



## MEDIA RELEASE

### **Norfolk Air to launch services to Melbourne**

Norfolk Air will become the newest international airline to fly into Melbourne when direct flights begin to Norfolk Island on 19 October 2007. Visitors from Victoria, Tasmania and South Australia presently make up about 16% of all arrivals to the Island, and the direct connection is designed to build on that share by providing the convenience of a more direct service.

The new non-stop service will leave Melbourne International Airport at 12.50pm every Friday and arrive on the island at 5.50pm local time. Return flights will leave at 8.00am on Fridays and arrive in Melbourne at 11.50am after a brief Sydney stopover.

“We believe the convenience of a direct flight will attract more visitors,” said Norfolk Air General Manager Ewan Wilson. “Although the non-stop sector will be outbound initially, we plan to offer a totally non-stop service when we replace our present Boeing 737-200 with a new aircraft in 2008”. Mr Wilson said that bookings for the new Melbourne service, which is to include eight Bounty Class (business) seats, will be available via [www.norfolkair.com](http://www.norfolkair.com) and licensed travel agents.

“We’re planning to launch a marketing campaign and road show with Norfolk Island Tourism to get the word out about the new service as quickly as possible,” he added.

Norfolk Tourism General Manager Steve McInnes said he was delighted with the move to Melbourne flights because of the importance of the southern markets.

“Norfolk Island appeals to Victorians, South Australians and Tasmanians because it is one of the most affordable international destinations available and holds great appeal for families and nature and heritage lovers,” he added.

“The island offers a vast range of tours and activities, and its affordability means holidaymakers can stay longer, making the Friday flights ideal for those wanting to get away for a week or more.”

Holiday packages to Norfolk Island from Melbourne using the new service are already on sale in Australia for travel up to 31 March 2008. It is expected that wholesalers will be producing further offers in the near future. More information on the new Melbourne services can be obtained from the Norfolk Air office on 23787 or at [www.norfolkair.com](http://www.norfolkair.com).

20 July 2007

---

Contact: Norfolk Air, Kingston, Norfolk Island 2899. Telephone: 6723 23787  
Voicemail 6723 22001 (ext 111)  
Fax: 6723 23786  
Email: [norfolkair@admin.gov.nf](mailto:norfolkair@admin.gov.nf)