

18 November 2014 | [Network](#) [1]

[Virgin Australia announces direct services between Adelaide and Alice Springs](#) [2]



Virgin Australia today announced it will bring competition to the Adelaide - Alice Springs route in the full service market for the first time in almost ten years.

From March 2015, Virgin Australia will operate three direct services a week between Adelaide and Alice Springs, providing an important connection to central Australia. Virgin Australia also today confirmed plans to launch a new regional lounge in Alice Springs.

Virgin Australia Chief Commercial Officer Judith Crompton said: “The Adelaide to Alice Springs route has effectively been a monopoly for nearly a decade and Virgin Australia is delighted to bring choice and competition to these cities.

“Today’s announcement is another step forward in our strategy to become Australia’s favourite airline group as we continue to redefine domestic air travel in Australia for both business and leisure travellers.

“The new flights will support local businesses and tourism operators as they continue to promote all that Adelaide and Alice Springs have to offer,” Ms Crompton said.

Premier of South Australia Jay Weatherill said the additional services will allow more people to experience central Australia in a more convenient way.

“These extra flights will make visiting Adelaide a more attractive addition to the itinerary for those who want to visit central Australia – as well as making it easier for South Australians to get to the Red Centre.

“I thank Virgin Australia for their ongoing commitment to servicing the Adelaide market, ensuring more people are able to experience the best that South Australia has to offer.”

The new schedule will utilise Virgin Australia’s 176-seat Boeing 737-800 aircraft, which includes complimentary wireless inflight entertainment for all passengers.

Velocity Frequent Flyer members will be able to earn Status Credits and Velocity Points on this route. Business Class customers and eligible Velocity members will be able to enjoy access to Virgin Australia’s Adelaide Lounge and the soon to be launched Alice Springs Regional Lounge.

Virgin Australia will commence services between Adelaide and Alice Springs from March 2015, with tickets going on sale by early next year.

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