



## NORFOLK AIR - MEDIA RELEASE

### **Norfolk Air introduces “Bounty” Business Class**

Norfolk Air has announced that it will introduce a business class product on all flights from the 1<sup>st</sup> of September 2007. The new business class will be known as ‘Bounty Class’ and will reflect Norfolk’s proud history. CEO of the Airline Ewan Wilson said, “as an airline we really wanted to introduce an innovative, fresh and world leading business class product which will include priority check-in, increased baggage allowance, access to business lounges, a comfortable business class seat and world-class food and in-flight entertainment. We could not think of a more appropriate name than ‘Bounty’ as it reflects the historical past of Norfolk Island while embracing the bountiful inclusions in this world-class product.”

The new class of service will see business class passengers receive individual DVD players with latest movie releases as well as three choices of main meal. Where possible, product produced on the island will be used and complemented with both New Zealand and Australian wines.

Seats are on sale effective immediately and the one-way fare is \$700.00 plus tax. Airline Liaison Officer Becky Nobbs said, “a review of the market indicates that there will be demand for this premium product and we are hoping that this will lead to high-yielding tourists visiting the island. As part of the new product launch we are introducing Norfolk Air’s own frequent flyer program, ‘Bounty Club’, which will initially only be available to business class passengers where if they buy 8 sectors, the 9<sup>th</sup> sector will be free of charge, plus tax. All they have to do is retain their boarding passes to qualify for their free one-way sector. There will be no time limit for accumulating the 8 sectors, nor for utilising the free 9<sup>th</sup> sector.”

Further information is available from Norfolk Air on + 6723 23787 or 22001 (ext 110) or by email to [norfolkair@admin.gov.nf](mailto:norfolkair@admin.gov.nf)

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