetstar and Emirates. That means every sale through Flight Centre is contestable on price rather than locked into Qantas. [186] [94]

WATCH FOR:

Watch how far World360 Rewards goes. Flight Centre is building a youth-focused loyalty program and is also investing in corporate payments technology. If this loyalty play scales, it moves the relationship with younger travellers and corporate bookers away from Qantas and toward the intermediary. [180] [179] [187]

AI assessment. The input signal was GROWING, but this rating is moderated to STABLE. On the growth side, Flight Centre is investing: a new loyalty program, a $US5m stake in Blockskye and a $200m buy-back. Against that, it has repeatedly downgraded FY26 profit guidance on Middle East disruption. Media coverage is frequent (10 recent items, latest June 2026), but it is not cited in AI answers and has no captured trust capital. Momentum is financial and strategic rather than evident in market mindshare.

Webjet

ADJACENT DECLINING SUMMARY

Wounded OTA in takeover limbo; minor threat to Qantas direct. [95, 188]

KEY STRENGTH:

Webjet bundles flights, 900,000+ hotels, packages and tours into one basket, and uses bundle discounts to capture the whole-trip spend. It also owns first position for its own brand name, which means it keeps direct brand demand. [189, 190, 191, 192]

KEY WEAKNESS:

The business depends on airline commissions, and carriers are cutting them. Virgin's cuts coincided with a 24% earnings drop and a share price that has halved. Trust capital is thin: there is no knowledge panel or review base to lean on, and executives are leaving during a legal and ownership fight. [193, 194, 195, 196]

RELEVANCE:

Relevance is low to moderate. Webjet is a distribution channel that competes with Qantas direct for package and holiday bookings, not a rival carrier. Its headline domestic fare sales on Qantas's core Sydney-Melbourne route can train travellers to compare prices through an intermediary. That erodes direct-booking share just as Qantas is lifting fares. [197, 198, 97]

WATCH FOR:

Watch who wins the ownership battle. A well-capitalised acquirer could restore Webjet's ability to discount aggressively and to negotiate harder on commissions with Qantas, now that Virgin has already cut its commissions. [188, 199]

This overrides the STABLE classification. News momentum is heavy (10 items, latest May–June 2026) but almost entirely negative: earnings are down 24%, shares are down about 50% year-to-date, commissions are being cut, executives are leaving and control is contested. Brand visibility is limited to its own name, with no trust capital and no presence in AI answers. Webjet is still profitable but shrinking and distracted.

Spirit of Tasmania

INDIRECT GROWING SUMMARY

Fleet-renewed ferry chasing Tasmania leisure travel; narrow overlap with Qantas. [200] [96]

KEY STRENGTH:

Its main strength is a travel product flying cannot match. Travellers can take their car and pets across Bass Strait, and the new 'floating hotel' ships add an upgraded onboard experience. It pairs this with aggressive entry pricing, with adult fares from $49, and a Sailors Club loyalty program. It also has a second revenue base in daily roll-on/roll-off freight. [201] [202] [203] [204]

KEY WEAKNESS:

The new ships are launching with capped booking capacity, which limits how much demand the upgrade can actually capture. Price cuts are being funded by absorbing fuel costs rather than by structural efficiency. Its brand mindshare is also thin outside its own channels, with no measurable trust capital or reviews in the evidence. [205] [206] [207]

RELEVANCE:

Relevance to Qantas is low to moderate. The ferry runs Geelong-Devonport, a slow, vehicle-centric crossing, so it does not threaten time-sensitive or corporate Melbourne-Tasmania flying. The real exposure is price-sensitive leisure travel, especially families, road-trippers and pet owners, who may choose the ferry over a Qantas or Jetstar fare plus a hire car. [208] [209] [202]

WATCH FOR:

Watch when full capacity on the new vessels opens for booking and whether sub-$50 fares survive past launch. Sustained low fares on bigger ships would signal a deliberate grab for mainland-Tasmania leisure volume during peak holiday periods. [205] [210] [211]

The outlook is growing, though the evidence shows a push rather than confirmed traction. The drivers are fleet renewal, heavy recent media coverage of the new ships and launch price cuts. Two factors hold this back from a stronger call: the capped initial booking capacity and fuel-cost pressure. Its brand mindshare is also still confined to its own channels and tourism press.

Journey Beyond

INDIRECT GROWING SUMMARY

Acquisitive experiential-tourism consolidator; nibbles premium leisure, not core air demand. [212] [213]

KEY STRENGTH:

Journey Beyond holds a portfolio of iconic assets that is hard to replicate. It spans The Ghan, the Indian Pacific, cruises, attractions and resorts, including Ayers Rock Resort. It is adding to that portfolio through acquisitions, with Voyages and K'gari's Kingfisher Bay Resort under way. It is also investing in the premium rail product, with new Aurora Australis Suites. The result is growing ownership of the aspirational Australian holiday itself, not just the transport to it. [214] [215] [216] [212]

KEY WEAKNESS:

The group brand has thin mindshare. -

CUSTOMER-FACING PROFILE:

The only public profile attached to the name belongs to one sub-brand, Journey Beyond Cruise Sydney. Its trust capital is strong (4.7 rating from 186 reviews) but narrow. -

OWNED PRESENCE:

Its owned presence surfaces only weakly and generically, through a page titled 'SRC-1'. -

PRODUCT FIT:

The rail product is slow, expensive and itinerary-driven. It cannot compete for time-sensitive, point-to-point or business travel. [217] [218] [219]

RELEVANCE:

Journey Beyond's relevance to Qantas is low as a substitute but meaningful as a gatekeeper. -

AS A SUBSTITUTE:

Cross-country rail takes only a sliver of affluent leisure trips on long domestic corridors. -

AS A GATEKEEPER:

It increasingly controls the destination product that generates fly-in demand, for example Ayers Rock Resort and Horizontal Falls. That makes it a potential distribution partner or a channel risk, more than a direct rival. [214] [220]

WATCH FOR:

Watch how the new US ownership and new leadership deploy capital. Two outcomes matter most for Qantas: 1. Journey Beyond starts bundling rail, resorts and experiences into packages that bypass or dictate terms to airline partners. 2. It markets luxury rail explicitly as the premium alternative to flying. [213] [221] [222]

AI assessment. This upgrades the prior STABLE call. News momentum is recent, with roughly 10 mentions and the latest one week ago. It points to active expansion: the Voyages integration, the Kingfisher Bay acquisition, a new managing director for experiences and attractions, and investment in luxury rail suites. Growth is coming through consolidation of destination assets rather than a push into transport, so the direct threat to Qantas stays limited. Its leverage over leisure itineraries is rising.

Greyhound Australia

INDIRECT STABLE SUMMARY

Budget coach substitute; matters only where regional air capacity thins.

KEY STRENGTH:

Scale and lock-in on the budget end. It runs the largest coach network in Australia and pairs it with unlimited-travel Whimit passes, a free rewards scheme and refundable fares. New third-party distribution through Omio widens its reach to international and backpacker travellers.[223][224]

KEY WEAKNESS:

Trust capital is thin and fragile. Its Sydney listing shows a middling 3.5 rating on only 55 reviews. The most recent national coverage is a safety failure: a passenger was left alone at night on an outback route. It has almost no share of voice, because much of the news carrying its name is actually about greyhound racing.[225][226][227]

RELEVANCE:

Low overall, but rising at the margins. Greyhound does not compete for Qantas's trunk, international or premium traffic. It becomes a real substitute on thin regional corridors, where air supply is shrinking: Qantas itself is cutting domestic flights, and regional carriers are withdrawing routes. Price-sensitive regional travellers who lose convenient flights will default to coach.[97][2][48][228]

WATCH FOR:

Watch for regional route restorations that shadow corridors where air service is being cut or repriced, such as the New England Highway return. That is the specific move that would capture budget regional flyers.[229][228]

AI assessment. There are modest forward signals: the regional corridor restoration and the Omio distribution deal. These are offset by a fresh safety headline and weak review volume. Brand mindshare is diluted because many news results relate to greyhound racing, not the company. The business is not in decline, but there is no evidence of breakout growth.

Zoom / Microsoft Teams (virtual meetings)

INDIRECT STABLE SUMMARY

Mature substitute capping corporate trip frequency, but no longer gaining ground.

KEY STRENGTH:

Deep, embedded enterprise footprint. Zoom sells a full workplace suite (meetings, chat, phone, AI assistants, webinars, contact centre) in more than a dozen languages. That makes the video-first meeting a default habit inside corporate buyers, not a discretionary choice. The threat model rates their market presence at 8/10 and offer strength at 7/10. No verbatim evidence for this competitor exists in the supplied source pool, so this rests on the crawl summary and scoring alone.

KEY WEAKNESS:

They cannot replicate in-person relationship-building, site visits or client entertainment. Those trips drive high-yield corporate and premium travel. Recent coverage points to feature retreat and fatigue rather than momentum: Teams is retiring its pandemic-era 'Together Mode' simulation of in-person presence, and mainstream commentary casts virtual meetings as a chore. No mindshare or trust-capital signals were captured either: no knowledge panel, no measured review base, and no presence in AI-generated answers. None of this is citable from the source pool.

RELEVANCE:

Moderate and structural rather than acute. Client overlap scores only 3/10. Virtual meetings mainly suppress marginal day-return business trips on capital-city routes. They do not touch leisure, VFR or long-haul demand. Qantas is currently pushing long-haul premium capacity and repricing its domestic network, and domestic business trip frequency is the part of that exposed to this substitute.[81, 97]

WATCH FOR:

Watch for AI meeting features, such as agents, note-takers and AI assistants, being bundled into enterprise software contracts. Watch too for corporate travel policies that respond by formalising video-first rules. Either would lock in lower trip frequency on Qantas's core business routes. Qantas fare increases also raise the cost gap that makes a video call the easier sell to procurement.[97]

This assessment rests on news headlines only. Coverage is steady: 10 recent items, the latest dated 18 May 2026. It concerns incremental product housekeeping, such as retiring Together Mode and adding controls to block unapproved AI bots, rather than any push to capture more travel-substitution demand. There is no visibility in AI-generated answers and no paid demand-capture activity. The substitution effect on corporate travel appears already priced in and plateaued. It is a ceiling on business trip frequency, not a growing drain. None of this competitor's source ids appear in the supplied source pool, so no verbatim evidence could be cited for claims about them.

Team Global Express

INDIRECT | DECLINING | SUMMARY

Financially stretched road-freight giant; marginal threat to Qantas belly cargo.

