First direct Australia-Europe passenger service takes off
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The world's second-oldest airline operated its first "Kangaroo Route" service, from Sydney to London, in 1947, when it took four days and nine stops.

Joyce called the new Perth-London service a "game-changing route". Tourism officials hope the shortened travelling time will open up Australia's less-populated west coast to more domestic and international visitors.

A key concern for the Australian airliner has been beefing up comfort levels for the ultra-long journey, with passengers set to enjoy improved air quality, lower cabin noise and reduced turbulence.

Some passengers will also wear special monitors and devices so researchers from the University of Sydney can collect data on their sleeping and activity patterns, mental state, eating patterns and hydration before, during and after their long flight, Sydney's Daily Telegraph reported.

It is not the first time Qantas has undertaken a direct flight from Australia to Europe.

The carrier in 2015 flew a one-off charter service from Perth to Istanbul to take Australians to Turkey's Gallipoli to mark a centenary since troops from the Australian and New Zealand Army Corps (ANZAC) fought there in World War I.

Qantas also flew one non-stop passenger flight from London to Sydney in 1989 with a Boeing 747.

Some of the world's longest non-stop international flights include Qatar Airways' 14,535-kilometre Doha-Auckland service, Emirates' Dubai-Auckland 14,200-kilometre service, United Airlines' 14,000-kilometre Los Angeles-Singapore journey and Qantas' 13,800-kilometre Sydney-Dallas route.

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