



Norfolk Air Announces Super Low Sydney-Melbourne fare from \$1

Budding South Pacific carrier Norfolk Air today announced the lowest fare ever struck for one of the world's busiest trunk routes, Sydney-Melbourne.

"Travellers will be able to buy a one way ticket from Sydney to Melbourne for just \$1 including tax, said Norfolk Air General Manager Ewan Wilson.

The announcement follows a decision by the Norfolk Island-based carrier to begin direct flights from Melbourne on October 19, removing the need for passengers having to travel through Sydney to reach the tiny island 1600km east of Sydney.

"The direct service will leave Melbourne for Norfolk Island each Friday, and the special Sydney-Melbourne fare will be available for seats that are unsold on return flights that will include a Sydney stopover for operational reasons.

"We are happy to make those seats available for a nominal fee on the busiest day of the week to passengers wanting the cheapest possible seats to Melbourne, making the booking in a simple process via www.norfolkair.com and hopefully using the savings to buy a Norfolk Island holiday the next time they need a well-earned break.

"Sydney-Melbourne is the main game in Australia yet we're seeing Qantas and Virgin Blue just throwing feathers at each other and don't even know if Tiger Airways is going to chance its hand on the route."

Mr Wilson said Norfolk Air was delighted with the progress it had made since entering the route as an Ozjet charter two years ago, and was determined to use every means at its disposal to promote the tiny Pacific outpost.

"When we set up in partnership with the Norfolk Island Government to provide regular flights to Australia numbers were down and the economy was haemorrhaging. Since then we've increased capacity out of Sydney and Brisbane, successfully launched a direct service into Newcastle and seen visitor numbers rise by 22 per cent for the financial year just ended."

Mr Wilson said visitors from Victoria, Tasmania and South Australia presently made up 16 per cent of all arrivals to Norfolk Island, and he expected the new Melbourne services to rebuild numbers from those markets and set the island firmly on course to achieve its target of 40,000 annual arrivals from Australia by the 2008-09 financial year.

The new Melbourne flights will feature a two-class service offering an economy cabin and eight Bounty Class (business) seats. Flights 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 8am on Fridays and arrive in Melbourne at 11.50am after a brief Sydney stopover at Sydney's international terminal.

Melbourne-Norfolk Island flights can be booked at www.norfolkair.com and licensed travel agents while the Sydney-Melbourne connections are only available via www.norfolk.com.

Media contacts:

Bill Gray/Larissa Kaye
Issued: July 25, 2007.

MG Media Communication

02 9904 0011