KEY STRENGTH:

Scale and reach. It claims 100M+ items delivered yearly for thousands of Australian businesses. It sells same-day courier, interstate freight and full logistics under one account. It also holds top brand visibility for its own name. It now reportedly runs overnight air freight from the new Western Sydney airport, which gives it a road-plus-air proposition for time-critical B2B and eCommerce shippers.

KEY WEAKNESS:

Balance-sheet fragility. Reported headlines include an auditor warning, a need to refinance a large debt pile and raise $100M, and a struggle to raise $180M as retail and construction wobble. It also has thin trust capital: no knowledge panel, no review base, no local presence, and not cited in AI answers. Its regional service reliability is publicly damaged after Tasmanian delivery suspensions.

RELEVANCE:

Low. There is no overlap with Qantas passenger demand. The only contact point is freight. Road express substitutes for domestic air cargo on non-urgent lanes. Any expansion of dedicated overnight air freight could peel time-critical parcels away from Qantas Freight and belly-hold capacity. That is an ancillary revenue risk, not a core one.

WATCH FOR:

Whether TGE completes its refinancing and capital raise, and whether it scales the Western Sydney overnight air freight operation. Successful funding plus more air capacity would turn a road substitute into a direct domestic air-cargo rival. A failed raise would instead create a customer-acquisition opening for Qantas Freight.

This assessment rests on supplied headline metadata only. TGE's source ids (S426–S446) are absent from the SOURCE_POOL, so no verbatim citations were possible. Media momentum is moderate: 10 recent news items, the latest 3 weeks old, from AFR, ABC and trade press. The tone is dominated by financial stress (auditor warning, funding shortfall), executive churn (co-CEO appointment) and regional service backlash. The positives are an AI/tech narrative and the Western Sydney air freight launch, and they do not offset the capital risk. Brand mindshare is limited to navigational visibility, with no knowledge panel, no review-based trust capital and no AI Overview citations. The trajectory is downgraded from the classification's STABLE to DECLINING until the refinancing is resolved.

Toll Group

INDIRECT STABLE SUMMARY

Scaled logistics player; a marginal threat limited to Qantas freight.

KEY STRENGTH:

Toll has breadth and scale. It sells integrated road, rail, air, ocean and contract logistics across FMCG, healthcare, automotive, energy, and government and defence. Its brand name draws direct discovery, placing near the top for 'Toll Group Sydney', and it keeps steady trade and defence press coverage. That makes it a credible single-source alternative for shippers who might otherwise buy air freight for time-sensitive domestic cargo. None of Toll's source ids (S447-S468) appear in the supplied SOURCE_POOL, so this claim cannot be cited.

KEY WEAKNESS:

Toll's trust capital is fragmented and weak. The brand panel that appears for Toll is its recruitment arm, Toll People, rated 2.7 from 59 reviews. That is poor social proof, and it dilutes the logistics brand at the point of discovery. Toll has no local pack presence and no citation in AI answers, so its mindshare depends on brand-name demand, not category demand. Recent headlines also carry governance baggage, including leadership departures and a reported $6m sanctions settlement. There is no citable source in the SOURCE_POOL for these points.

RELEVANCE:

Toll is low relevance to Qantas's core passenger business, and client overlap is scored 1 of 10. It has no scheduled passenger product and no pull with travellers. The only real contest is Qantas Freight's time-sensitive domestic cargo, where road and rail can substitute for air on cost. Toll's government and defence logistics work could also compete for charter or freight budgets at the margins. This is a synthesis from the competitor data; no citable source is available.

WATCH FOR:

Watch Toll's expansion in government and defence logistics across the Indo-Pacific, following its reported new Philippines office. Contract wins there could divert defence charter and freight spend away from Qantas group capacity. There is no citable source in the SOURCE_POOL.

News momentum is moderate and current: 10 items, the latest dated 18 June 2026, from outlets including iTnews, Defence Connect and AFR. Headlines show continued investment in network modernisation, a Philippines defence office, hydrogen prime movers and a Kemps Creek hub. This is offset by leadership turnover and a reported sanctions settlement. Toll has no advertising pressure and no AI-answer citations, and its public reviews are weak at 2.7/5 from 59, tied to the Toll People entity. Net assessment: a steady incumbent, neither accelerating nor eroding. Evidence gap: Toll's source ids (S447–S468) are absent from the supplied SOURCE_POOL, so every claim in this summary is uncited synthesis based on the competitor data block.

Nexus Airlines

EMERGING | STABLE | SUMMARY

Subsidy-propped WA regional niche carrier; low threat, near-invisible brand.

KEY STRENGTH:

Its real asset is its relationship with the WA government, not its product. Supplied headlines show Nexus winning state aid, including AUD3.8m for the Inter-Regional Flight Network in April 2026. That gives it protected, contracted positions on remote WA routes that a commercial entrant would struggle to justify. State support for regional operators across WA is a live, category-wide theme.[230][133][131]

KEY WEAKNESS:

It has almost no independent mindshare. There is no brand panel, no organic visibility for its own name, no local presence, no captured customer trust (zero reviews) and no paid presence. Its news footprint is almost entirely government funding stories set against fuel-cost stress. The brand is defined by dependence on subsidy rather than by customer pull, which leaves it exposed if policy or fuel economics shift.[133][1]

RELEVANCE:

Low overall but non-zero at the edges. Overlap with Qantas is limited to remote and inter-regional WA sectors, a market Qantas itself is managing under cost pressure. Nexus cannot dent Qantas's trunk, international or loyalty economics. On thin state-contracted routes, however, it can lock Qantas-group regional services out of capped-fare tenders.[97]

WATCH FOR:

Watch WA state budget and Inter-Regional Flight Network allocations. Any expansion of Nexus's funded route set, or a Nexus win in a tender where a Qantas-group carrier competes, would signal it graduating from niche operator to a structural regional rival. A cut to its funding would signal likely retreat.[230][131]

AI assessment. The classification says GROWING, but the evidence does not support organic growth. News volume is decent (10 items, latest 23 Apr 2026, from trade and WA press), yet every headline concerns state aid, fuel levies and capped fares, not new routes or demand wins. The airline is not referenced in AI answers, holds no brand panel and has zero trust capital. Its own cited sources (S469–S478) are absent from the source pool and its website yielded no crawlable content, so conclusions rest on headline metadata and related WA market coverage. Net read: it is being held steady by government support, not expanding on its own commercial strength.

VietJet

EMERGING GROWING SUMMARY

Credible duopoly-breaker in waiting: pre-launch, unproven, but moving fast.

KEY STRENGTH:

The main strength is commercial velocity and media mindshare. Six national outlets, including The Australian, AFR, SMH and Nine, are covering it, with the latest story two days old. It has registered its first 737 MAX 8 in Australia, won Western Sydney Airport Take-Off Fund backing and has more than 100 aircraft on order. It already dominates brand-plus-Sydney discovery with route pages for Tokyo, Malaysia, Vientiane and Ha Long. For a carrier that has not launched domestically, it holds unusually strong visibility.

KEY WEAKNESS:

It has zero trust capital in Australia. There is no review base, no brand information panel, no local presence and no citation in AI-generated answers. It also has no domestic operating record, loyalty ecosystem or premium cabin proposition. Its brand is known for bikini-clad irreverence, which will not travel well with Australian corporate buyers. Everything hinges on regulatory approval it has not yet secured.

RELEVANCE:

Relevance to Qantas is high. VietJet is openly positioning to challenge Qantas and Virgin on Sydney, Melbourne and Brisbane routes. It would do so just as Qantas is lifting fares and cutting domestic capacity, which leaves a price-sensitive leisure gap for a low-cost entrant to exploit. Jetstar is most directly exposed. Qantas mainline premium and frequent-flyer corporate revenue is largely insulated in the near term.[97]

WATCH FOR:

Monitor two things: regulatory approval for the Australian domestic entity, and the identity of the 'local entity' leasing the registered 737 MAX 8. Approval plus a named local partner would turn this from speculation into a capital-city fare war, with Ho Chi Minh City-Western Sydney from 2027 as the international foothold.

Momentum is strongly upward, based on news volume and recency and on its hold over Sydney route-intent visibility. The signals are an aircraft registered in Australia, a pending domestic regulatory application, Western Sydney Airport Take-Off Fund support and a 2027 Ho Chi Minh City–Western Sydney launch. Trust capital is absent, and the threat stays latent until regulatory approval arrives. Note that none of VietJet's own source ids (S479–S498) appear in the supplied SOURCE_POOL, so competitor-specific claims are based on the supplied competitor data and carry no verbatim citations.

IndiGo

EMERGING GROWING SUMMARY

Distant India-route threat; possible oneworld partner, not a rival yet.

KEY STRENGTH:

Scale and loyalty momentum. As India's largest airline, IndiGo is building international credibility through a reciprocal loyalty partnership with Accor and reported oneworld membership talks. It already publishes Sydney airport and destination content aimed at outbound Indian travellers. None of this can be verified against the supplied evidence pool.

KEY WEAKNESS:

Thin Australian mindshare and zero trust capital here. It has no brand panel, no local presence, no review base and no mention in AI-generated answers. Most of its apparent news volume is unrelated real-estate listings that share the 'Indigo' name, so genuine Australian media attention is minimal. It also faces a home-market challenge from Adani's planned airline. This comes from the supplied SERP data, not verifiable pool evidence.

RELEVANCE:

Low to moderate, and confined to India-Australia international traffic. Qantas's growth energy is going into ultra-long-haul Project Sunrise and inbound tourism promotion. At the same time, Qantas is raising fares, which leaves room for a low-cost carrier to undercut it on price-sensitive India routes. IndiGo's own overlap claims could not be evidenced from the pool.[97, 81, 83]

WATCH FOR:

Watch for any IndiGo widebody schedule filing into Sydney, Melbourne or other Australian airports, and for a formal oneworld accession decision. Either would flip it from background noise to a direct fare-pressure or codeshare question for Qantas.

The 'growing' call rests on IndiGo's international expansion, the Accor loyalty tie-up and oneworld speculation, as shown in the supplied headline data. Its Australian footprint is currently negligible and news volume is inflated by real-estate noise. None of IndiGo's own source ids (S499–S510) exist in the SOURCE_POOL, so its claims are uncited and should be treated as unverified. It is not a priority threat today; reassess if an Australian route announcement appears.

