Virgin’s new plane “Mindil Beach” touches down

Virgin Australia’s newest aircraft “Mindil Beach” touched down in Darwin today marking the airline’s first daily flight from Sydney to Darwin.

Chief Minister Paul Henderson and Minister for Tourism Malarndirri McCarthy welcomed the flight as part of Virgin Australia’s significant investment and expansion into the Territory.

“We’ve always known Mindil Beach has been attracting visitors from around the globe for many years and now our much-loved Mindil Beach has its very own aircraft named after it,” Henderson said.

“The Territory has a very bright future as we move into a period of major economic growth and I’m delighted Virgin Australia has recognised this and invested in expanding their services here.

“Virgin’s investment in the Territory comes after a significant effort over a number of years to bring more Virgin flights to the Territory.

“More competition in the airline industry means cheaper flights for Territory families and this additional service from Sydney to Darwin bring an additional 1000 seats a week for Territorians.

“This new Virgin flight builds on a significant investment by Virgin in recent years including bringing the Silk Air alliance to the Territory, and plans to establish a passengers’ lounge at Darwin Airport.

“I’m pleased Virgin CEO John Borghetti has accepted my invitation to bring the entire Virgin Australia Board here to see first have the opportunities on offer in the Territory.

“As part of the visit I will be providing the Virgin Australia Board with a full briefing on our growing major resources industry, the Darwin Airport terminal expansion as well as tourism developments like SkyCity, the Waterfront and eco-wilderness resorts,” he said.

Ms McCarthy said to leverage off the new flights the Territory Government will promote the new service in cooperation with Virgin Australia, as well as run a Darwin campaign to coincide with the new flights.

“This is part of our 2030 Territory target to increase the number of domestic and international aviation passengers to Darwin by 50 per cent,” Minister McCarthy said.

“People can fly Virgin to Darwin from Perth, Brisbane, Melbourne and now Sydney, as well as taking off from Sydney to Uluru.

“The marketing partnership with Virgin Australia kicks off today with a fantastic advertising program supported by attractive sale air fares to Darwin.

“Darwin will be promoted as a must see destination through eye catching outdoor advertising in Sydney, Melbourne and Brisbane backed up by large colour ads in the Sydney Morning Herald, The Age and The Sunday Mail.

“The campaign includes a special waterfall installation on display at Westfield Sydney promoting Darwin and the new flights to the thousands of people passing by daily.

www.nt.gov.au
“In addition to the outdoor and experiential advertising, a digital advertising program will engage consumers on popular websites including Fairfax digital, Yahoo7 and NineMSN promoting the sale airfares.”

To view the sale fares visit [www.virginaustralia.com](http://www.virginaustralia.com)

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