

## Media release

### Community challenged to Go Smarter as Newcastle Airport breaks yet another record

Monday, 17 July 2017

At today's announcement of Newcastle Airport's financial year passenger results, CEO Dr Peter Cock, urged the Hunter community to Go Smarter and make Newcastle Airport their point A when flying within Australia and overseas.

"The Hunter community is starting to realise it's smarter to fly from their airport. More than 1.25 million of you passed through the terminal during financial year 2016/17, your airport's best ever for passenger throughput," said Peter. "Your friends, family, and colleagues are realising how easy it is to use your airport. Whether you're flying for a domestic or international trip, I urge you to rethink your local airport and give us a try."

Financial year 2016/17 was the best on record for the Airport. The year-on-year growth of 6.6%, or 77,490 passengers, was led by growth from all airlines on all major routes.

"Looking at our passenger demographics, the growth equates to 34,000 more business people who are able to live in the Hunter but do business in the world, and 40,000 more visits bringing family and friends together—or as I like to think, an extra 40,000 hugs in our terminal.

"Importantly, this result is such a great achievement for our region," said Peter. "It means that the airlines are taking notice of our region; they are putting in more seats into our market, and our community is responding by booking these extra seats. This is a great growth cycle to be in—and one we need to hold on to. Which is why I'm challenging our community to Go Smarter next time they fly," said Peter.

A new campaign launched into the market last week highlights to the Hunter community just how easy, quick, smart, and—in many cases—more affordable it is to start your travel, be it for a domestic or international trip, from Newcastle Airport.

"This Go Smarter campaign is about re-educating people of Hunter about the flight options that are right on their door-step," explained Peter.

"By choosing Newcastle Airport as your point A, it is possible, with just one quick stop, to fly to more than 65 destinations around Australia or the world.

"Our region has been conditioned into thinking that if you're flying to a destination that Newcastle Airport doesn't have a direct flight to, that we need to travel down the M1. This is simply not true.

"When you factor in the true travel costs of making the trek southbound--the two-and-a-half or more hour drive, the tolls, the stress of an accident causing traffic chaos—it really can be faster, cheaper, and is definitely smarter to make Newcastle Airport your point A.

"Choosing Newcastle Airport as your point A means you can enjoy fast check-in, parking at the door, and time to relax, rather than stress on the M1. Add to this if you're flying with Virgin Australia or QantasLink, you can check your bags in here at Newcastle and they will meet you at your final destination—be it LA, Bali, Fiji, Auckland, or Singapore. That's not just convenient, it's smart.

“I put the challenge out to the people of the Hunter business community, the families planning school holiday trips, the friends visiting relatives, or the couples planning an overseas getaway, make the smart choice and fly out of Newcastle Airport,” Peter said.

### **Additional information**

Newcastle Airport is an important gateway for the local community; more than 1.25 million people use Newcastle Airport every year.

July 2017 is the Airport’s 20 consecutive month of growth in passenger numbers.

Newcastle Airport is serviced by Virgin Australia, QantasLink, Jetstar, FlyPelican, and Regional Express to nine direct destinations and with one-stop to more than 65 destinations around Australia and the world.

The Airport continues to work with airport partners and present business cases to the airlines for additional services and new destinations routes.

### **Ends.**

### **Further information**

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### **Notes for the Editor:**

Newcastle Airport <https://www.newcastleairport.com.au/>

Newcastle Airport Facebook Page: <https://www.facebook.com/ntlairport/>

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Newcastle Airport Master Plan: <https://www.newcastleairport.com.au/corporate/about/masterplan>

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