



MEDIA RELEASE

Norfolk Air's Melbourne service set to start

Weekly Friday services to and from Norfolk Air's newest destination will commence when the first flight leaves Norfolk Island for Melbourne at 8.00 a.m. on Friday 19 October 2007. The flight will make a brief stopover in Sydney, and is due to arrive in Melbourne at 11.50am local time. The return non-stop service will leave Melbourne International Airport at 12.50pm every Friday and is scheduled to arrive on the Island at 5.50pm local time.

Norfolk Air and Norfolk Tourism have arranged a gala programme for the first flight, including a reception for invited guests at Tullamarine Airport, displays about Norfolk Island attractions, giveaways for passengers and extensive media coverage. Geoff Gardner, Minister for Tourism and Health and Neville Christian, Minister for Finance, together with Norfolk Air Acting General Manager Becky Nobbs and Norfolk Tourism's Steve McInnes will each travel on one or more of the flights to welcome passengers and will take part in the festivities in Melbourne.

Visitors from Victoria, Tasmania and South Australia presently make up about 16% of all arrivals to Norfolk Island, and the new Norfolk Air service is designed to build on that share by providing the convenience of a more direct connection.

When the service was announced earlier in 2007, Norfolk Air Chief Executive Ewan Wilson said that he believed that the convenience of a direct flight would attract more visitors. "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.

Norfolk Tourism General Manager Steve McInnes said he was delighted with the introduction of 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," Mr McInnes said.

Bookings for the Melbourne service have been strong, but there are still some economy and Bounty Class (business) seats available on the first flight outbound from Norfolk Island. Reservations may be made via www.norfolkair.com and licensed travel agents.

"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."

More information on the new Melbourne services can be obtained from the Norfolk Air office in Burnt Pine or by telephone on 23787.

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