

Gold Coast, 20 August 2015

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Newsroom

Jetstar partners with Gold Coast tourism and airport to promote region

Jetstar along with the Gold Coast Tourism Corporation and Gold Coast Airport will this week launch a new \$350,000 destination marketing push to attract more visitors to the region.

The joint *Calling All Sun Lovers* campaign will promote the Gold Coast’s amazing sun and surf offering as well as its iconic local dining and entertainment scenes, including the world-famous theme parks.

The campaign will include TV, press, radio and digital advertising to attract more travellers from Sydney, Melbourne, Adelaide and Perth to the Gold Coast outside of school holiday peaks.

Jetstar Australia and New Zealand CEO David Hall said the new tourism push reinforced the low fares airline’s long-term commitment to the Gold Coast.

“The Gold Coast is a fantastic holiday destination for young families, couples and adventure-seekers alike, and we’re proud to fly more customers to the region than any other airline in the country,” Mr Hall said.

“We have significantly grown visitor numbers to the Gold Coast since first introducing our low fares in 2004 with the valued support of local tourism and the airport.

“With up to 200 return flights a week departing the Gold Coast Airport to 12 domestic and international destinations, Jetstar offers four times more services than any other leisure airline operating in the region.

“And as the leading low fares airline in the Gold Coast we recognise that we have a key role in promoting this vibrant region and continuing to grow tourism visitation. That’s why we’re delighted to partner with the Gold Coast Airport and Gold Coast Tourism Corporation to roll-out the Calling All Sun Lovers campaign.”

This latest push to drive greater domestic growth complements Jetstar’s moves to grow international traffic through the Gold Coast Airport over the past year.

The low fares airline has recently added services to Fiji, Queenstown and Wellington, and now offers more than 10,000 international seats a week in and out of the Gold Coast Airport.

In the financial year ended June 2015, Jetstar carried more than 2.8 million passengers in and out of the Gold Coast.

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