

**From:** [REDACTED]  
**To:** [Seaplanes](#)  
**Subject:** ATT ANDREW SMITH  
**Date:** Saturday, 15 May 2021 12:38:46 PM

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Dear Andrew,

As a former Senior Manager of Singapore Airlines for 30 years, my last position ending in 2019 as Manager ACT due to the closure of the office, I am very happy to write down a few sales and marketing comments in relation to the proposed flights between Rose Bay and Lake Burley Griffin.

This is an exciting opportunity to offer a "different and romantic " transportation method between Sydney and Canberra vv suggesting a host of new packaged products to be promoted in each capital city, thus increasing potentially the number of " Higher yielding with greater disposable income" visitors to Canberra. People with high disposable income are often ready for new and different ideas. And this one is a new idea.

The dot points below are without any specific order but can be classified as supporting arguments:

- The flight will be at low altitude (I presume) and will be an hybrid product between a flight and an helicopter flight. It will be a very scenic flight, depending of the flight plans.
- Downtown to downtown service, or harbor to lake service.
- Initially thrice daily is rather optimistic in my opinion. It should start by a daily or a double daily.
- The proposed price of \$300 each way isn't an issue for this high end target market.
- The purchase of the "dry flight" should be make easily via the seaplane website and through travel agents with a commissionable product. Specific seat booking should be a expected product.
- On the ground products such as proposed circuits around CBR and the region should be put together by a local travel agent combining ground transportation, hotels and restaurants bookings, tours of vineyards, exclusive access to National Attractions Senior Management (such as Nick and Matt for instance) offering a level of access money can't buy. Such high end offerings are identical to products offered by AMEX Platinum and Centurion cards and Virtuoso travel agents.
- Seaplane local representation in CBR would be expected to promote the product to the trade, Embassies, Government Depts as well as being a customer service role to assist paxes (SYD or CBR based)
- For this product to be viable strong passengers support should be coming from SYD as well as CBR.
- In addition to Visit CBR, CBR Airport could be tapped in as they could assist in promoting triangular services using one way seaplane and the other way QF or VA.
- Etc.

I am convinced this product has "legs" after all the regulatory and other lobbies hurdles have been cleared.

Should you need further information beside this very superficial few points above,

please feel free to contact me.

Best regards.

Hugh Chevrant-Breton

HCB Consulting