REFERENCES

08 **Sources & Citations** REFERENCES ▾

230 CITED SOURCES · DRAWN FROM 531 CRAWLED

Every numbered superscript in this report links to an entry below. Each citation lists the source, who or what it relates to, and where to find it. Where a public URL exists, it's clickable; where a source is internal to the research process (e.g. a search-result snapshot), the link points to where it was captured. The full set of crawled sources is larger than the cited subset shown here - only sources the analysis directly drew on are listed.

1 Regional airlines' failures threaten to leave 3m Australians grounded

Rex Airlines · News mention of Rex Airlines · 17 July 2026

✓ VERIFIED *“Regional airlines’ failures threaten to leave 3m Australians grounded”*

2 Rex Airlines announces service cuts in Victoria and Tasmania

Rex Airlines · News mention of Rex Airlines · 21 May 2026

✓ VERIFIED *“Rex Airlines announces service cuts in Victoria and Tasmania”*

3 FIFO operator to cut flying hours, staff after Qantas deal

Skippers Aviation · News mention of Skippers Aviation · 1 month ago

✓ VERIFIED *“FIFO operator to cut flying hours, staff after Qantas deal”*

4 ‘Cash is critically low’: The words haunting Rex execs

Rex Airlines · News mention of Rex Airlines · 18 May 2026

✓ VERIFIED *“‘Cash is critically low’: The words haunting Rex execs”*

✓ VERIFIED *“‘Cash is critically low’”*

5 Link Airways pulls out of Shellharbour over rising costs

Link Airways · News mention of Link Airways · 8 May 2026

✓ VERIFIED *“Link Airways pulls out of Shellharbour over rising costs”*

6 Recapitalisation deal in the works for Qantas-backed Alliance Aviation

Alliance Airlines · News mention of Alliance Airlines · 1 month ago

✓ VERIFIED *“Recapitalisation deal in the works for Qantas-backed Alliance Aviation”*

✓ VERIFIED *“Qantas-backed Alliance Aviation”*

7 Jetstar to slug passengers for overhead bags

Jetstar · News mention of Jetstar · 1 month ago

✓ VERIFIED *“Jetstar to slug passengers for overhead bags”*

8 End of an era: Link Airways suspends flights from NSW regional city

Link Airways · News mention of Link Airways · 8 May 2026

✓ VERIFIED *“End of an era: Link Airways suspends flights from NSW regional city”*

9 Rex pares back Orange flights over winter

Rex Airlines · News mention of Rex Airlines · 15 June 2026

✓ VERIFIED *“Rex pares back Orange flights over winter”*

10 A Change In The Air For Mackay Travellers As Jetstar Mackay Route Suspension Sparks Regional Concern

Jetstar · News mention of Jetstar · 1 month ago

✓ VERIFIED *“Jetstar Mackay Route Suspension Sparks Regional Concern”*

✓ VERIFIED *“A Change In The Air For Mackay Travellers As Jetstar Mackay Route Suspension Sparks Regional Concern”*

11 Australia's Alliance Airlines reduces Qantas wet lease

Alliance Airlines · News mention of Alliance Airlines · 1 month ago

✓ VERIFIED *“Australia's Alliance Airlines reduces Qantas wet lease”*

12 Pilot 'unsure' which button was pressed before plane crashed in Broome

Skippers Aviation · News mention of Skippers Aviation · 2 June 2026

✓ VERIFIED *“Pilot 'unsure' which button was pressed before plane crashed in Broome”*

13 New Air North route connects Yellowknife, Edmonton, Whitehorse

Airnorth · News mention of Airnorth · 16 July 2026

✓ VERIFIED *“New Air North route connects Yellowknife, Edmonton, Whitehorse”*

14 Air North announces additional flights to and from Yellowknife

Airnorth · News mention of Airnorth · 1 month ago

✓ VERIFIED *"Air North announces additional flights to and from Yellowknife"*

15 **Increased airfares, reduced flights cause Kununurra concern**

Airnorth · News mention of Airnorth · 2 June 2026

✓ VERIFIED *"Increased airfares, reduced flights cause Kununurra concern"*

16 **Aero Dili from Darwin: Breaks pricing monopoly to Dili**

Airnorth · News mention of Airnorth · 19 May 2026

✓ VERIFIED *"Aero Dili from Darwin: Breaks pricing monopoly to Dili"*

17 **Virgin Australia flight search lands in ChatGPT marking a new era of AI-powered travel**

Virgin Australia · News mention of Virgin Australia · 10 June 2026

✓ VERIFIED *"Virgin Australia flight search lands in ChatGPT marking a new era of AI-powered travel"*

✓ VERIFIED *"Virgin Australia flight search lands in ChatGPT"*

18 **Sharp Airlines to link Launceston non-stop with King Island**

Sharp Airlines · News mention of Sharp Airlines · 9 Apr 2026

✓ VERIFIED *"Sharp Airlines to link Launceston non-stop with King Island"*

19 **Regional carrier Link Airways launches first-ever direct flights between Canberra and Launceston**

Link Airways · News mention of Link Airways · 6 May 2026

✓ VERIFIED *"Regional carrier Link Airways launches first-ever direct flights between Canberra and Launceston"*

20 **Holiday packages**

Sharp Airlines · Sharp Airlines website page

✓ VERIFIED *"Flights, accommodation, car hire, and unforgettable experiences - all in one place."*

✓ VERIFIED *"Island holiday packages, made simple"*

https://www.sharpairlines.com.au/holiday-package

21 **King Island**

Sharp Airlines · Sharp Airlines website page

✓ VERIFIED *" 2-Day Package . 3-Day Package"*

✓ VERIFIED *"Where wild nature meets world-class produce."*

https://www.sharpairlines.com.au/holiday-package/king-island

22 **Dreaming of a Cairns Wedding? - Airnorth**

Airnorth · Airnorth website page

✓ VERIFIED *"Dreaming of a Cairns Wedding?"*

https://www.airnorth.com.au/dreaming-of-a-cairns-wedding

23 **Kununurra's Best Kept Secrets - Airnorth**

Airnorth · Airnorth website page

✓ VERIFIED *"Kununurra's Best Kept Secrets"*

✓ VERIFIED *"Kununurra's Best Kept Secrets"*

https://www.airnorth.com.au/discover-kununurras-best-kept-secrets

24 **Paws aboard: Virgin Australia's first Adelaide Pets in Cabin flight takes off**

Virgin Australia · News mention of Virgin Australia · 23 June 2026

✓ VERIFIED *"Paws aboard: Virgin Australia's first Adelaide Pets in Cabin flight takes off"*

✓ VERIFIED *"Virgin Australia's first Adelaide Pets in Cabin flight takes off"*

25 **Animals and Pets - Skippers Aviation - Travelling with Freight**

Skippers Aviation · Skippers Aviation website page

✓ VERIFIED *"Animal & Pets - Freight"*

https://skippers.com.au/animals-and-pets

26 **Rex**

Rex Airlines · Rex Airlines website page

> ✓ VERIFIED *"Carriage of Live Animals"*
>
> ✓ VERIFIED *"Priority Baggage Rextra Legroom Safe Hand Baggage Queensland Freight"*
>
> ✓ VERIFIED *"Carriage of Live Animals Excess Baggage Musical Instruments Priority Baggage Rextra Legroom Safe Hand Baggage Queensland Freight Car Hire"*
>
> ✓ VERIFIED *"Rex's Jet Fleet Continues to Grow"*
>
> ✓ VERIFIED *"Where We Fly . Where We Fly . Destination Inspiration"*
>
> ✓ VERIFIED *"Carriage of Live Animals Excess Baggage Musical Instruments Priority Baggage Rextra Legroom Safe Hand Baggage Queensland Freight"*

https://www.rex.com.au/

---

27 Home - Airnorth

Airnorth · Airnorth website page

> ✓ VERIFIED *"Airnorth will introduce a fuel levy across all routes for new bookings"*
>
> ✓ VERIFIED *"TRAVEL Alert: Fuel Levy Update - Effective 01 April 2026"*
>
> ✓ VERIFIED *"From 01 April 2026, Airnorth will introduce a fuel levy across all routes for new bookings."*
>
> ✓ VERIFIED *"This reflects a sustained increase in global aviation fuel prices, driven by ongoing market volatility and supply disruptions."*
>
> ✓ VERIFIED *"The fuel levy has been calculated based on sector length and operating conditions across our network"*

https://www.airnorth.com.au/

---

28 Australian airline-first: Virgin Australia to offer eligible Flex ticket holders access to free same-day flight changes

Virgin Australia · News mention of Virgin Australia · 2 July 2026

> ✓ VERIFIED *"Virgin Australia to offer eligible Flex ticket holders access to free same-day flight changes"*
>
> ✓ VERIFIED *"Australian airline-first: Virgin Australia to offer eligible Flex ticket holders access to free same-day flight changes"*
>
> ✓ VERIFIED *"Flex ticket holders access to free same-day flight changes"*
>
> ✓ VERIFIED *"free same-day flight changes"*
>
> ✓ VERIFIED *"Australian airline-first"*

---

29 Economy Skynest™ | Lie-Flat Sleep Pods in Economy | Air New Zealand

Air New Zealand · Air New Zealand website page

> ✓ VERIFIED *"Skynest is an add-on"*
>
> ✓ VERIFIED *"Economy Skynest™ | Lie-Flat Sleep Pods in Economy"*

https://www.airnewzealand.com.au/economy-skynest

---

30 "No more neck pillows": Emirates rolls out world-first U-Dream headrest in economy cabins

Emirates · News mention of Emirates · 17 July 2026

> ✓ VERIFIED *"Emirates rolls out world-first U-Dream headrest in economy cabins"*
>
> ✓ VERIFIED *""No more neck pillows": Emirates rolls out world-first U-Dream headrest in economy cabins"*

---

31 Everything You Need to Know About Project Sunrise

Qantas · News mention of Qantas · 30 June 2026

> ✓ VERIFIED *"Project Sunrise is the codename for Qantas' initiative to operate the world's first long-haulnon-stop commercial flights from Sydney to London and New York"*
>
> ✓ VERIFIED *"Project Sunrise is the codename for Qantas' initiative to operate the world's first long-haulnon-stop commercial flights from Sydney to London and New York."*

---

32 Emirates offers neurodivergent passengers a practice run

Emirates · News mention of Emirates · 1 week ago

> ✓ VERIFIED *"Emirates offers neurodivergent passengers a practice run"*

---

33 Mobility Assistance - Skippers Aviation

Skippers Aviation · Skippers Aviation website page

> ✓ VERIFIED *"Travelling with a Carer . Requirements for Carer . Carriage of Wheelchair Passengers"*

https://skippers.com.au/mobility-assistance

---

34 Qantas and Virgin toppled: embattled underdog named Australia's favourite airline

Rex Airlines · News mention of Rex Airlines · 4 May 2026

✓ VERIFIED *“Qantas and Virgin toppled: embattled underdog named Australia's favourite airline”*

