



# CAMPAIGN REPORT

Destination Queenstown Campaign

- **CONFIDENTIAL** -

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## OUR BRANDS

In addition to Flight Centre, our other Flight Centre Travel Group (FCTG) brands in New Zealand include Travel Associates, Corporate Traveller, Travel Money NZ, FCM Travel Solutions, Stage and Screen Travel Services, Travel Managers Group and ciEvents. For the purposes of this report, we will focus on the primary brands that ran this activity as outlined beneath.

# FLIGHT CENTRE®

Flight Centre's purpose is "to open up the world for those who want to see". Established almost 40 years ago in Australia, today Flight Centre has a global footprint in 11 countries and is one of New Zealand's most trusted and recognised brands. Partnering with premium airlines, established tour suppliers and other trusted companies around the globe, we offer competitive flights, holidays, accommodation, tours, cruises, and more. We know travel.

# TRAVEL ASSOCIATES™

Travel Associates is your boutique travel agency with a total focus on uncompromising customer service bringing together the most knowledgeable and well travelled Advisers across New Zealand. Drawing on decades of industry experience and a genuine passion for travel, our Travel Advisers specially craft tailored itineraries to perfectly fit your travel style and preferences.



Travel Managers Group have over 180 travel brokers who are experience consultant and/or managers that have been selectively chosen to become independent contractors operating throughout New Zealand delivering an exceptional level of service and expertise.

TO OPEN UP

THE WORLD FOR

THOSE WHO

WANT TO SEE

We aim to provide an exceptional travel experience to our customers through dedication to quality service and products.





A person wearing a red shirt and a white helmet is ziplining over a large blue lake. The person is suspended in the air with arms outstretched. In the background, there are large, rugged mountains with patches of snow. The foreground is filled with dense green evergreen trees. A red banner with white text is overlaid on the image.

# CAMPAIGN DETAILS

OCTOBER 2020



# FLIGHT CENTRE

## Wake up in the home of adventure

SUMMER IN QUEENSTOWN

 **HOME OF  
ADVENTURE**

## Wake up gliding

SUMMER IN QUEENSTOWN

ADRENALINE SEEKERS

FROM **\$399\***

INCLUDES A THRILLING  
KEA 6-ZIPLINE TOUR

 3

\*Full terms & conditions apply. Sale ends 30 Oct 2020, unless withdrawn or sold out prior.  
See in store for full details. Airfares are additional. FCA1152102.

## Wake up at high speed

SUMMER IN QUEENSTOWN

FAMILY ADVENTURE

FROM **\$219\***

INCLUDES AN EXHILARATING  
KJET BOAT RIDE

 4  3

Based on 2 adults & 2 kids (2-11 years)

\*Full terms & conditions apply. Sale ends 30 Oct 2020, unless withdrawn or sold out prior.  
See in store for full details. Airfares are additional. FCA1152102.



# FLIGHT CENTRE

## Wake up in the home of adventure

### SUMMER IN QUEENSTOWN

Zipline, jet boat, swim, hike, dine, relax & more in a destination that is perfect for your next Kiwi getaway. Turn your dreaming into planning & book your Queenstown summer escape today!



#### FAMILY ADVENTURE

FROM **\$215\*** pp

SKYLINE GONDOLA  
WITH 5 LUGE RIDES

3 ★★★★★ 4

Wake up to spectacular gondola views, then take the driving seat on a fast paced luge ride!

✓ 3 nights at Novotel  
Queenstown Lakeside  
Based on 2 adults & 2 kids (2-11 years).



#### FAST FAMILY FUN

FROM **\$219\*** pp

KJET HIGH SPEED  
JET BOAT RIDE

3 ★★★★★ 4

Wake up at high speed where the whole family will enjoy all of the thrills, spins & exhilaration!

✓ 3 nights at Mercure  
Queenstown Resort  
Based on 2 adults & 2 kids (2-11 years).



#### SCENIC CYCLIST

FROM **\$375\*** pp

BIKE THE BRIDGES  
EXPERIENCE

3 ★★★★★

Wake up coasting & cycle your way through the outskirts of Queenstown, soaking up the breath taking views.

✓ 3 nights at Mercure  
Queenstown Resort



#### ADRENALINE JUNKIE

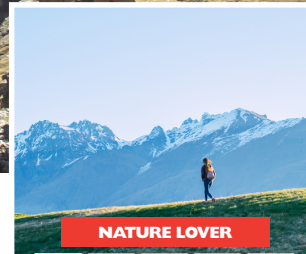
FROM **\$399\*** pp

KEA 6-ZIPLINE TOUR

3 ★★★★★

Wake up gliding & enjoy stunning lake & mountain views on this guided journey through native beech forest.

