

News Release

\$79 AIRFARES BRING TOURISM BOOST TO ORANGE

28 October 2003: Passengers flying between Orange and Sydney can now travel for as little as \$79 one-way, under a joint initiative between Rex and Orange City Council.

Council has reduced its local airport head tax to help promote local tourism, with Rex matching Council's financial commitment to provide a further reduction in prices.

Rex executive general manager commercial Hans van Pelt said the initiative was designed to boost the economic development of the Orange region.

"This joint initiative between Rex and Orange City Council will further enhance the Orange region's status as a tourist destination," Mr van Pelt said.

"The area has developed a tremendous reputation for visitors with its diverse range of high quality accommodation and various food, wine, heritage and arts attractions.

"These new fares we have released are an aggressive move to make the Orange region more accessible, particularly to the large Sydney tourist market.

"With Orange now boasting four return flights to Sydney on weekdays and two on both Saturday and Sunday, there are a range of options for visitors whether they are on a holiday break or quick weekend getaway.

"As a further benefit, the lower prices will also make air travel affordable for more travellers from Orange," Mr van Pelt said.

The new fare range is on sale now starting from web fares at \$79 and \$89 through to the fully flexible economy fare at \$228.85. The previous low fare was \$99.

"Similar initiatives in other communities across Australia have stimulated the local air travel market and we are confident it will bring benefits to Orange," Mr van Pelt said.

"For example, weekly passenger numbers have increased by more than 50 per cent to both Lismore and Coober Pedy.

"Rex sees its financial commitment to this initiative as an investment in local tourism to ensure Orange has a strong air service well into the future.

"We very much appreciate the cooperative approach the Orange City Council has taken to growing local tourism and its insight into the issues affecting regional travel," Mr van Pelt said.

Travellers and travel agents can book the new \$79 and \$89 fares at rex.com.au. All fares are subject to availability and conditions apply.

Media contact: Peter Leate (Rex) on (02) 9023 3523 or (0402) 438 361