✓ VERIFIED *“embattled underdog named Australia's favourite airline”*

35 **New Rex owner spent $27m and fixed no planes**

Rex Airlines · News mention of Rex Airlines · 19 July 2026

✓ VERIFIED *“New Rex owner spent $27m and fixed no planes”*

36 **OPINION: Jetstar’s new carry-on policy is causing a stir - here’s why it might work**

Jetstar · News mention of Jetstar · 1 month ago

✓ VERIFIED *“Jetstar’s new carry-on policy is causing a stir”*

✓ VERIFIED *“Jetstar’s new carry-on policy is causing a stir - here’s why it might work”*

37 **Is Jetstar's new bag policy really just following the rest of the world?**

Jetstar · News mention of Jetstar · 1 month ago

✓ VERIFIED *“Is Jetstar's new bag policy really just following the rest of the world?”*

38 **Corporate**

Sharp Airlines · Sharp Airlines website page

✓ VERIFIED *“Work directly with experienced teams who can make decisions quickly - no call centres, no delays.”*

✓ VERIFIED *“Direct access to decision-makers”*

✓ VERIFIED *“Trusted by organisations where reliability matters most.”*

✓ VERIFIED *“Safety-led operations”*

✓ VERIFIED *“Flexibility when it matters”*

https://www.sharpairlines.com.au/corporate

39 **Alliance Airlines - Home**

Alliance Airlines · Alliance Airlines website page

✓ VERIFIED *“Safe. Reliable. On Time.”*

✓ VERIFIED *“Australia’s leading fly in fly out air services provider.”*

https://www.allianceairlines.com.au/

40 **Pilots requested plane with known defect before horror crash**

Skippers Aviation · News mention of Skippers Aviation · 1 June 2026

✓ VERIFIED *“Pilots requested plane with known defect before horror crash”*

41 **Autopilot steered Brisbane flight toward mountains after gear error**

Alliance Airlines · News mention of Alliance Airlines · 24 Apr 2026

✓ VERIFIED *“Autopilot steered Brisbane flight toward mountains after gear error”*

42 **Court orders Alliance Airlines to pay $602,000 over manual handling injury**

Alliance Airlines · News mention of Alliance Airlines · 4 July 2026

✓ VERIFIED *“Court orders Alliance Airlines to pay $602,000 over manual handling injury”*

43 **The world’s best airlines of the year, as voted by you**

Singapore Airlines · News mention of Singapore Airlines · 1 week ago

✓ VERIFIED *“The world’s best airlines of the year, as voted by you”*

44 **I flew in Cathay Pacific's newest Business Class cabin from Australia - here's what I loved**

Cathay Pacific · News mention of Cathay Pacific · 12 May 2026

✓ VERIFIED *“I flew in Cathay Pacific's newest Business Class cabin from Australia - here's what I loved”*

✓ VERIFIED *“Cathay Pacific's newest Business Class cabin from Australia”*

✓ VERIFIED *“I flew in Cathay Pacific's newest Business Class cabin from Australia”*

45 **Better connections for Aussies: Air New Zealand cuts June delays by 50% and lifts OTP**

Air New Zealand · News mention of Air New Zealand · 15 July 2026

✓ VERIFIED *“Air New Zealand cuts June delays by 50% and lifts OTP”*

✓ VERIFIED *"Better connections for Aussies: Air New Zealand cuts June delays by 50% and lifts OTP"*

46 Virgin cancels flights as 'exhausted and fed up' crew revolt

Virgin Australia · News mention of Virgin Australia · 4 days ago

✓ VERIFIED *"Virgin cancels flights as 'exhausted and fed up' crew revolt"*

47 Union to waive collecting Jetstar charges from passengers

Jetstar · News mention of Jetstar · 3 days ago

✓ VERIFIED *"Union to waive collecting Jetstar charges from passengers"*

48 Flights axed as carrier faces soaring fuel costs and falling demand

Link Airways · News mention of Link Airways · 7 May 2026

✓ VERIFIED *"Flights axed as carrier faces soaring fuel costs and falling demand"*

49 Regional airline slashes major Aussie routes

Rex Airlines · News mention of Rex Airlines · 22 May 2026

✓ VERIFIED *"Regional airline slashes major Aussie routes"*

50 Cathay Pacific axes Cairns-Hong Kong flights

Cathay Pacific · News mention of Cathay Pacific · 3 days ago

✓ VERIFIED *"Cathay Pacific axes Cairns-Hong Kong flights"*

51 Calling All Passengers: Qatar Airways Returns to South Australian Skies

Qatar Airways · News mention of Qatar Airways · 21 May 2026

✓ VERIFIED *"Calling All Passengers: Qatar Airways Returns to South Australian Skies"*

52 Virgin extends travel date for expiring COVID flight credits after criticism

Virgin Australia · News mention of Virgin Australia · 18 June 2026

✓ VERIFIED *"Virgin extends travel date for expiring COVID flight credits after criticism"*

53 Third time lucky? Interstate flight diverted twice in 24hrs

Airnorth · News mention of Airnorth · 4 June 2026

✓ VERIFIED *"Third time lucky? Interstate flight diverted twice in 24hrs"*

54 Now Jetstar wants to charge extra for overhead bags. What are your options?

Jetstar · News mention of Jetstar · 1 month ago

✓ VERIFIED *"Now Jetstar wants to charge extra for overhead bags. What are your options?"*

✓ VERIFIED *"Now Jetstar wants to charge extra for overhead bags"*

55 Air New Zealand Skynest: The first lie-flat bed for economy passengers is about to take off

Air New Zealand · News mention of Air New Zealand · 14 Apr 2026

✓ VERIFIED *"Air New Zealand Skynest: The first lie-flat bed for economy passengers is about to take off"*

✓ VERIFIED *"The first lie-flat bed for economy passengers is about to take off"*

56 Virgin Australia treats Aussie travellers to one million sale fares starting from $49*

Virgin Australia · News mention of Virgin Australia · 20 July 2026

✓ VERIFIED *"Virgin Australia treats Aussie travellers to one million sale fares starting from $49*"*

✓ VERIFIED *"one million sale fares starting from $49*"*

✓ VERIFIED *"sale fares starting from $49*"*

57 Link Airways | Official Website | Book Flights

Link Airways · Link Airways website page

✓ VERIFIED *"Velocity Frequent Flyer"*

✓ VERIFIED *"BOOK A TRIP Velocity Frequent Flyer Airport Lounge"*

✓ VERIFIED *"CANBERRA & NEWCASTLE"*

https://www.linkairways.com/

---

58 Virgin Australia drops unbelievable Economy X flash sale from $8*

Virgin Australia · News mention of Virgin Australia · 25 June 2026

✓ VERIFIED *"Virgin Australia drops unbelievable Economy X flash sale from $8*"*

✓ VERIFIED *"Economy X flash sale from $8*"*

---

59 Canberra to Bali: Virgin Australia's first-ever international flight from the nation's capital with $449 return sale*

Virgin Australia · News mention of Virgin Australia · 22 June 2026

✓ VERIFIED *"Canberra to Bali: Virgin Australia's first-ever international flight from the nation's capital with $449 return sale*"*

✓ VERIFIED *"Canberra to Bali: Virgin Australia's first-ever international flight from the nation's capital"*

✓ VERIFIED *"Virgin Australia's first-ever international flight from the nation's capital"*

✓ VERIFIED *"$449 return sale*"*

---

60 Virgin Australia takes off with major new NBL and WNBL partnership

Virgin Australia · News mention of Virgin Australia · 22 May 2026

✓ VERIFIED *"Virgin Australia takes off with major new NBL and WNBL partnership"*

✓ VERIFIED *"major new NBL and WNBL partnership"*

---

61 Google Knowledge Panel - Singapore Airlines

Singapore Airlines · Google Knowledge Panel for Singapore Airlines

✓ VERIFIED *"Google Knowledge Panel for Singapore Airlines"*

https://www.google.com/search?q=Singapore%20Airlines

---

62 Singapore Airlines sets launch of new first, business class

Singapore Airlines · News mention of Singapore Airlines · 3 weeks ago

✓ VERIFIED *"Singapore Airlines sets launch of new first, business class"*

---

63 New Singapore Airlines Lounge landing at Melbourne Airport

Singapore Airlines · News mention of Singapore Airlines · 24 June 2026

✓ VERIFIED *"New Singapore Airlines Lounge landing at Melbourne Airport"*

---

64 Emirates unveils 'personal space' perk for its cheaper cabins

Emirates · News mention of Emirates · 3 weeks ago

✓ VERIFIED *"Emirates unveils 'personal space' perk for its cheaper cabins"*

---

65 Emirates rolls out free Dubai hotel stays in stopover push

Emirates · News mention of Emirates · 23 June 2026

✓ VERIFIED *"Emirates rolls out free Dubai hotel stays in stopover push"*

---

66 Emirates Debuts Men's Rugby World Cup 2027 Livery in Sydney on Flagship A380

Emirates · News mention of Emirates · 1 week ago

✓ VERIFIED *"Emirates Debuts Men's Rugby World Cup 2027 Livery in Sydney on Flagship A380"*

---

67 Air New Zealand™ | Best NZ airfares from Australia

Air New Zealand · Air New Zealand website page

✓ VERIFIED *"Koru brings improved recognition and enhanced benefits for a seamless travel experience."*

https://www.airnewzealand.com.au/

---

68 Air NZ emerges from 'hangover' to take on Qantas' Sunrise challenge

Air New Zealand · News mention of Air New Zealand · 22 July 2026

✓ VERIFIED *"Air NZ emerges from 'hangover' to take on Qantas' Sunrise challenge"*

69 **Qatar Airways Completes Australia Comeback With Canberra Return**

Qatar Airways · News mention of Qatar Airways · 10 July 2026

✓ VERIFIED *"Qatar Airways Completes Australia Comeback With Canberra Return"*

70 **Qatar Airways returns to Adelaide, reconnecting South Australia to its global network**

Qatar Airways · News mention of Qatar Airways · 15 June 2026

✓ VERIFIED *"Qatar Airways returns to Adelaide, reconnecting South Australia to its global network"*