✓ 3 nights at Rydges Lakeland Resort  
✓ Breakfast daily



#### NATURE LOVER

FROM **\$515\*** pp

ROUTEburn TRACK  
½-DAY GUIDED WALK

2 ★★★★★

Wake up wild & trek through ice-carved valleys & below the majestic peaks of the Southern Alps.

✓ 2 nights at Camp Glenorchy  
Eco Retreat  
✓ Breakfast daily



#### DAREDEVIL ACTION

FROM **\$585\*** pp

12,000 FT TANDEM  
SKYDIVE EXPERIENCE

3 ★★★★★

Wake up free falling with a once-in-a-lifetime sensory overload experience that will leave you wanting more!

✓ 3 nights at Heritage Hotel  
Queenstown

PLUS, ADD ON YOUR FLIGHTS WITH **NO DOMESTIC BOOKING FEE\*** WHEN YOU BOOK IN-STORE OR ONLINE.

# FLIGHT CENTRE®



Click, call or visit us in store today  
**flightcentre.co.nz**



**0800 373 464**



\*Terms & Conditions: Prices are correct as at 23 Oct 2020, are subject to availability & are subject to change without notice. Selected travel dates apply. Sales period: Valid for sale until 30 Oct 2020, unless otherwise withdrawn or sold out prior. | No Domestic Booking Fee: No Flight Centre domestic booking fee applies on these packages. Merchant fees may apply. For full conditions visit [www.flightcentre.co.nz/bookingterms](http://www.flightcentre.co.nz/bookingterms). | General conditions: All prices are per person, in NZ Dollars, unless otherwise stated. All prices are based on payment by cash or EFTPOS only. Holiday packages include operational costs & prepayable taxes unless otherwise stated. Additional levies, government charges & other applicable fees may apply & are beyond our control. Minimum & maximum stay restrictions may apply. Selected deals are based on restricted hotel check in/out time & are ultimately the responsibility of the passengers upon booking to ensure hotel check in/out time are suitable for their needs. Seasonal surcharges & blackout dates may apply depending on date of travel. Stopovers & alternative routes may incur additional costs. Prices are valid for new bookings only. Accommodation, holiday packages, cruises & tours are based on twin share unless otherwise stated. Holidays are based on consecutive night stays. Accommodation star rating is based on Flight Centre ratings & is a guide only to the overall quality of the property. The accommodation, cruises, coach & small group tours & any other components included in your holiday are provided by carriers & hoteliers with their own terms & conditions, which your booking is subject to. For full terms & conditions visit [www.flightcentre.co.nz/bookingterms](http://www.flightcentre.co.nz/bookingterms). FC48NZH261020



# FLIGHT CENTRE



**Wake up in the  
home of adventure**

**SUMMER IN QUEENSTOWN**



Flight Centre New Zealand

Sponsored ·

Wake up gliding with an adrenaline pumping Kea 6-Zipline tour & 3 nights in Queenstown including breakfast daily from just 399\*pp. Airfares are additional.



Flight Centre New Zealand

Sponsored ·

Wake up at high speed with a KJet Boat Ride & 3 nights accom at Mercure Queenstown Resort from \$219\*pp family share! Airfares additional.



FLIGHTCENTRE.CO.NZ

**Summer in Queenstown**

T&Cs apply. Ends 25 Oct 2020.

[Learn More](#)



Comment



Share



FLIGHTCENTRE.CO.NZ

**Family Fun in Queenstown**

T&Cs apply. Ends 30 Oct 2020.

[Learn More](#)



Like



Comment



Share



**Wake up in the  
home of adventure**

**SUMMER IN QUEENSTOWN**



# TRAVEL ASSOCIATES

QUEENSTOWN  
*Awaits You*



Travel Associates New Zealand

Sponsored ·

Take the excitement to the next level in NZ's own adventure capital: Queenstown! Spend 4 nights at luxurious Peppers Beacon Queenstown & get the heart racing with a Shotover Canyon Tandem Swing!



TRAVEL-ASSOCIATES.CO.NZ

Queenstown Awaits You

\*T&Cs apply. Ends 27 Oct 2020.

Learn More



Like



Comment



Share



HOME OF  
ADVENTURE

QUEENSTOWN  
*Awaits You*

4 nights & Shotover Canyon Tandem Swing

from **\$519** pp



HOME OF  
ADVENTURE

SEE MORE »



# TRAVEL ASSOCIATES



BRING THE FAMILY ALONG

## Heritage Queenstown

★★★★★

3 nights accommodation

family share from **\$299\***  
pp

**INCLUDES** a Shotover Jet Ride!

\*Terms & conditions apply. Valid for sale until 30 Oct 2020, unless withdrawn or sold out prior. See in store or online for full details. TAA1150547.



