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Linking Darwin with Uluru for the first time

With the commencement of Qantas' inaugural service between Uluru and Darwin today, for the first time the Territory's iconic attraction of Uluru will be directly linked with the Territory's capital, Darwin.

The twice weekly Qantas service will offer a full domestic service, including business class, between Uluru and Darwin/Adelaide. The service will operate on Wednesdays and Saturdays giving visitors an option of a three or four-night stay; perfect for Darwinians and international visitors travelling via Darwin to Uluru.

"The direct flights from Darwin to Uluru will give both locals and international tourists extra options when planning their visit to the Red Centre. For the many Territorians who have never visited Uluru, this is a great chance for them to tick it off their bucket list", said Ian Kew CEO of NT Airports.

"This is a huge opportunity to turbocharge the tourism industry and attract more interstate and international visitors to the Top End as well as the Red Centre. Now holiday makers can fly into Darwin, spend a few days in the Top End and Kakadu, and then fly direct to Uluru for an ultimate Territory adventure," added Kew.

It is expected the new service will be very attractive to time-poor Asian and European travellers. Travelling to Uluru via Darwin improves their options, cutting their travel time as much as up to five hours.

Qantas Domestic CEO Andrew David: "We're seeing more demand for travel to Uluru from international and interstate tourists than we have seen in a long time. In the past few years the Qantas Group has added new routes and more flights to Uluru from Brisbane and Sydney and now Adelaide and Darwin. The direct flights offer a new convenient option from Adelaide and Darwin, saving travellers up to five hours' time instead of travelling on flights via other cities. We're committed to working closely with tourism bodies, hotels, tour operators and airports to get behind these new routes, continuing to drive demand, not just to Uluru, but across all parts of the Territory."

"The spiritual heart of Australia is now more accessible than ever and these new direct routes to Uluru create opportunities for both the leisure and business events sectors," said Voyages CEO Grant Hunt.

"Uluru has experienced a huge leap in visitation in recent years and it is great to see Qantas responding to this increased demand from international and interstate travellers. Initiatives such as Bruce Munro's Field of Light Uluru have attracted more than 200,000 guests since opening in 2016, providing travellers with the impetus to book now and helping turn Uluru into a year-round destination," said Mr Hunt.

In a new collaboration with inbound tourism wholesalers, Darwin International Airport, Qantas and Jetstar Asia are already working together to create new itineraries through Darwin and onto Uluru and Alice Springs that are promoted in key Asian markets.

"Darwin International Airport is delighted to have partnered with Qantas and Tourism NT to see Darwin directly linked with Uluru for the first time. We look forward to continuing to work closely with Qantas to bring new services that will improve options for both international and domestic travellers to visit the Northern Territory," said Mr Kew.

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