HARD WORK PAYS OFF WITH JAPANESE CHARTER FLIGHTS TO LAND IN ALICE SPRINGS

In Alice Springs to attend ATEC, Chief Minister and Tourism Minister, Clare Martin, said that the arrival of the first of two direct charter flights - from Tokyo and Osaka to Alice Springs - tomorrow morning will provide a boost to the local tourism industry (the other arrives on 2 May).

The flights are being run by one of the oldest and most-respected Japanese wholesalers, Nippon Travel Agency (NTA). They will carry a total of 746 passengers and will be operated by Japan Airlines (JAL) as part of a worldwide charter program in 2005 for NTA’s 100th year anniversary celebrations.

The marketing/advertising in Japan was supported by Government through the NT Tourist Commission (NTTC) who contributed $100,000 and the campaign was held in conjunction with Tourism Australia.

Significantly, Alice Springs is their only Australian destination.

“These charters flights are great news for the Central Australian tourism industry,” she said.

“Attracting new flights to the Territory is a high priority of my Government and, during my tourism meetings in Japan last year, a number of airlines and travel agents expressed strong interest in the Territory and its nature experiences.

“Charter flights help drive economic growth and keep the Territory moving ahead because more tourists mean more job and business opportunities.”

Ms Martin said that Government has been working closely with NTA and JAL to build a sustainable business case to operate between two to three charter flights in the traditionally busy period, Golden Week, which is Japan's longest holiday period for outbound travel from Japan.

The packages have been developed to cater for three nights in Central Australia with the Japanese visitors expected to inject over $500,000 into the local economy.

“The two jumbo flights will operate on 747-400 aircraft and marks the inaugural flight for Japan Airlines to Alice Springs,” she said.

“Now they have seen what is on offer, we are confident of securing additional flights in the near future.”

Media Note: The first of the charter flights to Alice arrive Friday, 29 April at 6:25am
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