



NORFOLK
ISLAND

MEDIA RELEASE

Norfolk Air launches Brisbane TV campaign

Norfolk Air will commence a two-week television advertising campaign on three commercial channels in Brisbane next week. The airline has commissioned three 30-second and three 15-second commercials featuring stunning shots of Norfolk Island scenery and highlighting the increased number of flights between Norfolk Island and three Australian destinations.

General Manager of Norfolk Air, Ewan Wilson, said that the commercials were aimed at three diverse segments of the tourist market, featuring adventure touring, family holidays and experiences for higher-income seniors.

Mr Wilson said that the campaign also marked a significant stage in the growth of Norfolk Air as a regional airline, as it was the first time that it had combined destination advertising with the branding of Norfolk Air. The airline now has its own website at www.norfolkair.com, which incorporates route maps, schedules and a booking facility. The frequency of flights and expansion of destinations has also added to this important phase of establishing Norfolk Air's brand.

"We are very excited about this new campaign", Mr Wilson said. "Norfolk Air is rapidly expanding its schedule of services, and we are now looking to complement the efforts of Norfolk Tourism to introduce our beautiful island destination to a wider spectrum of the Australian community".

Mr Wilson said that the advertisements will run on the 7, 9 and 10 Networks in Brisbane, commencing on Monday 23 April. Norfolk Air will assess the results of the campaign with a view to similar advertising efforts in other markets in the future.

Further information is available from Norfolk Air on + 6723 22001 (ext 111) or by email to norfolkair@admin.gov.nf

19 April 2007