

Melbourne, 26 September 2012



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Newsroom

# Aussies encouraged to take a different view of Christchurch

- Jetstar sale fares drive Christchurch & Canterbury Tourism “Reimagined campaign”
- More than 130,000 additional seats into Christchurch on domestic services
- Australians encouraged to have a weekend away on New Zealand’s South Island

Jetstar is encouraging Australians to take advantage of special sale fares to Christchurch as the airline supports Christchurch and Canterbury Tourism’s “Reimagined” campaign.

David Hall, CEO of Jetstar Australia and New Zealand said there was no better time for Australians to make a visit to the South Island as the community continues to rebuild.

“More than 260 accommodation providers are open and the city is now home to distinctive pop-up cafes, restaurants and bars,” Mr Hall said.

“Jetstar recently announced new frequencies from Auckland and Wellington to Christchurch providing more than 130,000 additional seats every year. And across the Tasman, we operate 17 return weekly services from Melbourne, Sydney and the Gold Coast.

“The city is home to many Jetstar staff and we are proud to stand by Cantabrians as city continues to rebuild. In the past financial year, Jetstar recorded one million passenger movements in and out of Christchurch and we hope many people take advantage of our low fares to visit the city and wider region.

“Christchurch is just a short flight from Australia’s east coast and the “Reimagined” campaign will help drive visitor numbers and provide Aussies with an easy and convenient break.”

Chief executive officer of Christchurch and Canterbury Tourism Tim Hunter said the region had much to offer Australian tourists.

“Christchurch is open for business – our beautiful garden city is in full spring blossom and has many new restaurants, bar and shopping precincts popping up as the city rebuilds. Our new campaign encourages tourists to think differently about the Canterbury region,” Mr Hunter said.

To mark the campaign Jetstar is offering a special sale for Australian’s to fly from Sydney to Christchurch for just \$A119\* and Melbourne to Christchurch for just \$A129\*. The sale will run from September 26 (12:01am) until September 30 (11:59pm). The sale fares are for travel from 24 October to 5 December 2012.

## FURTHER INFORMATION

\*Fares are one-way in Australian dollars, web only, checked baggage not included. You can choose from 15kg to 40kg checked baggage for an additional A\$16.50-\$45. Prices based on payment by direct deposit/POLi or voucher for bookings through jetstar.com. For all other bookings, a Booking and Service Fee of \$8 per passenger per trans-Tasman fare applies. Availability is limited, not available on all flights or days. Conditions apply. For more information visit Jetstar.com

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## 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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