



For further information, please contact:

Jennifer St George RedChilli Marketing
Mobile: 0419 134 543

**CHAD CORNES HELPS CELEBRATE THE INTRODUCTION
BY JETSTAR OF DIRECT FLIGHTS TO THE SUNSHINE COAST**

With the help of Port's AFL star Chad Cornes, Tourism Sunshine Coast (TSC), the Sunshine Coast's regional tourism authority, will celebrate the introduction of direct flights from Adelaide to Maroochydore by Jetstar.

Jetstar will fly direct from Adelaide to Maroochydore twice a week commencing on 27 March 2006.

TSC General Manager, John Fitzgerald believes the new flights will be very popular and is launching a marketing program to ensure everyone knows about the unique combination of coast and hinterland destinations the Sunshine Coast has to offer. "To kick-off the marketing program we have invited over 100 of SA's top travel agents to a Beach Party that will be hosted by local hero and Port Adelaide Football Club Vice-Captain."

The Beach Party will be held at the Adelaide Festival centre on Tuesday 21 March. The event will be a truly coastal experience for travel agents right in the heart of Adelaide. Over 20 Queensland operators along with Jetstar's GM Corporate Affairs will host the beach barbeque featuring a unique Sunshine Coast menu, luxury prizes, Bundy Rum tastings and extensive opportunities for product updates.

In addition the Sunshine Coast operators will hit the streets to promote the destination and conduct product training for city and suburban agencies on Wednesday 22 March. Participating Sunshine Coast product are Novotel Twin Waters, Underwater World, Surfair, Sunshine Coast Airport, S8 Resorts, Sheraton Noosa, Mirvac, Noosa Blue, Sun Air, Dreamtime Resorts, Noosa Springs Resort. Representatives from Caloundra Tourism & Tourism Noosa will also provide a strong regional presence.

Mr Fitzgerald believes that the twice weekly flights from are a perfect opportunity for Southern Australia to come and see what the Sunshine Coast has to offer. "The Sunshine Coast is the perfect destination for South Australians wanting to escape those icy winter winds."

-ends-

NOTES TO EDITORS

Tourism Sunshine Coast is the regional tourism organisation responsible for marketing and developing the Sunshine Coast as a vibrant tourism destination. TSC is active in promoting the Sunshine Coast region locally, nationally and internationally as well as lobbying key industry groups and government organisations on key issues impacting regional tourism.

TSC supports a Destination Management approach to regional tourism which means managing the Sunshine Coast for the long-term prosperity of the area, taking into account business, social, environmental and community concerns.

The organisation is funded and supported by partners - Cooloola Shire, Maroochy Shire, Caloundra Tourism, Noosa Tourism and Maroochy Tourism Advisory Board.