



holiday noosa style

**Media Release
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HASTINGS STREET RELAUNCH PROVIDES MANY REASONS TO VISIT NOOSA

The barricades are packed away and the construction is complete. Fresh from its twelve month redesign Hastings Street is ready to party and you're invited.

After undergoing an upgrade that was seen as a 'must do' to ensure it kept its chic appeal a re-launch weekend is planned for the 28th to 30th November that will embrace everything that Hastings Street is famous for.

To celebrate the completion of works Virgin Blue has come to the party with a number of special rates to ensure everyone can be part of the three-day event.

Virgin Blue will be offering sales fares from \$59* ex Sydney and from \$109* ex Melbourne to entice visitors from the southern states to enjoy a short break prior to the busy Christmas period.

"Hastings Street has exceptional brand awareness in Sydney and Melbourne, so I'm sure many visitors will be keen to fly up on Virgin Blue and see what's on offer. Noosa is such an ideal destination for a short break, the beach is pristine and safe, the restaurants and accommodation houses are world class and I am certain the re-launch of Hastings Street will entice thousands of people to come and enjoy everything we have to offer," said Steve Cooper, CEO of Tourism Noosa.

"Fresh from a \$10 million makeover, Hastings Street has been refreshed, revived and renewed. The *Find Yourself on Hastings Street* event will enable locals and interstate visitors to celebrate and experience the new-look street," Mr Cooper said.

The *Find yourself on Hastings Street* event presented by the Hastings Street Association will provide 3 days of festivities including Noosa's first ever Longest Lunch on Hastings Street and Cinema under the Stars, to an Open Air Concert featuring Peter Cousens, Trisha Crowe, The Ratpack and Daryl Braithwaite as well as the Australian Professional Sand Sculpture Exhibit, "Champagne" Shopping and Art Trails. For more details and hot deals to accompany your visit to Hastings Street go to www.visitnoosa.com.au/findyourselfonhastings

Terms and Conditions

*Seats are limited and may not be available at peak times or on all flights. Fares are one way on the net, or \$15 more by phone. A credit card surcharge of \$3 per person per one way flight is applicable for flights within Australia. Fares are correct as at Oct 20, 2008 and are subject to change. Ex Sydney to Sunshine Coast sale fares on sale until Nov 30, 2008, for travel Nov 4 - Dec 10, 2008. Baggage charges apply. Pre-pay \$8 online for up to 23kg of checked baggage per person per one way flight, or pay \$20 at the airport for the same allowance. Excludes Velocity Gold and Silver Members. Excess baggage above 23kg will attract a charge of \$8 per kg (or part thereof). Visit www.virginblue.com.au for more information.

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For further media inquiries please contact Diane Ainsworth, Events and PR Manager, Tourism Noosa on 0412 000 606.