



## **ROYALE LIMOUSINES OPENS AUSTRALIA'S FIRST DEDICATED LIMOUSINE AIRPORT DESK AT SYDNEY INTERNATIONAL AIRPORT**

**Sydney, 26 February, 2014:** Australia has its first dedicated limousine airport desk with the official opening today of Royale Limousines' Premium Customer Service Centre at Sydney International Airport, inside the Arrivals Hall at Terminal 1.

Passengers can now transfer seamlessly from Royale Limousines' desk inside the terminal to a 10-bay undercover parking area outside Terminal 1.

"Already, there has been a 10% growth in enquiries since the desk's soft opening in December 2013," said Royale Limousines Managing Director, John Bartolotta. "It has exceeded our expectations. Consumers are becoming more aware of how reliable and affordable a limousine transfer can be."

"Markets using the desk are inbound tourists wanting to get to their hotel, as well as tourists booking a chauffeured car on an hourly basis for a scenic tour. Families and groups are another market, who usually enquire about people-movers which can seat 6-12 people. Those are very cost-effective on a per-person basis. Then you have the corporate traveller simply needing to get to their meeting on time," Mr Bartolotta said.

### **Chinese Inbound Demand Swells**

The new desk coincides with a spike in demand for luxury transfers among high-end inbound visitors to Australia, especially from China.

Royale Limousines has seen a 20% increase in demand from Chinese travellers during Chinese New Year 2014 over 2013. Chinese travellers are booking limousine travel for scenic day tours (to such locations as the Blue Mountains, Hunter Valley, and Sydney's famous beaches), shopping tours and casino visits – even for real estate inspections.

The company has installed two x 55" screens behind its airport desk. This provides a medium for multilingual 'Welcome' signs. The company already has Asian ground staff and chauffeurs.

### **Growth in Luxury Cruise Ship Transfers**

The number of cruise ship passengers requesting limousine transfers to their hotel on arrival in Sydney is "off the dial", said Mr Bartolotta.

“In January, we had 80 limousine transfers off a single cruise ship.”

The growth in passengers’ limousine expenditure is not connected to the increase in cruise ships to Australian ports in the last few years, Mr Bartolotta said. Even last year, the number of passengers requesting limousine travel was only moderate.

“All of a sudden, high-end visitors to Australia are starting to spend,” he said.

Most want short transfers from the ship at Circular Quay or White Bay to their CBD hotel, almost all stipulating a European sedan.

## **Sydney Airport**

“Our presence at Sydney Airport is an indication of how important the luxury segment of the tourism market is to the Australian economy,” said Mr Bartolotta.

“The opening of the Royale Limousines desk is the culmination of a five-year process working with Sydney Airport to develop the best way to service the needs of high-end individual and group travellers transiting through Australia’s busiest airport,” said Mr Bartolotta.

Sydney Airport’s master plan will significantly improve the airport experience for passengers, which are forecast to increase from almost 38 million in 2013 to 74 million in 2033. The plan will improve the door-to-door passenger experience, including through enhanced ground transport access. Read more at the airport’s website [here](#).

“One of Sydney Airport’s distinct advantages is its proximity to the CBD and world-class attractions such as Bondi Beach and the Sydney Opera House,” Sydney Airport’s General Manager of Parking and Ground Transport, Craig Norton, said. “We welcome Royale Limousines’ decision to open a dedicated desk at T1 to provide customers with a high-end and convenient option for their travel in Sydney.”

## **Background**

Royale Limousines holds the exclusive contract for limousine transfers at Canberra Airport, and for The Star casino complex in Sydney, Jupiters Hotel & Casino on the Gold Coast, and the Treasury Casino & Hotel, Brisbane. It provides limousine, luxury car and coach transfers for travel distribution businesses including The AOT Group, and the many cruise ships calling at Australian ports. It also services the busy corporate market; consumers wanting a transfer to the day-spa, the restaurant, or a sporting event; and even parents sending a safe pick-up for their teenagers after a night out.

“Limousine travel is no longer just for a CEO taking a smooth ride to the airport. Limousines are used by inbound leisure visitors for private shopping tours or day tours to the Hunter Valley wineries, businesses ferrying executives across town during corporate roadshows, convention groups, and families wanting a stress-free transfer to and from the airport with the kids and all that luggage,” said Mr Bartolotta.

“Luxury transfers now have an established place in the Australian tourism scene.”

Royale Limousines operates Australia’s largest luxury hire car fleet, comprising approximately 100 Australian and European luxury sedans, stretch limousines, convertibles, mini-coaches and a 30-seater tourist coach. Marques in its fleet include Aston Martin, BMW, Bentley, Ferrari, Ford, Chrysler, Holden (Caprice), Lexus, Mercedes, Rolls-Royce (including the pride of the fleet, the Phantom Drophead), Toyota, and Volkswagen. The company operates in Sydney, Melbourne, Brisbane, Canberra and the Gold Coast, and is the only Australian limousine company to offer a genuine 24/7 service, with staffed call centres in every state in which it operates. The company was founded in 1989 by Managing Director, John Bartolotta.

**Media Enquiries:**

John Bartolotta  
Managing Director  
Royale Limousines  
0411 699 888  
[roseb@royalelimousines.com.au](mailto:roseb@royalelimousines.com.au)

For more information and images, contact **Ink Publicity** in Sydney, Australia:

Natalie Ritchie  
0412 21 6642  
+61 2 9236 8980  
[natalieritchie@inkpublicity.com.au](mailto:natalieritchie@inkpublicity.com.au)

Images: The ‘Fleet’ section of the Royale Limousines website contains many vehicle images, which media are welcome to use. Source credit: ‘Royale Limousines’.

[www.inkpublicity.com.au](http://www.inkpublicity.com.au)  
[www.royalelimousines.com.au](http://www.royalelimousines.com.au)