HOME OF  
ADVENTURE



GET THE ADRENALINE RACING

## Peppers Beacon Hotel

★★★★★

4 nights accommodation

from **\$519\***  
pp

**INCLUDES** a Shotover Canyon  
Tandem Swing!

\*Terms & conditions apply. Valid for sale until 30 Oct 2020, unless withdrawn or sold out prior. See in store or online for full details. TAA1150547.



HOME OF  
ADVENTURE



CYCLE THE SIGHTS AT YOUR LEISURE

## Hilton Queenstown Resort & Spa

★★★★★

3 nights accommodation

from **\$459\***  
pp

**INCLUDES** a 'Bike the Wineries'  
Full Day Self-Guided Tour.

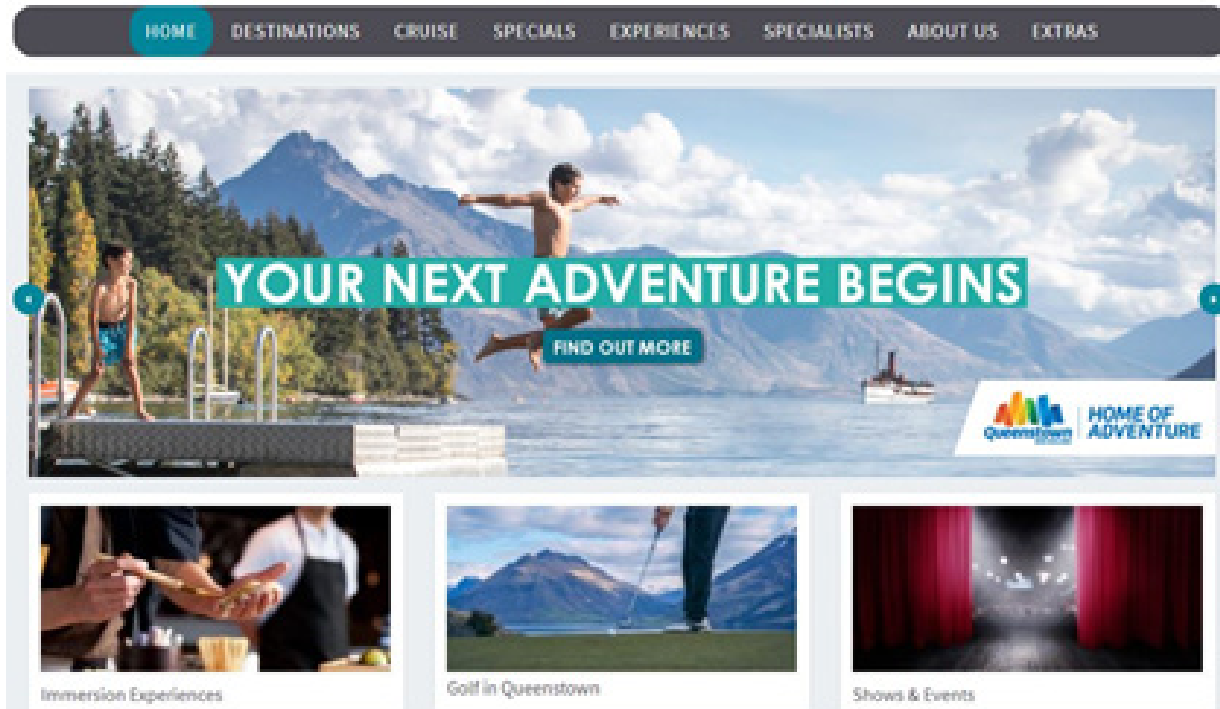
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HOME OF  
ADVENTURE

