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Melbourne, 12 April 2011

Jetstar takes off to Cairns and Tropical North Queensland

- One way JetSaver Light fares from NZD $99# at Jetstar.com

Low fares leader Jetstar expands its trans Tasman operations from Auckland today, with a new three-times weekly return service to Cairns.

The new service marks the strong continued growth of Jetstar's international network from its Auckland hub, which includes a combined total of up to three services daily to Sydney, Melbourne and the Gold Coast, as well as a long-haul, low cost service to Singapore from Auckland that commenced this year.

Jetstar Australia and New Zealand Chief Executive Officer David Hall said the new services offered Kiwi travellers additional low fares to travel to their favourite Australian destinations, while supporting more opportunities for the development of New Zealand's tourism industry.

Jetstar today launched the new service with one-way JetSaver Light sale fares from Auckland to Cairns from NZD$99# (JetSaver Light fares* – carry-on baggage only) at Jetstar.com. (Terms and Conditions apply#).

"Cairns is the gateway to tropical North Queensland – a winterless getaway many Kiwis enjoy, which offers so many experiences, from beautiful beaches to World Heritage nature," Mr Hall said.

"With the start of these new, low cost services from Auckland, more Kiwis will be able to enjoy all the region has to offer for less."

Jetstar's expanding Cairns hub currently serves 95 weekly return services to seven Australian cities.

"This new service provides great opportunity for the Auckland tourism industry. Australia is NZ's largest inbound tourism market, with each Aussie holidaymaker spending on average NZD$1603 per visit. Based on these figures from the NZ Ministry of Tourism, this new service has the potential to generate up to NZD$40 million for the local economy," Mr Hall said.

Mr Hall said Cairns was also the gateway to the fast developing tourism markets of Asia, with the new Jetstar route providing more opportunities for the development of Auckland's – and New Zealand's tourism industry.

"Jetstar has been working hard to develop Cairns as a key hub for inbound tourism from Asia," Mr Hall said.

"Jetstar is now the largest low cost airline in South East Asia, giving us more reach, and greater opportunity to bring more visitors from these fast growing and highly mobile regions to experience everything New Zealand has to offer."

From Cairns, Jetstar offers international connections to destinations including Osaka, Tokyo and Singapore (via Darwin).

The airline recently launched a multi-million dollar campaign, in conjunction with Tourism New Zealand and Auckland Airport, to promote New Zealand to fast-growing leisure travel markets in Asia. Featuring Singapore media personality Joanne Peh, the campaign highlights a wide range of Auckland attractions.

The new direct service is a further example of Jetstar's commitment to providing family friendly air travel. Jetstar is currently a finalist for a Family Friendly Airline Award through Kids First Fund – a US based organisation devoted to helping kids in need across the world.

Simon Moutter, Auckland Airport chief executive, said, "The new Jetstar Cairns service is a terrific addition to their ever-growing portfolio of destinations. This new Cairns service opens up the world-heritage attractions of Tropical North Queensland to many more travellers, and will help boost tourism and trade between Queensland and New Zealand"

Jetstar was the first low fares airline in the region to offer a Customer Charter, the Jetstar Customer Guarantee. For more information, visit Jetstar.com.

The new service is covered by the Jetstar Price Beat Guarantee, whereby Jetstar will beat any competitor by 10 percent. For more information, visit Jetstar.com

Cairns is the 8th city to be connected to Auckland via Jetstar's growing international and domestic network.

About Jetstar

About Jetstar Group

Jetstar first took to the skies in 2004 and has since flown more than 350 million customers across an extensive international and domestic network. The Jetstar Group is made up of Jetstar Airways (subsidiary of the Qantas Group) in Australia and New Zealand, Jetstar Asia in Singapore, and Jetstar Japan in Japan. A leading low-fares airline, Jetstar is committed to offering everyday low fares to enable more people to fly to more places, more often. As one of Asia Pacific's fastest-growing airline brands, Jetstar was voted Best Low-Cost Airline in Asia Pacific in 2021 and was recognized for its excellent flight safety records and services when listed on the "2022 World's Top 10 LCC" released by Airline Ratings.

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