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Newsroom

# Jetstar and Tasmania partner to boost tourism

Jetstar and the Tasmanian Government today announced a joint marketing campaign to attract more tourists as the State celebrates the 30th anniversary of Tasmania’s Wilderness World Heritage Area listing.

The \$300,000 campaign to be rolled out by Jetstar will focus on promoting the Wilderness World Heritage areas of Tasmania.

Tasmanian Minister for Tourism Scott Bacon was joined by Jetstar Australia and New Zealand chief executive officer David Hall and Tourism Tasmania chief executive officer John Fitzgerald to launch the campaign in Hobart today.

“Our wilderness experiences are second-to-none, and continue to be a strong draw card for visitors from interstate and overseas alike,” Mr Bacon said.

“What’s especially exciting about this promotion is that it’s encouraging people to not only head to Tasmania, but spend some time in regional areas exploring the state.

“It’s about getting people to spend a few nights in these parts of the state, and the regional communities that are the gateways to the Wilderness World Heritage Area.

“This is a fantastic way to celebrate the 30th anniversary of the Tasmanian Wilderness World Heritage Area.

“I would like to thank Jetstar for their on-going commitment to services in Tasmania and the close working relationship they have developed with Tourism Tasmania to bring about this very exciting promotion.”

David Hall said today’s campaign launch marked a major milestone for Jetstar which has now carried 8.5 million passengers on services to and from Tasmania since launching operations in 2004.

“We are very proud that 8.5 million passengers have flown on services to and from Hobart and Launceston to destinations including Melbourne, Sydney and Brisbane,” Mr Hall said.

“And last year, we added more than 400,000 additional seats for the 2013 financial year providing up to 120 return services a week to and from Tasmania to Melbourne and Sydney.

“We are delighted to partner with Tourism Tasmania to celebrate and promote Tasmania’s natural wonders and I am sure this new campaign will attract even more visitors to the state.”

To celebrate the 30th anniversary of Tasmania’s Wilderness World Heritage Area listing, Jetstar will have special fares to the state on sale from 14 March, to book visit [www.jetstar.com](http://www.jetstar.com).

To provide extra inspiration and for those looking for more adventure, Jetstar will be giving away 6 wilderness escapes to Tasmania. Entrants simply need to enter on Jetstar’s Facebook page from 14th March to 18th March.

## Contact



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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.

