



# TIME FOR TAKE OFF - BONZA LAUNCHES FIRST PASSENGER SERVICE

News / Airlines



**Bonza reinforces commitment to be 'Here for Allstralia' with community and first customers joining celebrations. The inaugural flight comes days after the airline went on sale for the first time with Aussies said to be embracing Bonza's app first approach. The historic flight is said to be a game changer for both tourism markets as well as friends and family who can ditch the 12 hour drive in place of a direct flight.**

Tim Jordan, CEO of Bonza, commented: “Our team of legends couldn’t be more excited to begin connecting Aussies for holidays and time with loved ones. What better place to start than arguably two of the country’s favourite holiday destinations. Whether you are snorkelling the Whitsunday Islands or grabbing a cold one in the craft beer capital of Australia - the Sunshine Coast - we are humbled to take you there. Today’s milestone flight comes at a time where demand is high for Aussies to explore their own backyard. What our first customers will experience onboard is a fresh approach to flying where we keep the bar high on quality, and our costs low.”

He says he is thrilled to deliver on Bonza’s promise of stimulating new tourism markets by serving underserved regional communities. Jordan also revealed that since going on sale days earlier, Aussies had embraced the opportunity to book a seat on the app with over 10,000 seats sold.



The onboard experience includes an all Aussie menu with items ordered on demand from the Fly Bonza app and delivered directly to customers’ seats. Local menu partners were also invited on today’s flight with food and drink suppliers across the country to join future Bonza inaugurals closest to home.

Sunshine Coast Airport Chief Executive Officer, Andrew Brodie said: “As the home base for Bonza this is a momentous day for the Sunshine Coast as Australia’s newest low cost airline takes to the skies on their inaugural flight heading to the Whitsundays, making this and other incredible destinations so much more accessible for everyday Australians. Bonza’s commencement of services signals a new era for our airport and wider region and over the next 12 months we will see an additional 772,000 seats into the region, which will generate more than \$86 million in visitor expenditure. Our partnership with Bonza is just the beginning as we look forward to a bright future and bringing even more destinations to our airport that will grow employment and tourism and unlock new market opportunities for business to explore”.



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