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Alliance Airlines announces three year aviation charter services contract with JTB Corporation

Today in Tokyo, JTB Corporation (“JTB”) and Alliance Airlines (“Alliance”) signed a multi-year agreement.

In conjunction with JTB’s ‘Global Destination Campaign’ this partnership will increase marketing, promotional activities and product development to significantly grow the Japanese tourism market travelling to Australia.

As part of this exciting program Alliance has signed a multi-year agreement to provide air charter services to JTB.



L-R Mr Toru Ikuta, President, JTB World Vacations and Mr Lee Schofield, Chief Executive Officer, Alliance Airlines.

Lee Schofield, CEO of Alliance Airlines, in Tokyo for the JTB and Tourism Australia announcement said, “Alliance is excited about the opportunity to work with one of the world’s great travel companies. The partnership will allow JTB to develop a range of tours throughout Australia visiting some wonderful and unique destinations in every state. The tours will range from one day opportunities such as visiting Uluru to multi day tours visiting major tourist attractions and cities throughout Australia.”

The first tour will commence in April 2018 and will provide a unique experience for JTB’s customers allowing them to do a day visit to Uluru. These tours will depart from a number of Australian cities including Cairns, Gold Coast or Brisbane in the morning spending up to eight hours visiting Uluru and returning back to their originating port that evening. This unique charter will maximise tourist opportunities on the ground and also minimise their travelling time overall.

Mr. Schofield also said, "Alliance was specifically suited to cater to JTB Corp with Fokker jets able to transport up to 100 passengers. In addition, Alliance's VIP Fokker jets provide a unique opportunity for high end customers and corporations to visit Australia in true style. Alliance is extremely proud to partner with JTB in developing the tourism sector. We look forward to working with JTB over the contract term to significantly increase the range of products available and promote Australia to Japan as a unique holiday destination."

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About Alliance

Alliance Aviation is Australasia's leading provider of contract, charter and allied aviation services currently employing in excess of 500 full time staff in Australia, New Zealand and Europe.

The Company provides essential services to mining, energy, tourism and government sectors and holds IATA's IOSA certification and Flight Safety Foundation "BARS Gold" status, the first such carrier in Australia to be so recognised. In addition a wide range of specialised aviation services including wet leasing, airport management, aircraft trading, parts sales and engine leasing are provided in Australia and internationally.

The Australian business currently operates a fleet of 18 Fokker F100, 9 Fokker 70LR jet aircraft and five Fokker 50 turboprops with additional fleet units scheduled to enter service in 2018.

Alliance has world leading operational performance, a key attribute sought by its customers.

The Company has operational bases in Brisbane, Townsville, Cairns, Melbourne, Adelaide, Perth, Darwin, Auckland and Bratislava.

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