01 March 2008

Tiger seen at Alice Springs Airport…

The first Tiger Airways passengers flew into Alice Springs today and were greeted by a friendly welcome from local tourism industry and community members.

Minister for Tourism, Kon Vatskalis, joined in the day’s festivities welcoming the inaugural passengers off their flight at the Alice Springs Airport.

“It is a great pleasure to be here today to see the first Tiger Airways flight arrive in Alice Springs,” said Mr Vatskalis.

“This new service will offer an additional 540 inbound seats for Alice Springs each week, which will not only boost visitor numbers into the Red Centre over the coming year, but provide Alice Springs residents a low cost opportunity to fly to Melbourne.

“As part of today’s welcome to the inaugural passengers, we have organised special gift bags for each traveller containing tourism operator specials, visitor guides, drink bottles, sunscreen and fact sheets on the great things to do in Alice Springs.

“I want to thank the local operators, Tourism Central Australia and the Alice Springs Town Council for the contribution and effort in creating this impressive arrival event.”

The Northern Territory Government has promoted Alice Springs as a holiday destination extensively within Australia throughout February in the build up to this inaugural flight, as part of the 2008 Alice Springs marketing campaign.

As part of the campaign the new flights will continue to be promoted in Melbourne’s weekly MX magazine through weekly advertising spots and an Alice Springs wrap-around cover advertisement on their March 4 edition.
This will be coupled with an NT Government cooperative advertising campaign in regional Victoria in mid-March, enabling Alice Springs tourism operators to promote their products to Victorians.

Media contact: Nikola Lekias 0438 323660

Fresh Ideas, Real Results