



10 June 2008

## **South Australian Services Break All Records**

Sharp Airlines' new services in South Australia have got off to a flying start.

Record passenger numbers for the month of May 2008 have been achieved; Sharp Airlines carried 794 passengers on the Adelaide–Port Augusta route, and 770 on the Adelaide–Mildura route.

Available data shows that these are the largest passenger numbers carried on either route for any month **in the last 8 years**.

Over these years neither route has had fares less than \$150 one way, part of Sharp Airlines' success is that they commenced their service with \$28 fares to welcome their new customers, and they continue to offer a range of fares from just \$85 one way.

Having carried more than 1500 passengers in South Australia during May, Mr Sharp said that they look forward to achieving a record number for 2008.

"Our new South Australian services have exceeded all expectations", said Mr Malcolm Sharp, Managing Director and Chief Pilot of Sharp Airlines. "We are very pleased with the uptake".

"Our aim is to provide economical, reliable and safe airline services. The trend suggested by the May figures are excellent, confirm our decision to move into South Australia, and give us confidence to fly into the future", said Mr Sharp.

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## Further Information

"Sharp Airlines is proudly regional", said Mr Sharp. "We have been providing regional air services in Victoria for almost 20 years. We fly 54 scheduled flights each week between Hamilton, our headquarters, Portland, Avalon (Geelong) and Essendon (Melbourne). We fly 40 scheduled airline services in South Australia. We understand regional aviation. The people of South Australia know that, and are now supporting us".

"At Sharp Airlines we pride ourselves on providing a world-class product with the local touch. We're experienced. We're economical. We're efficient. We're effective", said Mr Sharp.

"So whether it's the corporate, industry, commuter and tourist sectors", he said, "Sharp Airlines is here to provide a service. Fifteen hundred passengers in May suggests that we're off to a good start. We now look forward to a period of consolidation and to showing the people of South Australia and Mildura that travelling with Sharp Airlines is the way to go".

On 28 April 2008, Sharp Airlines began flying scheduled airlines services between Adelaide and Port Augusta and between Adelaide and Mildura.

Several factors influenced the decision to provide services between Port Augusta and Adelaide, and Mildura and Adelaide said Mr Sharp.

Other factors that were taken into account included the resources boom in northern South Australia, the growing population of the Port Augusta region, the relative economies of scale involved in flying rather than driving, and a commitment to regional aviation.

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Sharp Airlines Website at [www.sharpairlines.com.au](http://www.sharpairlines.com.au)

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