

## TIGER AIRWAYS CLAWS ITS WAY INTO PUBLIC FAVOUR

**August 27, 2007**

AUSTRALIANS hoping for cheaper flights and more route options have embraced new budget airline Tiger Airways, a new survey reveals.

The online survey conducted by leading online travel marketplace, TotalTravel.com, asked the question: Is there room for another domestic airline in Australia, with the entrance of the new budget carrier Tiger Airways?

More than 800 people responded to the survey, which ran for five weeks.

Eighty three per cent of respondents (670 people) thought more competition would lead to cheaper airfares, more route options and improved services.

The remainder of the vote was split: 8.5 per cent (69 people) thought the domestic travel sector was already overcrowded and another airline simply couldn't survive; while 8.5 per cent (70 people) believed that only time would tell whether the market could handle another airline.

TotalTravel.com global marketing manager Paul Fisher said competition in the airline industry had increased over the past few years, and it would be interesting to see how the airlines coped with the pressure.

"I think a little competition doesn't hurt anybody and, as the survey clearly reveals, neither does the public," he said.

"Airlines can't afford to be complacent. They will be forced to compete for every dollar so I believe Aussie travellers should see a marked difference in the quality and type of services they are offered."

Tiger Airlines will officially start flights in November.

TotalTravel.com was established in 2002 and is Australia's number one online marketplace for travellers and travel suppliers. Travellers can research destinations, read the opinions of other travellers, find travel offers and then deal directly with travel suppliers to save money.

ENDS

### **Media enquires:**

Paul Fisher

Global Marketing Manager

totaltravel.com

Phone +61 (0)2 6680-8755

Mobile +61 (0)404 057 367

### **Head Office**

Suite 2, 13 Lawson Street  
Byron Bay NSW 2481  
Australia

### **Mailing Address**

PO Box 1825  
Byron Bay NSW 2481  
Australia

### **Contact**

T +61 (0) 2 6680 8755  
F +61 (0) 2 6680 8744  
E info@totaltravel.com