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SEALINK EXPERIENCES UNPRECEDENTED DEMAND FOR SERVICES

SeaLink's services were in heavy demand over the Waitangi holiday weekend said general manager Donna Gauci today.

"We expected to be busy as there was a wonderful line-up of events scheduled for the weekend, however all sailings off-island to Half Moon Bay on Sunday the 8th were full and as early as Wednesday 4th we were adding extra vessels to enable our clients to get home."

Trying to get to the island on SeaLink services proved difficult for "last-minute" customers, as all sailings from as early as Thursday 10am through to Friday at 2pm were also full well in advance of the weekend.

This unprecedented demand on SeaLink's services could partly be attributed to the wonderful summer weather the region has been experiencing, plus the fact that Waitangi Day this year added a "bonus" long weekend. "Targeted advertising is also having its effect along with recent publicity about Waiheke and its summer events – it all adds up to high demand for our services" said Ms Gauci. Whatever the motivator, SeaLink's weekend loadings clearly demonstrate that people are still very keen to travel domestically.

Like all other Waiheke businesses however, SeaLink has to "make hay while the sun shines," as loadings inevitably start to drop when winter sets in. "We have some great initiatives coming, including a further TV campaign to encourage people to keep travelling to the island and we hope that this will be of benefit to ourselves and the island generally."

Ends

For further information please contact:
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The "See More" logo, featuring the words "See More" in a white, cursive font on a dark blue background.