



## **Hobart Airport Secures up to 50,000 extra Melbourne-Hobart passengers**

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Hobart Airport has signed a new deal securing up to 50,000 extra passengers on the most popular flights in and out of Tasmania.

Thousands of extra seats will be added to Jetstar flights between Hobart and Melbourne from July 1 to the end of the year.

Hobart Airport CEO Norris Carter said the airport was proud to have secured the incentive deal with the \$250,000 Aviation Attraction Fund top-up from the Tasmanian Government.

“Hobart Airport is the most popular gateway to Tasmania, with six in every 10 travellers to Tasmania arriving via Hobart Airport,” Mr Carter said.

“In fact, every year more than 2.8 million people touch down at Hobart Airport and more than 50 per cent of these travellers arrive from Melbourne.

“That’s why Hobart Airport has worked hard to secure this deal together with Jetstar, to add extra seats to the most popular route, on the state’s most popular airline.

“These seats are going to fill up fast with sky-high demand that is set to continue to grow, which is great news for Tasmania’s tourism and hospitality industries.

“The Hobart Airport team is proud to play such a crucial role in growing tourism and investing in it too, from our \$200 million terminal expansion to the \$130 million runway upgrade.”

Jetstar’s Executive Manager, Customer Jenn Armor said the additional flights reflect Jetstar’s ongoing commitment to Tasmania.

“Jetstar is proud to be the leading carrier to and from Tasmania, and Hobart continues to be a cornerstone of our domestic network.

“We’ve seen strong demand for travel between Hobart and Melbourne. These additional flights will give thousands more passengers the chance to enjoy low fares and seamless travel across the Bass Strait.”

The CEO of the Tourism Industry Council Tasmania, Amy Hills, said the importance of the key domestic routes, especially between Hobart and Melbourne, could not be underestimated and it is always positive news for our visitor economy to see more capacity added, especially to such an extent.

“This is particularly important during the winter and spring periods, with the funding designed to drive more visitors to Tasmania while we wait for the new Spirit of Tasmania vessels to arrive.

“This is an excellent example of Hobart Airport working together with its stakeholders to help benefit Tasmanians and our visitor economy, which in turn increases confidence in our destination as a whole and sets us up for success into the future. There’s no better time for this announcement to be made than during Dark Mofo when our state is alive with activity.”

The CEO of the Tasmanian Hospitality Association, Steve Old, said the announcement was great news for the industry.

“This news is extremely exciting and will significantly benefit Tasmania’s hospitality operators by increasing visitor numbers during the winter and early spring months,” Mr Old said.

“More tourism means more foot traffic, which is essential for local venues to thrive and continue providing exceptional experiences.

“There is a clear, measurable link between the number of passengers arriving at Hobart Airport and the demand for paid accommodation in Tasmania.

“In fact, for every three passengers flying into Hobart, one will be seeking accommodation, which directly benefits THA members. This expansion of flights will undoubtedly have an impact on occupancy rates and provide a significant boost to hospitality operators across the state.

“Added capacity will boost the not just the tourism sector but also provide a much needed lift to our hospitality industry in what is typically a quieter period.

The Tasmanian Government’s \$250,000 Aviation Attraction Fund top-up is part of its \$27.8 million Tourism and Hospitality Support package to boost visitation around the state, supporting industry.

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