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## **Virgin Australia launches inaugural Adelaide-Launceston services with \$79 sale** [2]

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[Bridestowe Lavender Estate](https://newsroom.virginaustralia.com/sites/default/files/styles/article_header/public/Bridestowe%20Lavender.jpg)

- Virgin Australia Adelaide-Launceston flights take-off in time for the September school holidays
- To celebrate the inaugural services, travellers can snap up fares from as low as \$79\* at [virginaustralia.com](https://virginaustralia.com)
- All Virgin Australia fares include Velocity Frequent Flyer Points and Status Credits
- Sale fares are available to be booked using travel credits and Future Flight Credits
- Unlimited booking flexibility to change or cancel to travel credit with no fees, available for travel up to 28 February.

**Tuesday 7 September 2021:** Virgin Australia will operate the first direct flights between Adelaide and Launceston in more than 20 years when the airline's inaugural services take-off today.

First announced last month with a series of Virgin Australia network changes to navigate border restrictions, the Adelaide-Launceston flights will operate three-times per week, connecting up to 4,200 travellers each month with some of the country's best food and wine, culture and natural wonders. The direct services will also generate a much-needed boost to the local tourism industry, while allowing more Virgin Australia employees to return to the skies.

To celebrate the launch of the new services, Virgin Australia is offering customers one-way Economy airfares between Adelaide-Launceston from as low as \$79\* from today until midnight this Friday. All sale fares include Velocity Frequent Flyer Points, Status Credits and unlimited booking flexibility\*.

The new services follow the opening of the Virgin Australia VA-X & Win COVID-19 vaccination jackpot last week. To date more than 131,000 people have entered to win from a prize pool valued at more than \$150,000 for simply rolling up their sleeves and getting the jab. Prizes include Business Class Flights, Lounge Memberships and Virgin Australia pyjamas, plus one lucky vaccinated Australian will win one million Velocity Frequent Flyer points.

### **COMMENTS FROM VIRGIN AUSTRALIA GROUP CHIEF STRATEGY & TRANSFORMATION OFFICER, ALISTAIR HARTLEY:**

Virgin Australia is really proud to launch our inaugural direct Adelaide-Launceston services in time for the September school holiday period," said Mr Hartley.

We're the first airline to operate the flights in more than 20 years, so it's a great day for the regions and Virgin Australia as we plug the gap. Up to 4,200 passengers each month will benefit from the ease of the direct services, creating a gateway between some of the best food and wine, culture, and natural wonders in Australia.

To celebrate the launch, we're giving customers until midnight this Friday to book a one-way Economy sale fare from just \$79 that includes Velocity Frequent Flyer Points and Status Credits. Plus, to give customers added confidence we're continuing to provide unlimited booking flexibility on all Virgin Australia flights for travel to 28 February 2022.

The pandemic and the resulting border restrictions has allowed Virgin Australia to pivot our network schedule and open up new services that support the local tourism economy and provide more working hours for our people. Already this month we have commenced operation of new direct services between Adelaide and Cairns and Adelaide and Darwin.

?The other great news is that we?re seeing strong demand on our Adelaide-Launceston services, with hundreds of seats selling within hours of them going on sale last month. In fact, the two inaugural flights taking-off today are nearly full, which is a good sign for the future of the services.

?Virgin Australia is continuing to work with Tourism Tasmania and Launceston Airport to launch more direct services from the Apple Isle,? Mr Hartley said.

#### **TERMS AND CONDITIONS:**

\*Sale ends 11:59pm 10 September 2021 AEST, unless sold out prior. Prices are based on Economy Lite fares booked at [virginaustralia.com](http://virginaustralia.com). Seat selection and checked baggage are not included in Economy Lite fares. Payment surcharge may apply. Subject to availability. Travel periods may apply. Full T&Cs at [virginaustralia.com](http://virginaustralia.com).

\* Changes must be made prior to travel date. Fare differences may apply. Cancellations with refund to other forms of payment as per fare rules.

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