



CENTRAL QUEENSLAND

Capricorn Tourism
Take a real holiday

Monday 9th July 2007

Get ready to Roar! Tiger pounces into Rockhampton

Central Queensland today welcomes the announcement of **Tiger Airways** new direct service between **Rockhampton and Melbourne** as of the 23rd November, which will extend their newly created Australian & International network into Queensland.

Tiger Airways will offer the direct A320 Jet services four times per week from Melbourne (Tullamarine) to Rockhampton, making travelling between the two cities faster easier and more appealing.

Capricorn Tourism General Manager, Mr Alan Chamberlain welcomed the announcement, saying that the additional flights will provide more flexibility for all sectors of the travel market.

“The business and conference markets from Victoria will now have the option to fly directly into Rockhampton, making Central Queensland a more attractive destination to conduct business”.

“Holiday and leisure travellers will also benefit from these new ‘low fare’ services as it provides for excellent access both to and from Melbourne, making a long weekend away an ideal option”. One-way fares between Melbourne & Rockhampton start from just \$59.95!

Capricorn Tourism Chairman, Mr Grant Cassidy commented, “With Tiger to join Virgin Blue, Qantaslink & Jetstar flying into Central Queensland, Rockhampton is clearly at the forefront as the region’s air transport hub, providing excellent links to the extensive road and rail network already centred here in Rockhampton.” This announcement is the result of collaborative partnerships between Rockhampton Airport, Rockhampton City Council and Capricorn Tourism and has the strong support of industry and community. Capricorn Tourism and Tiger Airways will be releasing a range of promotional packages and community competitions over the coming weeks to celebrate the new services.

Tiger Airways, Chief Executive Officer, Mr Tony Davis said, “The addition of over half a million low fare seats in these markets will have a dramatic impact on the tourism potential for both Queensland and Victoria”.

Tiger Airways schedule from 23 November 2007 to 29 March 2008

Monday, Wednesday, Friday & Sundays
Dep MEL 0715am Arr ROK 0900am
Dep ROK 0930am Arr Mel 1125am

The Tiger Airways business model is based on creating opportunities for new travellers and empowering budget-conscious people to fly more often by making travel affordable with its consistent low fares. The airline works closely with its partners to bring great value to its customers with exclusive offers and special discounts. Online Internet sales help keep sales and distribution costs low and 85% of flights are booked direct at www.tigerairways.com . (Source: Tigerairways.com)



The screenshot shows the Tiger Airways website interface. At the top left is the Tiger Airways logo. A navigation menu includes Home, Flight Info, About Us, and Help. The main content area is divided into several sections:

- Flights Search:** Includes options for Round Trip or One Way, departure and return date pickers (set to 06 Jul 2007), and passenger selection for Adults (1), Children (0), and Infants (0). A 'Get Flights' button is present.
- Flights Add-Ons:** Includes buttons for 'SIGN UP FOR EMAIL OFFERS', 'CHANGE/VIEW A BOOKING', and 'FLIGHT SCHEDULES'.
- Special Offers:**
 - Email Offers:** 'Get real deals sent straight to your inbox. Sign up now!' with an '@' icon.
 - octopustravel.com:** 'Finding a hotel? Enjoy exclusive rates with Tiger Airways. Book now!' with an octopus icon.
 - Flight Combo™:** 'Enjoy more choices to more destinations. Book two flight sectors in one easy step!' with a globe icon.
 - Tiger Add-Ons:** 'Luggage Upsize™. Check in more for less!' with a suitcase icon.
- 79 Fare Promotion:** A large orange banner for 'GET THE REAL DEAL. FLY FROM AUS. BOOK THIS NEW LOW FARE. MELBOURNE - DARWIN. 79.99* ONE WAY'. It includes a 'Get now' button and a small disclaimer: '* Buy now. FLY BETWEEN 1 DEC 07 TO 29 MAR 08. Flights are subject to regulatory approval. Conditions apply.'
- Other Promotions:** 'Book Online in 6 easy steps!', 'Explore Our Destinations', and 'Join the Tiger Airways Team'.

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