

Press Release
21 May 2009



Sharp Target Mildura Tourism

Sharp Airlines announced its commitment to Mildura Tourism today with the release of its new Mildura timetable and Tourism Partnership initiative.

We have had successful year since commencing 12 months ago, we owe this success to supportive and progressive communities such as Mildura said Dallas Hay Manager of Sharp Airlines in South Australia.

Mr Hay announced that Sharp Airlines expanded services commencing 4 July were now available for bookings as of today.

“We trust that presenting people with the opportunity to extend their stay over the weekend will provide a boost for tourism and economic growth within Mildura and Adelaide” said Mr Hay

To show our commitment to the Mildura region we would like to announce a promotional campaign targeting tourism, we ultimately want to get more people travelling to Mildura. We plan to achieve this by working, supporting and partnering with key tourism bodies including Mildura Rural City Council, Mildura Tourism and Arts Mildura.

“Like all businesses in this climate we are fine tuning our services and strengthening our business. We see that partnerships within the community are vital for all organisations and the tourism industry survival” said Dallas Hay.

“We are excited about Sharp Airlines future, this is just the start of our expansion; we hope to build on this success and provide more services for Mildura” said Mr Hay.

Mr Hay said Mildura was not immune to the economic downturn but Sharp Airlines had confidence in the region and its tourism appeal which is why they want to support and partner the tourism operators.

The new services are available from 4 July; booking can be made starting today. The new flight schedules are available on the Sharp Airlines website at www.sharpairlines.com.au.

If you would like to receive a copy of future flight schedules register your email address with “SharpNews & Specials” on the website.

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FURTHER INFORMATION

"Since launching our services in South Australia we have carried in excess of 17,000 passengers, these are record numbers" Sharp Airlines Managing Director and Chief Pilot Malcolm Sharp said.

South Australian Minister for Transport, Patrick Conlon, congratulated Sharp Airlines and said it was particularly gratifying to note that the Government's decision to award a route licence to the airline had been vindicated by the success of the service.

Mr Sharp announced that due to this success Sharp Airlines will be expanding services from July this year; the expansion will include increased services on weekends from Adelaide to Port Augusta and Adelaide to Mildura.

"I am very pleased that Sharp Airlines has seen fit to expand the service to include weekend flights and to provide more flexibility for people travelling to and from Port Augusta and Mildura" said South Australian Minister for Transport, Patrick Conlon.

"As part of our expansion we are also pleased to announce the trial of a new service linking Victoria and South Australia that will commence in July." said Mr Sharp

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