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Newsroom

# Launceston Airport unveils new Jetstar aircraft livery promoting Northern Tasmania

Launceston Airport has led the way in a campaign that promotes Northern Tasmania to thousands of domestic travellers each day by commissioning spectacular new Jetstar aircraft livery.

The livery, which features Northern Tasmania’s top tourism attractions such as Cradle Mountain, Wineglass Bay, Cataract Gorge and the Bay of Fires, was unveiled today on JQ737 flying between Melbourne and Launceston airports.

Scenic images on the aircraft exterior have also been replicated throughout the plane, on tray tables and overhead cabin storage. A bespoke 32-page Northern Tasmania travel guide has also been developed for in-flight reading, full of local recommendations and tips.

To celebrate the livery reveal, passengers flying on the plane’s first trip to Launceston were treated to local produce and gifts on arrival at the airport.

Launceston Airport General Manager Paul Hodgen said the aircraft created an unrivalled opportunity to promote key local tourism attractions.

“I’m thrilled to showcase Launceston and the region in such a grand way, highlighting the many natural attractions that are in close proximity to Launceston Airport,” said Mr Hodgen.

“The campaign is part of our strategy to encourage domestic travellers to fly into Launceston as the tourism gateway to Tasmania, before they continue on to explore the rest of the state, putting Launceston Airport firmly “on the map”.

“Whether you’re a foodie, thrill-seeker or interested in the arts, our city and region appeals to a wide range of markets and we are so pleased to be able to spread the word about Launceston across the Jetstar Australia network.”

Nigel Fanning, Jetstar Head of Product said the airline is excited to work with Launceston Airport and Tourism Northern Tasmania to promote the city and the state with this great livery.

“We’ve been flying to Launceston for almost 15 years. Last year, we carried around 800,000 customers to and from Tasmania with around two thirds of those fares sold for under \$100”

Jetstar operates more flights to Tasmania than any other airline, with close to 50 direct return-services from Launceston to Melbourne, Brisbane and Sydney a week.

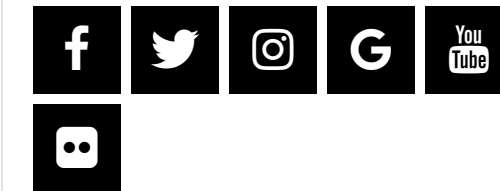
The Launceston-themed Jetstar Airbus A320 will be operating until the end of July.

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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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