

Melbourne, 13 August 2014

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Newsroom

# Jetstar and Tourism Tasmania partner to promote island state

Jetstar and the Tasmanian Government have today announced a commitment to invest up to \$600,000 in co-operative marketing funds over the next 12 months to attract more visitors to [Launceston](#) and [Hobart](#) across all four seasons.

Jetstar Australia and New Zealand Chief Executive Officer David Hall was joined by Tasmanian Premier and Minister for Tourism Will Hodgman at Cataract Gorge in Launceston to announce the co-operative marketing efforts.

Mr Hall said the new tourism push coincided with a major milestone for Jetstar in Tasmania.



We've just celebrated carrying 11 million passengers in and out of Tasmania and we're looking forward to carrying many more in the years ahead

**Jetstar Australia and New Zealand CEO David Hall**



Post

"We've just celebrated carrying 11 million passengers in and out of Tasmania and we're looking forward to carrying many more in the years ahead," Mr Hall said.

"During the peak travel season in December and January we'll be offering an additional 15,000 seats between Hobart and Melbourne.

"Undoubtedly this is a great boost for local tourism but we're also keen to increase visitation outside of the summer peak and that's why we're investing in these campaigns with Tourism Tasmania.

"We've enjoyed a great partnership with Tourism Tasmania during our first decade in the skies and I'm confident our new marketing campaigns will deliver great benefits for the local tourism industry."

Tasmanian Premier Will Hodgman said: "It is our government's target to attract 1.5 million visitors to the state by 2020, which the industry says would create 8,000 new jobs.

"Jetstar's announcement today that it will offer an additional 15,000 seats between Melbourne and Tasmania will bring thousands of extra visitors to our state this summer and is a huge vote of confidence in our tourism market and its capacity for growth.

"I am confident that our commitment together with Jetstar's ability to offer enticing deals and packages will ensure we continue to build on these encouraging figures and one of our state's greatest competitive strengths."

The co-operative campaigns will include destination marketing for Hobart, Launceston and beyond across TV, press, digital and radio platforms.

Qantas Group airlines offer up to 290 services a week in and out of Tasmania. With up to 157 services a week in and out of Tasmania, Jetstar is the state's largest airline.

In the financial year ended June 2014, Jetstar carried more than 1.75m passengers in and out of Tasmania – a 13 percent increase on the previous financial year.

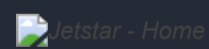
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