71 **Qatar Airways ramps up Australian flights**

Qatar Airways · News mention of Qatar Airways · 1 week ago

✓ VERIFIED *"Qatar Airways ramps up Australian flights"*

72 **Qatar Airways Qsuite review: Is it worth the hype?**

Qatar Airways · News mention of Qatar Airways · 23 July 2026

✓ VERIFIED *"Qatar Airways Qsuite review: Is it worth the hype?"*

73 **Cathay Pacific premium economy nears business - if you get this plane**

Cathay Pacific · News mention of Cathay Pacific · 15 July 2026

✓ VERIFIED *"Cathay Pacific premium economy nears business - if you get this plane"*

74 **All Flights from Sydney (SYD)**

Cathay Pacific · Organic search result for "Cathay Pacific Sydney" (position 2)

✓ VERIFIED *"Organic search result for "Cathay Pacific Sydney" (position 2)"*

https://flights.cathaypacific.com/destinations/en_AU/flights-from-sydney

75 **King Island gets first direct flights to Launceston with Sharp Airlines**

Sharp Airlines · News mention of Sharp Airlines · 10 Apr 2026

✓ VERIFIED *"King Island gets first direct flights to Launceston with Sharp Airlines"*

76 **Alliance Aviation shares surge 30% after revised Qantas wet lease deal**

Alliance Airlines · News mention of Alliance Airlines · 1 month ago

✓ VERIFIED *"Alliance Aviation shares surge 30% after revised Qantas wet lease deal"*

77 **'Strong demand' for new flights to this nation**

Jetstar · News mention of Jetstar · 1 month ago

✓ VERIFIED *"'Strong demand' for new flights to this nation"*

78 **Jetstar's new route to one of Asia's coolest destinations takes off**

Jetstar · News mention of Jetstar · 1 month ago

✓ VERIFIED *"Jetstar's new route to one of Asia's coolest destinations takes off"*

79 **Bumper Jetstar flight sale to Tasmania**

Jetstar · News mention of Jetstar · 24 July 2026

✓ VERIFIED *"Bumper Jetstar flight sale to Tasmania"*

80 **Singapore Airlines announces capacity boost at Adelaide Airport**

Singapore Airlines · News mention of Singapore Airlines · 27 July 2026

✓ VERIFIED *"Singapore Airlines announces capacity boost at Adelaide Airport"*

81 Qantas to fly non-stop from Sydney to New York in 2028

Qantas · News mention of Qantas · 3 days ago

> ✓ VERIFIED *"Qantas plans to start non-stop flights between Sydney and New York from mid-2028, offering a direct option that would cut at least three hours"*
>
> ✓ VERIFIED *"Qantas plans to start non-stop flights between Sydney and New York from mid-2028"*
>
> ✓ VERIFIED *"Qantas to fly non-stop from Sydney to New York in 2028"*

---

82 New Qantas plane sets record with mammoth 24-hour test flight

Qantas · News mention of Qantas · 29 July 2026

> ✓ VERIFIED *"New Qantas plane sets record with mammoth 24-hour test flight"*
>
> ✓ VERIFIED *"The specially built Airbus 350-1000ULR that will deliver Qantas' new Project Sunrise flights from late 2027"*

---

83 'Feels like home': Qantas taps Robert Irwin in tourism push

Qantas · News mention of Qantas · 4 days ago

> ✓ VERIFIED *"Qantas has teamed up with wildlife conservationist Robert Irwin and Tourism Australia to promote the country overseas"*

---

84 Qantas passes the OAIC's preliminary data breach test: what helped and what organisations should be doing now

Qantas · News mention of Qantas · 30 July 2026

> ✓ VERIFIED *"The outcome turned on Qantas' ability to demonstrate strong privacy governance, including regular supplier security assessments, mandatory cybersecurity"*
>
> ✓ VERIFIED *"The outcome turned on Qantas' ability to demonstrate strong privacy governance"*

---

85 Jetstar Airways - Australia

Jetstar · Organic search result for "Jetstar Sydney" (position 1)

> ✓ VERIFIED *"Jetstar Airways - Australia"*
>
> ✓ VERIFIED *"Organic search result for "Jetstar Sydney" (position 1)"*

https://www.jetstar.com/au/en/home

---

86 Link Airways scraps Shellharbour services

Link Airways · News mention of Link Airways · 7 May 2026

> ✓ VERIFIED *"Link Airways scraps Shellharbour services"*

---

87 Skippers Aviation - WA's truly regional Airline you can count on

Skippers Aviation · Skippers Aviation website page

> ✓ VERIFIED *"WA's truly regional Airline"*
>
> ✓ VERIFIED *"Skippers Aviation - WA's truly regional Airline"*
>
> ✓ VERIFIED *"Flight Schedules Laverton Leonora Meekatharra Mt Magnet Wiluna"*
>
> ✓ VERIFIED *"Capped Airfares"*

https://skippers.com.au/

---

88 Sharp Airlines unveils King Island flight boost

Sharp Airlines · News mention of Sharp Airlines · 24 June 2026

> ✓ VERIFIED *"Sharp Airlines unveils King Island flight boost"*

---

89 Air New Zealand Shares Fall To New Low as FY Loss Expected

Air New Zealand · News mention of Air New Zealand · 14 May 2026

> ✓ VERIFIED *"Air New Zealand Shares Fall To New Low as FY Loss Expected"*

---

90 Flights from Chicago (ORD) to Sydney (SYD) | Where we fly

Emirates · Organic search result for "Emirates Sydney" (position 1)

> ✓ VERIFIED *"Organic search result for "Emirates Sydney" (position 1)"*
>
> ✓ VERIFIED *"Flights from Chicago (ORD) to Sydney (SYD) | Where we fly"*

https://www.emirates.com/au/english/destinations/ord/syd/flights-from-chicago-to-sydney/

---

91 AirAsia Withdraws From Sydney As Cost Pressures Mount

AirAsia X · News mention of AirAsia X · 1 month ago

> ✓ VERIFIED *"AirAsia Withdraws From Sydney As Cost Pressures Mount"*

92 **Singapore Airlines' budget arm Scoot orders 11 Airbus A320neo family jets**

Scoot · News mention of Scoot · 7 May 2026

> ✓ VERIFIED *"Singapore Airlines' budget arm Scoot orders 11 Airbus A320neo family jets"*

93 **How to earn Velocity Points with Coles and Flybuys**

Flybuys · News mention of Flybuys · 23 June 2026

> ✓ VERIFIED *"How to earn Velocity Points with Coles and Flybuys"*

94 **Flight Centre Travel Group and Qantas champion corporate Australia's NDC shift**

Flight Centre Travel Group · News mention of Flight Centre Travel Group · 2 days ago

> ✓ VERIFIED *"Flight Centre Travel Group and Qantas champion corporate Australia's NDC shift"*

95 **Webjet looks cheap, but the bad news may not be over**

Webjet · News mention of Webjet · 21 May 2026

> ✓ VERIFIED *"Webjet looks cheap, but the bad news may not be over"*

96 **A Look Inside the New Spirit of Tasmania Ships**

Spirit of Tasmania · News mention of Spirit of Tasmania · 1 week ago

> ✓ VERIFIED *"A Look Inside the New Spirit of Tasmania Ships"*

97 **Qantas raises fares and cuts domestic flights as travel patterns shift due to Middle East turmoil**

Qantas · News mention of Qantas · 13 Apr 2026

> ✓ VERIFIED *"Qantas has lifted fares and cut domestic flights"*

> ✓ VERIFIED *"Qantas raises fares and cuts domestic flights as travel patterns shift"*

98 **Qantas ground crews vote in favour of possible strike action**

Qantas · News mention of Qantas · 3 weeks ago

> ✓ VERIFIED *"Some regional Qantas ground crews have voted in favour of taking industrial action"*

> ✓ VERIFIED *"Some regional Qantas ground crews have voted in favour of taking industrial action to demand better pay."*

99 **Travel information**

Sharp Airlines · Sharp Airlines website page

> ✓ VERIFIED *"Regional airports - what to expect"*

https://www.sharpairlines.com.au/travel-information

100 **Plan Your Trip | Air New Zealand Flight & Travel Information**

Air New Zealand · Air New Zealand website page

> ✓ VERIFIED *"Find out what entry visa and immigration requirements you need to meet before international travel."*

> ✓ VERIFIED *"Search for flights to New Zealand, Australia, the Pacific, Asia and North America."*

https://www.airnewzealand.com.au/plan

101 **Sharp Airlines announces expansion of Launceston-King Island services**

Sharp Airlines · News mention of Sharp Airlines · 23 July 2026

> ✓ VERIFIED *"Sharp Airlines announces expansion of Launceston-King Island services"*

102 **King Island to Melbourne flights secured**

Sharp Airlines · News mention of Sharp Airlines · 15 July 2026

> ✓ VERIFIED *"King Island to Melbourne flights secured"*

103 **Discover Broome's Pearl Paradise - Airnorth**

Airnorth · Airnorth website page

> ✓ VERIFIED *"Discover Broome's Pearl Paradise"*

> ✓ VERIFIED *"Dive into the world of pearls with these experiences."*

https://www.airnorth.com.au/discover-broomes-pearl-paradise

104 **Alliance Aviation (ASX:AQZ) Shares Face Balance Sheet Reset After Impairments**

Alliance Airlines · News mention of Alliance Airlines · 1 month ago

✓ VERIFIED *"Alliance Aviation (ASX:AQZ) Shares Face Balance Sheet Reset After Impairments"*

✓ VERIFIED *"Shares Face Balance Sheet Reset After Impairments"*

---

105 **Community blindsided as state govt extends Rex airline deal**

Rex Airlines · News mention of Rex Airlines · 1 month ago

✓ VERIFIED *"Community blindsided as state govt extends Rex airline deal"*

✓ VERIFIED *"state govt extends Rex airline deal"*

---

106 **Airfares worth sharing in the group chat: Virgin Australia launches international sale from $429 return***

Virgin Australia · News mention of Virgin Australia · 1 month ago

✓ VERIFIED *"Virgin Australia launches international sale from $429 return*"*

✓ VERIFIED *"international sale from $429 return*"*

---

107 **Jetstar gives Skywise a cousin to optimise fleet**

Jetstar · News mention of Jetstar · 3 weeks ago

✓ VERIFIED *"Jetstar gives Skywise a cousin to optimise fleet"*

---

108 **Community and Environment**

Jetstar · Organic search result for "Jetstar Sydney" (position 5)

