

Jetstar Asia Celebrates Darwin Singapore Link with NT Livery and Arafura Games Sponsorship

22 March 2019

Jetstar Asia is celebrating a decade of its Darwin Singapore link by unveiling their specially designed Northern Territory-themed livery on an Airbus A320 aircraft.

At a special event with Tourism NT, hosted by Darwin International Airport, Jetstar Asia launched the livery to Australia, announced their sponsorship of the Arafura Games as key airline partner, and welcomed games mascot, Milula.

Jetstar Asia commissioned illustrator Ben Qwek who created his interpretation of popular Red Centre and Top End destinations such as Uluru-Kata Tjuta and Kakadu National Parks, and attractions and animals including the Ghan, Uluru, camels, kangaroos, emus, crocodiles and termite mounds. The artwork is complemented by specially designed decals and tray tables within the aircraft.

Destination marketing using animation-style is very popular with our target Asian markets.

Quotes from Minister for Tourism, Sport and Culture, Lauren Moss:

"I congratulate Jetstar Asia on its 10 year commitment to links between Singapore and Darwin.

"The new Jetstar Asia Northern Territory-inspired livery is an innovative flying billboard with the potential to excite visitors from across Asia to travel to the NT.

"Darwin is Australia's closest city to Asia, so this new aircraft livery has the unique ability to showcase the Northern Territory to a brand-new audience.

"The Northern Territory looks forward to our continued engagement with countries to our north via Jetstar Asia and enjoying increased visitation into the future."

Quotes from Minister for the Arafura Games, Natasha Fyles:

"It's wonderful to see Jetstar Asia's support of the Arafura Games.

"The Territory Labor Government promised to bring back the Arafura Games as a significant visitation driver, to promote trade and business opportunities, and to create jobs.

"Athletes from more than 40 nations will take part in the Games, including Singapore, Indonesia, China, Timor-Leste and Vietnam.

"These countries represent some of our closest neighbours and links made through the Arafura Games have the potential to grow the NT economy."

Quotes from Jetstar Asia CEO Bara Pasupathi

"Jetstar Asia is excited to strengthen our great partnership with Darwin through this eye-catching livery and the Arafura Games sponsorship, as we continue to support Tourism NT's vision of Turbocharging Tourism to this fantastic holiday hot spot.

"The Northern Territory has so much to offer Asian travellers who want to see some of Australia's most awe-inspiring natural landscapes such as Kakadu, Litchfield, Uluru and Nitmiluk.

"Darwin is less than a five-hour flight from Singapore, making it easily accessible and perfect for a long weekend or part of an extended Australian getaway, which is why we have flown more than 1.2 million visitors between Darwin and Singapore over the last ten years and continue to see demand grow."

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