



Destination Rotorua Marketing



For immediate release

Wednesday November 7, 2011

Air New Zealand Jet services boost for summer 2012/13

Domestic jet services are set to return to Rotorua in the 2012 - 2013 summer season linking Rotorua and Queenstown.

Air New Zealand today announced a Boeing 737 service between Rotorua, Christchurch and Queenstown six days a week over the 2012/2013 high season, which runs from November 2012 until March 2013.

At the moment, the airline currently operates three twin-engine turboprop short-haul regional airliner (ATR) services a day between the three destinations and one will be replaced with the jet.

The larger single jet service between the cities will provide a 27 per cent increase in capacity between Rotorua and Christchurch and a 14 per cent increase between Christchurch and Queenstown. The number of new seats coming into Rotorua weekly will increase by approximately 390 seats to 1,818.

Rotorua International Airport chief executive George White says the announcement of the new jet service is great news.

"Together with Destination Rotorua Marketing we've been working closely with Air New Zealand to make this happen."

Mr White says the announcement is the result of months of hard work by people in the Rotorua tourism industries, the Airport and Destination Rotorua Marketing.

Rotorua Tourism Committee chairman Tony Marks commented that the new services will go some way to help address some of the changes in visitor flows to Rotorua as a result of the Christchurch earthquakes.

"It is important to the success of the Tourism Committee strategy for visitors to spend more time in Rotorua and still see more of New Zealand – this will make it easier and more time efficient for visitors to do that," he says.

"The advanced notice means we have the opportunity and time to work hard with industry and inbound operators to build this new service into itineraries and partner for long term success" says Mr Marks.

ENDS

Media contact:


Tania Bui

Acting General Manager

Destination Rotorua Marketing

tania.bui@rdc.govt.nz

Ph: 0272444155



This media release was issued by Destination Rotorua Marketing

3rd Floor Library Building, 1136 Arawa Street | Private Bag 3007 | Rotorua 3046 | New Zealand

To unsubscribe from this media mailing list, [click here](#).