



## MEDIA RELEASE

**30 August, 2024**

### **Jetstar launches first Adelaide-Whitsundays service with fantastic fare deal**

Australia's newest aviation route is taking off just in time for Father's Day, with Jetstar's inaugural Adelaide – Whitsunday Coast flight departing this Sunday.

The first direct service between Adelaide and Whitsunday Coast Airport in Proserpine will operate three days a week, creating 58,000 seats per year to one of Queensland's most popular tropical destinations.

Adelaide Airport Managing Director, Brenton Cox, said it was exciting to attract yet another Jetstar service offering flights to destinations across Australia as well as to Bali.

"We're excited that Jetstar is connecting two great destinations offering distinct travel experiences. With a flight time of less than three hours, you could be sipping a Barossa red over lunch and taking a sunset swim in the Coral Sea in the evening," Mr Cox said.

"Whitsunday Coast Airport is the perfect arrivals point for all of the wonderful activities available across the Whitsundays and just a 30-minute drive from Airlie Beach.

"This is great news for South Australians wanting to head to the azure waters of the Whitsundays, but equally we expect Queenslanders will be heading south to sample our State's amazing food, wine and unique outback and wildlife experiences."

Jetstar's Head of Customer Jenn Armor said the airline was incredibly excited for these flights to take off Sunday, and to mark the launch Jetstar has sale fares available in their Life's a Beach Sale from \$119 at [Jetstar.com](http://Jetstar.com).

"Our new direct flights between Adelaide and the Whitsundays will allow up to 58,000 customers for the very first time to fly direct between these two destinations, Ms Amor said.

"Our crew is looking forward to welcoming customers on board these new services which opens another direct link between South Australia and Queensland, supporting tourism in both states."

Whitsunday Regional Council Mayor Ry Collins said the direct route was a game-changer for the region as it opened a direct flight route for the 1.2 million people who live in the Adelaide region.

"New routes like Adelaide are not just about adding more flights to our schedule, they represent a tremendous opportunity to open the Whitsunday region to a whole new market of visitors," he said.

"With these flights, we're making it easier than ever for people from across Australia to discover the Whitsundays.

"By increasing our accessibility, we're broadening our appeal to a wider audience. Whether they're coming here for the first time or returning to explore even more, these visitors are vital to the continued growth and sustainability of our Whitsunday tourism industry.

"This expanded connectivity also reinforces our position as a premier destination and signals to the world that the Whitsundays is open, accessible, and ready to provide unforgettable experiences."