08 March 2010

Virgin Blue to Uluru

Visitors travelling from Sydney will now be able to hop a flight to Uluru every day when Virgin Blue starts its direct flights from 2 August this year.

Minister for Tourism Malarndirri McCarthy today applauded Virgin Blue on expanding its network into the Northern Territory.

“This will go a long way in supporting local operators in Uluru and surrounding areas,” said Ms McCarthy.

“Virgin Blue’s decision shows the growing interest Uluru has for the domestic and international visitors wanting to experience its rich history and traditions.

“Visitors coming from the national hub will now be able to come to Uluru non-stop for the first time and experience Australia’s most recognised icon.

“This new service will potentially bring more than 45,000 visitors to Central Australia and will capitalise on the Territory Government’s Red Centre marketing campaign.

“The Red Centre is showing its true colours and a couple of weeks ago Longitude 131 won the hotly contested Qantas Australian Tourism Award in the ‘Unique Accommodation’ sector.

“I look forward to meeting new Virgin Blue CEO, John Borghetti and to explore other opportunities such as extending the Virgin Blue network to incorporate Alice Springs.”

Media Contact: Ursula Raymond  0457 825 507