



Media **Release**

20 October 2005

New name and direction for Townsville Airport

Today, 'Australian Airports Ltd (Townsville)' officially changes its name to 'Townsville Airport' and unveils a new visual identity to the local community.

This name change marks a new direction for the airport, including a more hands on approach and further investment in growing the long term economic prosperity of North Queensland, said General Manager Chris McHugh.

"We are serious about our role as a major transport provider in the region," Mr McHugh says. "This process has taken months and included consultation with airlines, business partners and community groups."

"The new branding will help promote Townsville Airport as a distinct destination and identifies three qualities that will underpin our business development.

"They are a warm and inviting climate; welcoming customer services and the exceptional standard of facilities offered for a regional airport."

Queensland Airports Ltd purchased Australian Airports Ltd (Townsville) in March this year.

'Queensland Airports Limited will remain in the background and essentially acted as an internal consultancy to Townsville Airport, said Mr McHugh.

QAL have staff in various areas of expertise working with us to identify new airline routes and promotional opportunities for North Queensland, he said.

"We are making great progress in expanding the business," he said. "Late this month, Jetstar will join Virgin Blue, Macair, Qantas, Qantas Link, Alliance Airlines, Skytrans and Inland Pacific at Townsville Airport."

"It opens up access, introduces more competition and increases opportunity for the region. We will continue to work in partnership with local operations and businesses to help expand access to airline services for the local market."

Media Information:

**Chris McHugh on 4727 3216 or 0419 421 066.
Media Liaison Robert Dark on 0417 623 156.**