✓ VERIFIED *"Organic search result for "Jetstar Sydney" (position 5)"*

https://careers.jetstar.com/life-at-jetstar/community-environment/

---

109 **Queensland Freight**

Rex Airlines · Rex Airlines website page

✓ VERIFIED *"Queensland Freight"*

https://www.rex.com.au/Products_Promo/Freight/Default.aspx

---

110 **https://www.rex.com.au/Products_Promo/RextraLegRoom/Default.aspx**

Rex Airlines · Rex Airlines website page

✓ VERIFIED *"Priority Baggage Rextra Legroom Safe Hand Baggage"*

https://www.rex.com.au/Products_Promo/RextraLegRoom/Default.aspx

---

111 **https://www.rex.com.au/FlightInfo/PriorityBaggage.aspx**

Rex Airlines · Rex Airlines website page

✓ VERIFIED *"Priority Baggage Rextra Legroom"*

https://www.rex.com.au/FlightInfo/PriorityBaggage.aspx

---

112 **Ex-Rex boss admits hiding news of airline's financial woes**

Rex Airlines · News mention of Rex Airlines · 20 May 2026

✓ VERIFIED *"Ex-Rex boss admits hiding news of airline's financial woes"*

---

113 **Rex Increases Wagga - Sydney Services**

Rex Airlines · Organic search result for "Rex Airlines Sydney" (position 6)

✓ VERIFIED *"Rex Increases Wagga - Sydney Services"*

https://www.rex.com.au/MediaAndPressClippings/ShowNewsWithoutHeader.aspx?nid=75&page=

---

114 **Baggage**

Rex Airlines · Rex Airlines website page

✓ VERIFIED *"Plan & Book Purchase Options Carriage of Live Animals Excess Baggage Musical Instruments Priority Baggage Rextra Legroom"*

https://www.rex.com.au/FlightInfo/BaggageAllowance.aspx?pos=pabpo

---

115 **Ex-transport minister John Sharp, directors cleared of breaching duties at Rex**

Rex Airlines · News mention of Rex Airlines · 30 June 2026

✓ VERIFIED *"Ex-transport minister John Sharp, directors cleared of breaching duties at Rex"*

---

116 **Where We Fly**

Alliance Airlines · Alliance Airlines website page

✓ VERIFIED *"Providing tailored aircraft charters for the resource industry and inbound and domestic group travel across Australia, New Zealand, the Pacific Islands and South East Asia."*

https://www.allianceairlines.com.au/where-we-fly

---

117 Aircraft Sales & Leasing

Alliance Airlines · Alliance Airlines website page

✓ VERIFIED *"Providing short and long-term leasing of aircraft for airline planning and capacity worldwide."*

https://www.allianceairlines.com.au/aircraft-sales-leasing

---

118 Alliance Aviation revises wet lease deal with Qantas previously flagged as 'commercially unviable'

Alliance Airlines · News mention of Alliance Airlines · 1 month ago

✓ VERIFIED *"Alliance Aviation revises wet lease deal with Qantas previously flagged as 'commercially unviable'"*

---

119 AQZ Communication Preference Form

Alliance Airlines · Organic search result for "Alliance Airlines Sydney" (position 6)

✓ VERIFIED *"AQZ Communication Preference Form . Organic search result for "Alliance Airlines Sydney" (position 6)"*

https://www.allianceairlines.com.au/docs/default-source/default-document-library/aqz-communication-preference-form.pdf?sfvrsn=96b51b9e_0

---

120 Aircraft Charters

Alliance Airlines · Alliance Airlines website page

✓ VERIFIED *"Providing premium aircraft charters throughout Australia, New Zealand, the Pacific Islands, and South East Asia."*

https://www.allianceairlines.com.au/aircraft-charters

---

121 Stewart Tully resigns as Alliance CEO

Alliance Airlines · News mention of Alliance Airlines · 1 month ago

✓ VERIFIED *"Stewart Tully resigns as Alliance CEO"*

---

122 The $369 ticket to Tassie: new direct flights open up Tasmania's wild north

Link Airways · News mention of Link Airways · 7 May 2026

✓ VERIFIED *"The $369 ticket to Tassie: new direct flights open up Tasmania's wild north"*

---

123 Archived Material and templates | Link Airways

Link Airways · Link Airways website page

✓ VERIFIED *"Velocity Frequent Flyer"*

https://www.linkairways.com/Archived-Material-and-templates

---

124 Destinations | Link Airways

Link Airways · Link Airways website page

✓ VERIFIED *"DESTINATIONS Armidale Biloela (Thangool) Brisbane Bundaberg Canberra Coffs Harbour Dubbo Hobart Inverell Launceston Melbourne Narrabri Newcastle"*

https://www.linkairways.com/destinations

---

125 Everywhere you can fly to from Canberra

Link Airways · News mention of Link Airways · 8 July 2026

✓ VERIFIED *"Everywhere you can fly to from Canberra"*

---

126 Regional airline reopens Canberra's direct link to NSW holiday town from 10 Sept

Link Airways · News mention of Link Airways · 9 July 2026

✓ VERIFIED *"Regional airline reopens Canberra's direct link to NSW holiday town from 10 Sept"*

---

127 Link Airways suspends Wollongong/Shellharbour flights

Link Airways · News mention of Link Airways · 13 May 2026

✓ VERIFIED *"Link Airways suspends Wollongong/Shellharbour flights"*

---

128 Airnorth charter supports SpaceX rocket retrieval

Airnorth · News mention of Airnorth · 1 month ago

✓ VERIFIED *"Airnorth charter supports SpaceX rocket retrieval"*

129 Hiking Adventures in Dili, Timor-Leste - Airnorth

Airnorth · Airnorth website page

✓ VERIFIED *"Discover the true beauty of Timor-Leste through an abundance of scenic hiking destinations."*

✓ VERIFIED *"Hiking Adventures in Dili, Timor-Leste"*

https://www.airnorth.com.au/hiking-adventures-in-dili-timor-leste

---

130 Get A Quote - Skippers Aviation

Skippers Aviation · Skippers Aviation website page

✓ VERIFIED *"Get A Charter Quote"*

https://skippers.com.au/get-a-quote

---

131 WA government pours $5m into essential regional flights

Skippers Aviation · News mention of Skippers Aviation · 21 Apr 2026

✓ VERIFIED *"WA government pours $5m into essential regional flights"*

---

132 Cessna 441 accident preliminary report

Skippers Aviation · News mention of Skippers Aviation · 2 June 2026

✓ VERIFIED *"Cessna 441 accident preliminary report"*

---

133 WA government throws regional aviation a lifeline

Skippers Aviation · News mention of Skippers Aviation · 8 Apr 2026

✓ VERIFIED *"WA government throws regional aviation a lifeline"*

---

134 Sharp Airlines | Regional Flights to King, Flinders Island & Charter

Sharp Airlines · Sharp Airlines website page

✓ VERIFIED *"Regional Flights to King, Flinders Island & Charter"*

✓ VERIFIED *"Connecting Australia for over 30 years"*

https://www.sharpairlines.com.au/

---

135 King Island air access boosted as Rex and Sharp Airlines expand services

Sharp Airlines · News mention of Sharp Airlines · 24 July 2026

✓ VERIFIED *"King Island air access boosted as Rex and Sharp Airlines expand services"*

---

136 Sharp Airlines to resume Melbourne-King Island flights for summer

Sharp Airlines · News mention of Sharp Airlines · 15 July 2026

✓ VERIFIED *"Sharp Airlines to resume Melbourne-King Island flights for summer"*

---

137 Koru Loyalty Programme | Air New Zealand

Air New Zealand · Air New Zealand website page

✓ VERIFIED *"Koru . Welcome to Koru . How it works . Earn Airpoints . Spend Airpoints"*

https://www.airnewzealand.com.au/koru

---

138 Book Flights with Air NZ plus Rental Cars, Hotels & more

Air New Zealand · Air New Zealand website page

✓ VERIFIED *"Book Flights with Air NZ plus Rental Cars, Hotels & more"*

https://www.airnewzealand.com.au/book

---

139 Cheap Flights to New Zealand | Air New Zealand - Australia

Air New Zealand · Air New Zealand website page

✓ VERIFIED *"Perth to Christchurch . Sydney to Auckland . Western Sydney International to Auckland"*

✓ VERIFIED *"Sydney to Auckland . Western Sydney International to Auckland . Sydney to Christchurch"*

https://www.airnewzealand.com.au/cheap-flights-to-new-zealand?o=PER&d=CHC

---

140 Rising fuel costs set to push Air New Zealand to full-year loss of up to $360m

Air New Zealand · News mention of Air New Zealand · 14 May 2026

✓ VERIFIED *"Rising fuel costs set to push Air New Zealand to full-year loss of up to $360m"*

---

141 Air New Zealand™ | Best NZ airfares from Australia

Air New Zealand · Organic search result for "Air New Zealand Sydney" (position 3)

✓ VERIFIED *"Organic search result for "Air New Zealand Sydney" (position 3)"*

https://www.airnewzealand.com.au/

142 **Air New Zealand set to refurbish its 777-300ER cabins**

Air New Zealand · News mention of Air New Zealand · 15 July 2026

✓ VERIFIED *"Air New Zealand set to refurbish its 777-300ER cabins"*

143 **Air New Zealand improves on-time performance across global network**

Air New Zealand · News mention of Air New Zealand · 22 July 2026

✓ VERIFIED *"Air New Zealand improves on-time performance across global network"*

144 **Singapore Airlines Is Bringing Premium Economy To Brisbane - Here's Everything You Need To Know**

Singapore Airlines · News mention of Singapore Airlines · 3 weeks ago

✓ VERIFIED *"Singapore Airlines Is Bringing Premium Economy To Brisbane"*

145 **'My first taste of business class has probably ruined flying for me'**

Singapore Airlines · News mention of Singapore Airlines · 27 Mar 2026

✓ VERIFIED *"'My first taste of business class has probably ruined flying for me'"*

146 **'World's best airline' officially dethroned**

Singapore Airlines · News mention of Singapore Airlines · 1 week ago

✓ VERIFIED *"'World's best airline' officially dethroned"*

147 **Emirates' new premium economy seat feature tackles the most awkward part of plane travel**

Emirates · News mention of Emirates · 3 weeks ago

✓ VERIFIED *"Emirates' new premium economy seat feature tackles the most awkward part of plane travel"*

148 **Emirates closes northern summer ahead of expectations, enters winter with strong bookings**

Emirates · News mention of Emirates · 1 week ago

✓ VERIFIED *"Emirates closes northern summer ahead of expectations, enters winter with strong bookings"*

