

# Sharp Airlines

## 20 December 2013



### Flinders Island Services Press Statement

Sharp Airlines are continually working to improve our business, ensuring our airfares are competitive and meeting the needs of our growing and diverse customer base.

“Recently we undertook a review of our network and consulted extensively with our customers with the aim of improving our services, as a result we are very excited to announce will be introducing a number of improvements in 2014” stated Mr Malcolm Sharp, Director – Sharp Airlines

The Sharp Airlines review included:

- Valuable feedback from our Customers
- Review of market trends and analysis
- Review of customer demand and needs
- Current and forecasted economic circumstances
- Aim to improve OTP (on time performance)

“Following this review we intend to slightly alter our schedule for 2014 in order to capture the trend that mainland holiday makers are choosing; Flinders Island as a holiday destination. Our schedule will also reflect the slowing of traffic numbers on the Launceston to Flinders Island and return services”, said Mr Malcolm Sharp, Director – Sharp Airlines

“As you are aware we have heavily promoted this route in our own right and jointly with Flinders Island Tourism Association, Tourism Tasmania and the Flinders Island Council. Our mainland schedule will operate up to six return RPT services per week during the peak season from Essendon and by starting the aircraft from Essendon (rather than Launceston as it does now) will provide us much greater flexibility to capture that single point destination for groups, charters, RPT and freight” said Mr Sharp

Sharp Airlines’ Launceston to Flinders Island route remains very much a core route, this year Sharp Airlines provided 22,464 seats to Flinders Island. With this operational change Sharp Airlines will have the flexibility to operate additional services at peak times to cater for passengers and freight should the need arise from Launceston.

This will enable Sharp Airlines to be flexible with aircraft to adapt rapidly to changing market conditions which is very important in the provision of air services to small and isolated communities.

# Sharp Airlines

## 20 December 2013



“This new schedule will further enhance the good work already achieved in the promotion of Flinders Island as a tourist destination and will take effect on the 6th January 2014” stated Mr Sharp.

Sharp Airlines aim is to continue to provide the communities we serve with a safe and cost effective airlines service that meets customer needs. Whilst we have factored in a small price increase the majority of our costs will be absorbed by efficiency and productivity gains within our core route structure.

For flight schedule information please visit [www.sharpairlines.com.au](http://www.sharpairlines.com.au) or call Reservations on 1300 55 66 94

- END -

Contact: Mr Malcolm Sharp - [ms@sharpairlines.com.au](mailto:ms@sharpairlines.com.au)