



**MATT CONLAN** MLA | **MINISTER FOR TOURISM AND MAJOR EVENTS**  
**DAVID TOLLNER** MLA | **MINISTER FOR BUSINESS**

**MEDIA RELEASE**

## **HAPPY FIRST ANNIVERSARY SILK AIR**

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March 26<sup>th</sup> 2013

Today marks one year to the day when the inaugural Silk Air flight from Singapore to Darwin touched down at Darwin International Airport.

Tourism and Major Events Minister, Matt Conlan, congratulated Silk Air – the regional wing of Singapore Airlines on the anniversary.

“This is an important milestone in the strong relationship between Silk Air, Singapore Airlines and the Northern Territory,” Mr Conlan said.

“I met with both Silk Air and Singapore Airlines while I was in Singapore recently and warmly acknowledge the commitment shown by both airlines to the Territory.

“Silk Air is the only international full-service airline outside Australia to fly into the Territory.

“Their presence is important for our tourism industry and trade, and I have had very positive discussions with Silk Air and Singapore Airlines about building on our relationship in the future and working together to identify opportunities in new and emerging markets in Asia and elsewhere.

“When our traditional markets of the UK and Europe are doing it tough, and are expected to do so for some time, we must cultivate growth markets like Asia.

“Our marketing efforts over the last 12 months have been aimed at encouraging travellers to take advantage of the Singapore Airlines’ global network, and their partnership with Silk Air and Virgin Australia, to visit the Territory.

“We’ve also mounted a Darwin stop-over campaign encouraging the Australians to explore the Top End on their way out to Asia, which we hope will increase visitation to the Territory.”

Minister for Business, Dave Tollner, said the introduction of the service has been a great asset to the Territory providing improved access to Asia.

“Having a full-service international carrier fly to the Territory provides a welcome boost for tourism, trade and education, as well as minerals and resources,” Mr Tollner said.

“Since the service began, Silk Air has set up an office in Darwin with a locally-based manager and six full time staff.

“I congratulate Silk Air and Singapore Airlines on their 1 year anniversary and look forward to continuing our partnership well into the future.”

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