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Melbourne, 01 February 2015

# Jetstar celebrates 10 years in Adelaide

Jetstar today marked the 10<sup>th</sup> anniversary since it first took to the skies in Adelaide and vowed to continue working hard to provide more South Australians with the opportunity to experience travel than ever before.

Since Jetstar first took to the Adelaide skies on 1 February 2005, the low fares airline has flown more than 8.3 million passengers in and out of the city.

Jetstar Australia and New Zealand CEO David Hall was joined by Adelaide Airport Managing Director Mark Young at the airport to celebrate the milestone.

Mr Hall said Australia's largest low fares airline has grown capacity by six-fold from 19,000 passengers per month in 2005 to more than 122,000 per month in 2014.

"Adelaide has built a strong reputation as a festival and arts hub, home to impressive beaches and the gateway to some of Australia's finest wineries," Mr Hall said.

"Last year we brought around 280,000 interstate travellers into Adelaide, helping to generate more than \$220 million in economic activity in South Australia.

"We know that low fares stimulate the whole market and since we started flying in 2005 Adelaide Airport's annual passenger numbers have grown from just under five million to more than 7.5 million. We're proud to be Adelaide's largest low fares airline, supporting such a lively and ever-expanding tourism trade in the state."

Since Jetstar launched two initial routes from Adelaide in February 2005, it has grown to boast seven domestic routes including Melbourne, Sydney, Brisbane, Perth, Cairns, Darwin and the Gold Coast, and one direct international route to Bali.

Jetstar also provides employment for about 180 people in Adelaide including pilots, cabin crew and ground staff. The airline created around 130 local jobs in August 2014 when it launched a flying base to support its growing Adelaide operation.

"During the past 10 years we have enjoyed the strong support of local travellers, the South Australian Government, Adelaide Airport and the South Australian Tourism Commission," Mr Hall said.

"We're excited to build upon our first decade and remain committed to driving increased visitation through our low fares offer."

South Australia's Acting Tourism Minister Tom Koutsantonis congratulated Jetstar on its 10th anniversary of flying into Adelaide.

"The South Australian Government has established a strong relationship with Jetstar, and we're keen to continue working with the airline in the future," Mr Koutsantonis said.

"We're looking forward to Jetstar bringing even more visitors to South Australia to enjoy our vibrant city, great regions, unique landscapes, and premium food and wine."

Jetstar has commemorated the milestone by awarding \$2,000 in free flights to the Woodville Little Athletics Club.

The flights will help athletes from disadvantaged background participate in interstate athletic camps and carnivals during the year.

- N.B – \$220 million figure based on regional Tourism Profile for Adelaide. Australian Government, Tourism Research Australia, 2015.

## 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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