149 **Emirates unveils wild new economy feature**

Emirates · News mention of Emirates · 22 July 2026

✓ VERIFIED *"Emirates unveils wild new economy feature"*

150 **Flights from Luanda (NBJ) to Sydney (SYD) | Where we fly**

Emirates · Organic search result for "Emirates Sydney" (position 6)

✓ VERIFIED *"Flights from Luanda (NBJ) to Sydney (SYD) | Where we fly"*

https://www.emirates.com/au/english/destinations/nbj/syd/flights-from-luanda-to-sydney/

151 **Passengers restrained on flight from Melbourne over 'threats'**

Qatar Airways · News mention of Qatar Airways · 2 weeks ago

✓ VERIFIED *"Passengers restrained on flight from Melbourne over 'threats'"*

152 **'Terrifying' incident aboard flight from Melb**

Qatar Airways · News mention of Qatar Airways · 2 weeks ago

✓ VERIFIED *"'Terrifying' incident aboard flight from Melb"*

153 **VIDEO: Jetstar and Qatar Airways near-miss at Sydney Airport**

Qatar Airways · News mention of Qatar Airways · 1 month ago

✓ VERIFIED *"VIDEO: Jetstar and Qatar Airways near-miss at Sydney Airport"*

154 **Women win payout from Qatar over airport ordeal**

Qatar Airways · News mention of Qatar Airways · 22 May 2026

✓ VERIFIED *"Women win payout from Qatar over airport ordeal"*

155 Review: Cathay Pacific Aria Business Class 777-300ER

Cathay Pacific · News mention of Cathay Pacific · 1 day ago

✓ VERIFIED *"Review: Cathay Pacific Aria Business Class 777-300ER"*

---

156 Flights from Sydney to Tokyo | SYD - NRT/HND

Cathay Pacific · Organic search result for "Cathay Pacific Sydney" (position 4)

✓ VERIFIED *"Flights from Sydney to Tokyo | SYD - NRT/HND"*

https://flights.cathaypacific.com/destinations/en_AU/flights-from-sydney-to-tokyo

---

157 Latest offers from Sydney | Airline Tickets

Cathay Pacific · Organic search result for "Cathay Pacific Sydney" (position 8)

✓ VERIFIED *"Latest offers from Sydney | Airline Tickets"*

https://www.cathaypacific.com/cx/en_AU/offers-from-sydney.html

---

158 AirAsia X's record $26.3b order for Airbus planes

AirAsia X · News mention of AirAsia X · 12 May 2026

✓ VERIFIED *"AirAsia X's record $26.3b order for Airbus planes"*

---

159 AirAsia X to keep lowering fares as jet fuel prices fall, CEO says

AirAsia X · News mention of AirAsia X · 21 June 2026

✓ VERIFIED *"AirAsia X to keep lowering fares as jet fuel prices fall, CEO says"*

---

160 AirAsia X to lower fares as fuel prices ease

AirAsia X · News mention of AirAsia X · 21 June 2026

✓ VERIFIED *"AirAsia X to lower fares as fuel prices ease"*

---

161 AirAsia X's signs US$19 billion agreement with Airbus for 150 Airbus A220s

AirAsia X · News mention of AirAsia X · 7 May 2026

✓ VERIFIED *"AirAsia X's signs US$19 billion agreement with Airbus for 150 Airbus A220s"*

---

162 AirAsia drops Sydney-Kuala Lumpur flights

AirAsia X · News mention of AirAsia X · 1 month ago

✓ VERIFIED *"AirAsia drops Sydney-Kuala Lumpur flights"*

---

163 AirAsia Group Clarifies Capital Raising and Fleet Optimisation Strategy

AirAsia X · News mention of AirAsia X · 3 weeks ago

✓ VERIFIED *"AirAsia Group Clarifies Capital Raising and Fleet Optimisation Strategy"*

---

164 AirAsia MOVE | Discover deals on flights, hotels, rides & more

AirAsia X · AirAsia X website page

✓ VERIFIED *"AirAsia MOVE | Discover deals on flights, hotels, rides & more"*

https://www.airasia.com/flight/en/gb?from=MEL

---

165 AirAsia MOVE | Discover deals on flights, hotels, rides & more

AirAsia X · AirAsia X website page

✓ VERIFIED *"AirAsia MOVE | Discover deals on flights, hotels, rides & more"*

https://www.airasia.com/flight/en/gb?from=PER

---

166 AirAsia makes history with record 150 Airbus A220 order and debuts new 160-seat aircraft

AirAsia X · News mention of AirAsia X · 7 May 2026

✓ VERIFIED *"AirAsia makes history with record 150 Airbus A220 order and debuts new 160-seat aircraft"*

---

167 Scoot's 'Everywhere Sale' is live with cheap flights from Australia to Asia from $165

Scoot · News mention of Scoot · 1 week ago

✓ VERIFIED *"Scoot's 'Everywhere Sale' is live with cheap flights from Australia to Asia from $165"*

---

168 Award-winning airline's flight sale to Bali, Japan and India from $270

Scoot · News mention of Scoot · 1 week ago

✓ VERIFIED *"Award-winning airline's flight sale to Bali, Japan and India from $270"*

169 This airline has a 'cheeky secret class' - and the upgrade costs just $45

Scoot · News mention of Scoot · 1 month ago

✓ VERIFIED *"This airline has a 'cheeky secret class' - and the upgrade costs just $45"*

170 Scoot unveils Spider-Man themed aircraft ahead of inaugural flight to Tokyo

Scoot · News mention of Scoot · 1 July 2026

✓ VERIFIED *"Scoot unveils Spider-Man themed aircraft ahead of inaugural flight to Tokyo"*

171 Forget Bali: Aussies can now fly to these under-the-radar Indonesian destinations from $233

Scoot · News mention of Scoot · 9 June 2026

✓ VERIFIED *"Forget Bali: Aussies can now fly to these under-the-radar Indonesian destinations from $233"*

172 Scoot places orders for 11 A320neo family aircraft as regional demand grows

Scoot · News mention of Scoot · 7 May 2026

✓ VERIFIED *"Scoot places orders for 11 A320neo family aircraft as regional demand grows"*

173 Flybuys crashes to 5th in loyalty rankings, Woolies grabs the crown; Subscription programs dominate as Aussies trim portfolios; AI shopping agents hit a 'trust nerve'

Flybuys · News mention of Flybuys · 18 May 2026

✓ VERIFIED *"Flybuys crashes to 5th in loyalty rankings, Woolies grabs the crown"*

✓ VERIFIED *"Flybuys crashes to 5th in loyalty rankings"*

174 Coles expands Flybuys points redemption to $100 off in-store shops

Flybuys · News mention of Flybuys · 16 July 2026

✓ VERIFIED *"Coles expands Flybuys points redemption to $100 off in-store shops"*

175 Coles makes paying with points 'faster and more flexible'

Flybuys · News mention of Flybuys · 15 July 2026

✓ VERIFIED *"Coles makes paying with points 'faster and more flexible'"*

176 Shoppers rejoice! Coles increases its point spend program

Flybuys · News mention of Flybuys · 16 July 2026

✓ VERIFIED *"Shoppers rejoice! Coles increases its point spend program"*

177 'Too little, too late': Aussies react to Coles' flybuys Xmas offer

Flybuys · News mention of Flybuys · 1 week ago

✓ VERIFIED *"'Too little, too late': Aussies react to Coles' flybuys Xmas offer"*

178 Coles in major Flybuys shake-up

Flybuys · News mention of Flybuys · 15 July 2026

✓ VERIFIED *"Coles in major Flybuys shake-up"*

179 Flight Centre bets on 'double-dip' loyalty to fuel youth expansion

Flight Centre Travel Group · News mention of Flight Centre Travel Group · 4 May 2026

✓ VERIFIED *"Flight Centre bets on 'double-dip' loyalty to fuel youth expansion"*

180 Flight Centre Travel Deals - Cheap Flights, Holidays, Cruises and More

Flight Centre Travel Group · Flight Centre Travel Group website page

✓ VERIFIED *"Your centre for travel.deals.business travel.insurance.tours.cruises.stays.holidays.flights.travel."*

✓ VERIFIED *"Introducing our new loyalty program World360 RewardsReceive exclusive offers and travel rewards"*

https://www.flightcentre.com.au/

181 Flight Centre App | Flight Centre

Flight Centre Travel Group · Flight Centre Travel Group website page

✓ VERIFIED *"483K+Downloads209K+Daily Users4.8Rating"*

https://www.flightcentre.com.au/app

182 Holiday Deals - Unique Travel Packages from Flight Centre

Flight Centre Travel Group · Flight Centre Travel Group website page

✓ VERIFIED *"Explore holidays by interestAdults OnlyAdventure & ActiveAll InclusiveAttractionsBeach"*

https://www.flightcentre.com.au/holidays

183 $50m hit: Flight Centre cuts FY26 profit as Middle East hits peak holiday travel

Flight Centre Travel Group · News mention of Flight Centre Travel Group · 17 June 2026

✓ VERIFIED *"$50m hit: Flight Centre cuts FY26 profit as Middle East hits peak holiday travel"*

184 Flight Centre Travel flags profit hit as headwinds mount

Flight Centre Travel Group · News mention of Flight Centre Travel Group · 25 May 2026

✓ VERIFIED *"Flight Centre Travel flags profit hit as headwinds mount"*

185 Flight Centre Shares Give Back Bounce as Middle April Profits Cut

Flight Centre Travel Group · News mention of Flight Centre Travel Group · 26 May 2026

✓ VERIFIED *"Flight Centre Shares Give Back Bounce as Middle April Profits Cut"*

186 Cheap Flights - Book Online Airline & Airfare Deals | Flight Centre

Flight Centre Travel Group · Flight Centre Travel Group website page

✓ VERIFIED *"Who are Flight Centre's trusted airline partners?Air CanadaAir New ZealandDelta Air LinesEmiratesEtihad AirwaysFiji AirwaysJetstarQantas"*

https://www.flightcentre.com.au/flights

187 Flight Centre backs blockchain payments play with US Blockskye investment

Flight Centre Travel Group · News mention of Flight Centre Travel Group · 20 May 2026

✓ VERIFIED *"Flight Centre backs blockchain payments play with US Blockskye investment"*

188 Gary Weiss tips another $1m into Webjet as ownership battle heats up

Webjet · News mention of Webjet · 23 June 2026

✓ VERIFIED *"Gary Weiss tips another $1m into Webjet as ownership battle heats up"*

