

January 28, 2025

## Record-breaking Cairns airfare sale returns

Tourism Tropical North Queensland and Webjet are working together again to offer discounted airfares to Cairns for travel until the end of May 2025 with up to \$125 off interstate flights and \$100 off intrastate flights after a record-breaking sale late last year.

The sale starts tomorrow (January 29) and runs until February 1, or until sold out, to help boost visitation to Tropical North Queensland during the summer and autumn shoulder seasons.

Tourism Tropical North Queensland Chief Executive Officer Mark Olsen said more than 4400 Aussies booked flights to Cairns in just 36 hours during the first sale in October with 68 per cent of passengers travelling from interstate during the quieter months of the year.

"I encourage Aussies to take advantage of this sale and to act quickly to secure a much-needed break in Tropical North Queensland when the Great Barrier Reef is at its clearest and the Wet Tropics rainforest at its greenest," he said.

Webjet OTA Chief Executive Officer David Galt said: "We're excited to be partnering with Tourism Tropical North Queensland again, offering Aussies the opportunity to bag a bargain and plan an unforgettable trip to this iconic region.

"Last year, this sale sold out in record time and drove a significant increase in interstate and intrastate travellers to Cairns. We're hoping for great results this time around too, and hope more travellers discover the beauty and adventure of Tropical North Queensland."

Cairns Airport Chief Executive Officer Richard Barker said passenger numbers to Cairns had remained strong throughout summer, and demand for domestic flights was expected to continue into the coming months.

"We're seeing airline partners, such as Jetstar, scheduling more domestic flights and sending bigger aircraft to Cairns, which will inject thousands of additional seats into the market and is a great display of confidence for our region," he said.

"Jetstar also launched new, direct flights from the Sunshine Coast last month, which have been well received by both locals and visitors.

"The discounted airfares announced today are ideally timed for travellers wanting a late summer break. It's a fantastic opportunity to enjoy an affordable, tropical getaway."

Mr Olsen said TTNQ's campaign activity would inject more than 19,000 additional visitors into the region during the low season delivering \$27 million in overnight visitor expenditure.

"Expedia and Wotif.com have launched a flash sale for accommodation and experiences which will run until mid-February and further holiday packages with an incentive offering will be provided through a partnership with My Queensland during March," he said.

"Our campaign activity over the past few years has educated Australians that late spring through to autumn is when Tropical North Queensland is rejuvenating.

"The rainforest is at its greenest, wildlife such as cassowary chicks can be seen with their dads, the Great Barrier Reef is crystal clear after the annual coral spawning, and our famous mangoes are in season.

# MEDIA RELEASE



“Discounted airfares and incentives to book accommodation and tours will be just the reminder visitors need that a Tropical North Queensland holiday will be a welcome break after the busy Christmas holiday period.”

Airfares can be found at: <https://www.webjet.com.au/destinations/cairns>

This activity is part of the Spring Low Season Campaign which was supported in 2024 by \$1.5 million from the Australian and Queensland Governments’ Disaster Recovery Funding. TTNQ has invested an additional \$1.1 million into the campaign and negotiated further partnership support bringing the campaign investment to more than \$5.5 million and extending it into 2025.

**ENDS**

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