

Media release

Region unites to secure international flights

Tuesday, 20 March 2018

Tourism representatives from the Greater Hunter are united this week in Brisbane showcasing the region at the major international aviation conference, Routes Asia.

Attended by over 800 airline, airport and tourism delegates from 100 countries, Routes Asia is a key route development event aimed at securing new international flights to grow our tourism industry.

Newcastle Airport, in partnership with Newcastle City Council, Destination Port Stephens and Hunter Valley Wine & Tourism Association, is attending the event with the mutual purpose to position the Greater Hunter as a significant tourism destination.

Support for the event was also provided by the NSW Government through Destination NSW, and sponsors Chateau Elan and The Vintage Hunter Valley.

Newcastle Airport Executive Manager Corporate Affairs, Hannah Jamieson, said, "Our region has a passion for international travel, so we are constantly striving to secure our first direct international routes.

Attendance at events of this global scale, especially with a united regional tourism front, takes us one step closer to connecting the Hunter to international markets and travellers."

International Visitor Survey figures released last week reported rural and regional NSW achieved its highest number of overseas visitors on record. In the year to December 2017, regional NSW welcomed 852,000 international visitors who stayed 14.7 million nights and spent \$1.05 billion, delivering a tourism boom for local operators and attractions.

"As the second global gateway to NSW, Newcastle Airport presents an attractive opportunity for international airlines to capitalise on this bonanza by connecting directly to one of Australia's most popular and prosperous tourism destinations ", added Hannah.

Routes Asia is held over three days, Sunday 18 March – Tuesday 20 March, at the Brisbane Convention and Exhibition Centre.

Ends.

Further information

Stephen Crowe, Newcastle Airport Executive Manager Corporate Affairs
02 4928 9813 or 0418 763 800

Kate Bennett, Newcastle Airport Marketing and Communications Manager
02 4928 9856 or 0447 839 212

www.newcastleairport.com.au

Notes for the Editor:



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