189 Webjet | Your go-to for going places.

Webjet · Webjet website page

✓ VERIFIED *"Your whole trip, handled"*

https://www.webjet.com.au/

190 Webjet Hotels - Book Accommodation and Cheap Hotels Online | Webjet AU

Webjet · Webjet website page

✓ VERIFIED *"900,000+ places to rest your head."*

https://www.webjet.com.au/hotels

191 Holiday Package Deals | Webjet AU

Webjet · Webjet website page

✓ VERIFIED *"Flight and hotel holiday packages, perfectly paired to save you more."*

https://www.webjet.com.au/packages

192 Webjet | Your go-to for going places.

Webjet · Organic search result for "Webjet Sydney" (position 1)

✓ VERIFIED *"Webjet | Your go-to for going places."*

https://www.webjet.com.au/?srsltid=AU7gw4WS6fFoDyb95Dmy7B_MdBx5Tt5iiqe0nYexYCewAoxvscjbpAS5

193 Webjet CEO flags 'challenging' environment as Virgin cuts commissions

Webjet · News mention of Webjet · 20 May 2026

✓ VERIFIED *"Webjet CEO flags 'challenging' environment as Virgin cuts commissions"*

194 Webjet Group earnings fall 24pc as challenging conditions hit holiday bookings

Webjet · News mention of Webjet · 20 May 2026

✓ VERIFIED *"Webjet Group earnings fall 24pc as challenging conditions hit holiday bookings"*

195 Webjet Shares Hit New Low, Down 50% This Year as Virgin Australia Cuts Commissions

Webjet · News mention of Webjet · 21 May 2026

✓ VERIFIED *"Webjet Shares Hit New Low, Down 50% This Year as Virgin Australia Cuts Commissions"*

196 Webjet executives depart as legal battle and suitors loom

Webjet · News mention of Webjet · 30 Mar 2026

✓ VERIFIED *"Webjet executives depart as legal battle and suitors loom"*

197 Webjet has dropped a huge sale featuring Sydney to Melbourne return flights for $145

Webjet · News mention of Webjet · 1 month ago

✓ VERIFIED *"Webjet has dropped a huge sale featuring Sydney to Melbourne return flights for $145"*

198 Domestic Sale | Domestic Flight Specials | Webjet AU

Webjet · Webjet website page

✓ VERIFIED *"Domestic Sale | Domestic Flight Specials | Webjet AU"*

https://www.webjet.com.au/specials/domestic

199 Webjet braced for Virgin commissions blow ahead of earnings

Webjet · News mention of Webjet · 19 May 2026

✓ VERIFIED *"Webjet braced for Virgin commissions blow ahead of earnings"*

200 Spirit of Tasmania V arrives in Australia for final fit-out ahead of October service entry

Spirit of Tasmania · News mention of Spirit of Tasmania · 8 May 2026

✓ VERIFIED *"Spirit of Tasmania V arrives in Australia for final fit-out ahead of October service entry"*

201 Inside the new Spirit of Tasmania: a first look on board the 'floating hotels'

Spirit of Tasmania · News mention of Spirit of Tasmania · 1 week ago

✓ VERIFIED *"Inside the new Spirit of Tasmania: a first look on board the 'floating hotels'"*

202 Leather recliners, pet-friendly cabins: First look at new Spirit of Tasmania

Spirit of Tasmania · News mention of Spirit of Tasmania · 1 week ago

✓ VERIFIED *"Leather recliners, pet-friendly cabins: First look at new Spirit of Tasmania"*

203 Spirit Of Tasmania | Be A Spirited Traveller

Spirit of Tasmania · Spirit of Tasmania website page

✓ VERIFIED *"LATEST OFFER Adult fares from $49*"*

https://www.spiritoftasmania.com.au/

204 Spirit Of Tasmania Freight | Spirit Of Tasmania

Spirit of Tasmania · Spirit of Tasmania website page

✓ VERIFIED *"Daily freight services across Bass Strait - 7 days per week"*

https://www.spiritoftasmania.com.au/contact-support/freight

205 Full booking capacity for new Spirit of Tasmania ferries not yet available, ahead of first sailings

Spirit of Tasmania · News mention of Spirit of Tasmania · 2 weeks ago

✓ VERIFIED *"Full booking capacity for new Spirit of Tasmania ferries not yet available, ahead of first sailings"*

206 Spirit of Tasmania cuts ticket prices weeks before new vessels launch

Spirit of Tasmania · News mention of Spirit of Tasmania · 3 weeks ago

✓ VERIFIED *"Spirit of Tasmania cuts ticket prices weeks before new vessels launch"*

207 Concerning detail behind Tassie travel hike

Spirit of Tasmania · News mention of Spirit of Tasmania · 31 Mar 2026

✓ VERIFIED *"Concerning detail behind Tassie travel hike"*

208 Spirit Of Tasmania Booking | Spirit Of Tasmania

Spirit of Tasmania · Spirit of Tasmania website page

✓ VERIFIED *"ferry service to Devonport, Tasmania, and Geelong, Victoria"*

https://www.spiritoftasmania.com.au/before-you-sail/booking-your-ticket

---

209 Spirit of Tasmania guide 2026

Spirit of Tasmania · News mention of Spirit of Tasmania · 19 May 2026

✓ VERIFIED *"Spirit of Tasmania guide 2026"*

---

210 New Spirit of Tasmania tickets released

Spirit of Tasmania · News mention of Spirit of Tasmania · 1 week ago

✓ VERIFIED *"New Spirit of Tasmania tickets released"*

---

211 Spirit Of Tasmania Deals | Spirit Of Tasmania

Spirit of Tasmania · Spirit of Tasmania website page

✓ VERIFIED *"LATEST OFFER Adult fares from $49*"*

https://www.spiritoftasmania.com.au/pricing-offers/latest-offers

---

212 Discover Our Iconic Brands - Journey Beyond

Journey Beyond · Journey Beyond website page

✓ VERIFIED *"is the largest experiential tourism business in the country with iconic brands and experiences across Australia"*

✓ VERIFIED *"Embark on one of the most epic rail adventures in the world upon The Ghan or Indian Pacific."*

https://www.journeybeyond.com/brands

---

213 Aussie tourism icons sold to US firm

Journey Beyond · News mention of Journey Beyond · 1 week ago

✓ VERIFIED *"Aussie tourism icons sold to US firm"*

---

214 Journey Beyond: Unforgettable Australian Travel Experiences

Journey Beyond · Journey Beyond website page

✓ VERIFIED *"Welcoming Voyages Tourism Australia to the Journey Beyond Group"*

✓ VERIFIED *"Resorts & Lodges Ayers Rock Resort Monarto Safari Resort Reefsleep Reefsuites Sal Salis"*

https://www.journeybeyond.com/

---

215 K'gari resort set to be sold to US travel giant

Journey Beyond · News mention of Journey Beyond · 1 week ago

✓ VERIFIED *"K'gari resort set to be sold to US travel giant"*

---

216 Luxury rail just levelled up as Journey Beyond unveils new Aurora Australis Suites

Journey Beyond · News mention of Journey Beyond · 30 Mar 2026

✓ VERIFIED *"Luxury rail just levelled up as Journey Beyond unveils new Aurora Australis Suites"*

---

217 Google Knowledge Panel - Journey Beyond

Journey Beyond · Google Knowledge Panel for Journey Beyond

✓ VERIFIED *"Google Knowledge Panel - Journey Beyond"*

https://www.google.com/search?q=Journey%20Beyond

---

218 SRC-1

Journey Beyond · Organic search result for "Journey Beyond Sydney" (position 6)

✓ VERIFIED *"SRC-1"*

https://www.journeybeyond.com/src-1/

---

219 Experience Iconic Australian Train Journeys - Journey Beyond

Journey Beyond · Journey Beyond website page

✓ VERIFIED *"Experience Iconic Australian Train Journeys - Journey Beyond"*

https://www.journeybeyond.com/train-journeys

---

220 Australia's famous cross-country trains enter a new era of luxury

Journey Beyond · News mention of Journey Beyond · 9 Apr 2026

✓ VERIFIED *"Australia's famous cross-country trains enter a new era of luxury"*

221 **Jennifer Vandekreeke joins Journey Beyond as managing director, experiences & attractions**

Journey Beyond · News mention of Journey Beyond · 1 month ago

✓ VERIFIED *"Jennifer Vandekreeke joins Journey Beyond as managing director, experiences & attractions"*

222 **Australia's famous cross-country trains enter a new era of luxury**

Journey Beyond · News mention of Journey Beyond · 9 Apr 2026

✓ VERIFIED *"Australia's famous cross-country trains enter a new era of luxury"*

223 **Bus Tickets, Travel Passes & Packages | Greyhound Australia**

Greyhound Australia · Greyhound Australia website page

✓ VERIFIED *"Book your next trip on Australia's largest coach network"*

https://www.greyhound.com.au/

224 **Omio expands global ground transport network with Greyhound Australia partnership**

Greyhound Australia · News mention of Greyhound Australia · 1 month ago

✓ VERIFIED *"Omio expands global ground transport network with Greyhound Australia partnership"*

225 **Google Knowledge Panel - Greyhound Australia**

Greyhound Australia · Google Knowledge Panel for Greyhound Australia

✓ VERIFIED *"Google Knowledge Panel - Greyhound Australia"*

https://www.google.com/search?q=Greyhound%20Australia

226 **British backpacker left alone at night by Greyhound bus in outback**

Greyhound Australia · News mention of Greyhound Australia · 3 days ago

✓ VERIFIED *"British backpacker left alone at night by Greyhound bus in outback"*

227 **The $36 million loss behind greyhound racing in WA**

Greyhound Australia · News mention of Greyhound Australia · 30 Mar 2026

✓ VERIFIED *"The $36 million loss behind greyhound racing in WA"*

228 **How Greyhound plans to reconnect regional towns**

Greyhound Australia · News mention of Greyhound Australia · 23 July 2026

✓ VERIFIED *"How Greyhound plans to reconnect regional towns"*

229 **Greyhound coaches return to New England Highway after decade-long gap**

Greyhound Australia · News mention of Greyhound Australia · 22 July 2026

✓ VERIFIED *"Greyhound coaches return to New England Highway after decade-long gap"*

230 **Aviair, Nexus Airlines get Western Australia gov't fuel aid**

Skippers Aviation · News mention of Skippers Aviation · 15 Apr 2026

✓ VERIFIED *"Aviair, Nexus Airlines get Western Australia gov't fuel aid"*