

Firefly Airlines continue growth

Asia Property Report - January 12 – News

http://www.property-report.com/em_top_stories.php?id=2191&date=120109

In a recent announcement, Firefly Airlines expects to enter a code share agreement with Malaysia Airline by the end of January 2009. The code share is expected to bring more people to Samui using Malaysia Airlines and their Kuala Lumpur gateway.

Samui-based Amsian Travel director, Santi Wongsawat, said "Once the technical side is done, travel agents will be able to see our flights in the GDS system. We can then market the link in Australia, because Australian travellers will save time and expense if they fly to Samui via KL rather than Bangkok."

"We are also considering the Middle East market, which is one of the strong inbound markets for Malaysia. We believe that it will open more business for Samui, especially during the time that the island needs to find alternate markets to counter recession," added Wongsawat.

The short-haul weekend market for Firefly Airlines, a subsidiary of Malaysia Airline System Berhad, is expected to grow further as a result.

"We operate every Monday, Wednesday, Friday and Sunday on all [our] three routes, so holiday makers can fly to Samui or Phuket on Friday and return on Sunday or Monday," commented Wongsawat.

In related news, Firefly has also recently added to its domestic route network launching a new twice-daily flight to Kerteh in Terengganu, Malaysia. This is the second route to Terengganu offered by Firefly, after Kuala Terengganu.

"This route is Firefly's commitment in providing alternative, affordable travel for all Malaysians. The main objective is to provide alternative transportation into and out of Kerteh that is economical, both in terms of time and money. In addition, to this Kerteh route will also add convenience to leisure travellers, as well-known tourism spots such as Kijal and Cherating is just a few minutes drive from the Kerteh airport," Firefly managing director, Eddy Leong.