

SKYWISE IS THE OFFICIAL AIRLINE PARTNER OF PINK LOERIE, WIGSTOCK AND MR GAY WORLD 2015

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It has been officially endorsed as the official airline partner for the international gay extravaganza week. The event runs from 27 April to 3 May 2015 in Cape Town and Knysna. This month, Skywise became the first airline to officially recognize Human Rights Day in South Africa. A string of happenings during that week include the Mr Gay World Cape Town & Knysna, Wigstock Premium Drag Event and the Pink Loerie Mardi Gras & Arts Festival. The endorsement agreement was signed between Skywise Airline and the Pink Loerie Organizing Committee recently in Johannesburg. It entails Skywise supplying the organizers of the gay festival week with 30 return tickets (60 one ways) at no extra cost. For the entire week of the gay extravaganza week, the new airline will fly at an affordable fare per trip on the Johannesburg to Cape Town route. There is no hidden cost in this rate, "What you see, is what you pay!" This is in line with Skywise's mission and brand promise that opens up the skies for all South Africans. Connecting with the gay community is testimony to the airline's alertness to engage and welcome all South Africans to previously unmapped markets that are trendy and innovative, with nationally important events that make business sense. Skywise will not shy away from coming out to associate with leading or emerging events that will offer us total brand awareness and clout in the South African domestic travel sector. In doing this, we will become South Africa's most loved carrier, dedicated to service excellence. Furthermore, as the PINK industry grows in South Africa and worldwide, it's become a viable and worthwhile sector for discerning brands to recognize right now. The gay extravaganza week gives a real boost to the general pink market locally and globally, as well as providing a platform that interests Skywise as a partner, with which to grow with. We are proud to recognize the openness, vibrancy and energy of this market by extending our "Less Is More" philosophy to it. Says Skywise Co-Chairs Tabassum Qadir and J. Malik: "Skywise is aware of the diversified community that exists in South Africa. We want to be known as the airline that identifies with them regardless of their association. For us people come first". Skywise's entry into the domestic market has been well received by the travelling market that are giving constructive and warm feedback. We thank our passengers, for their kind support. We look forward to being of service and to remain your most-loved airline. This includes during the Mr Gay World Cape Town & Knysna, Wigstock Premium Drag Event and the Pink Loerie Mardi Gras & Arts Festival, and also into the future, for ALL South Africans.