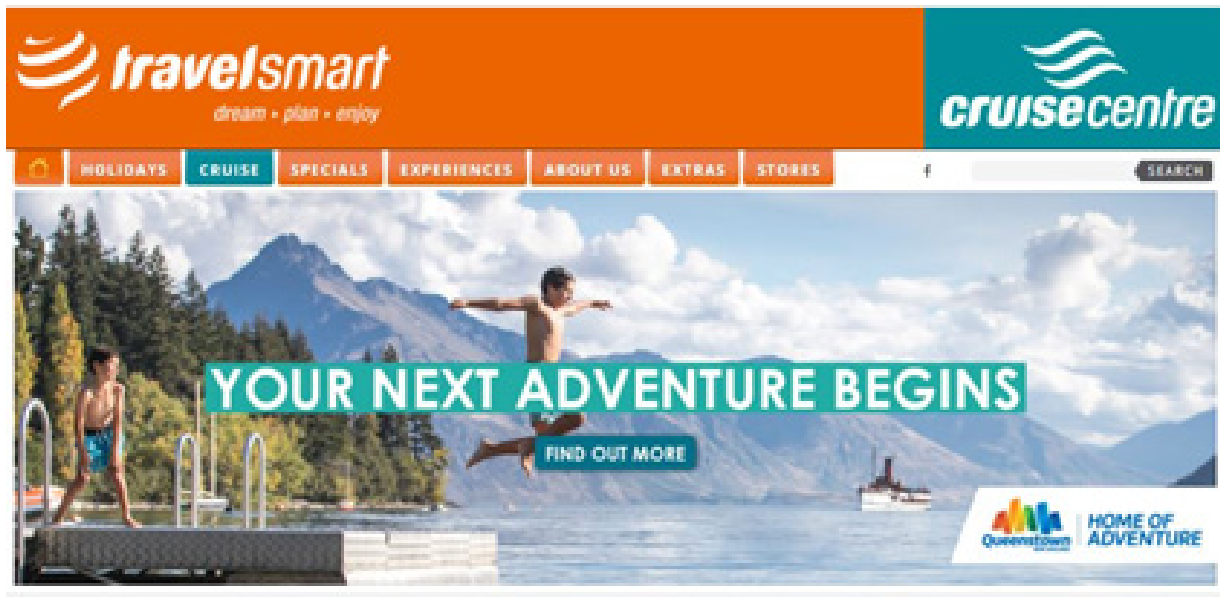


# TRAVEL MANAGERS



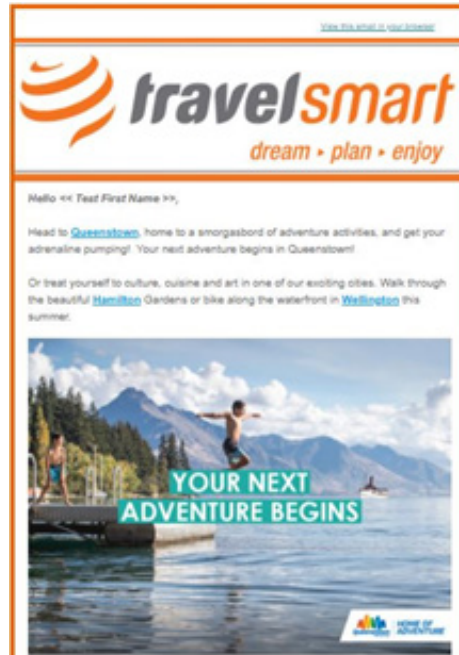
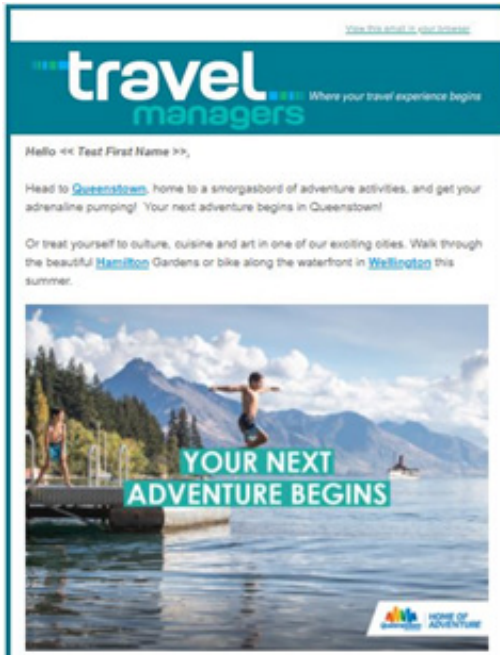
## Website Display

Across different brands.





# TRAVEL MANAGERS

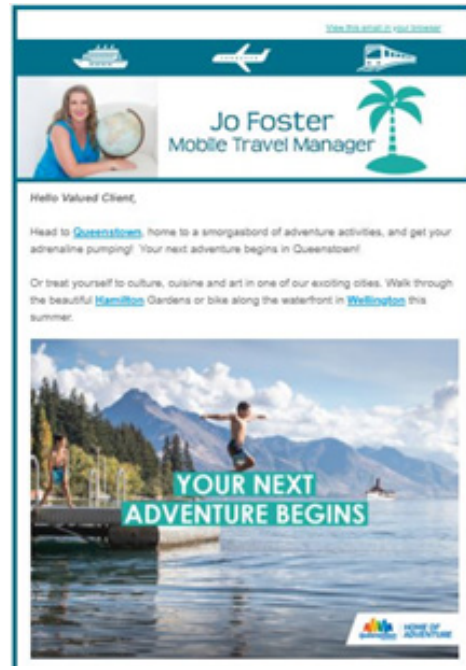
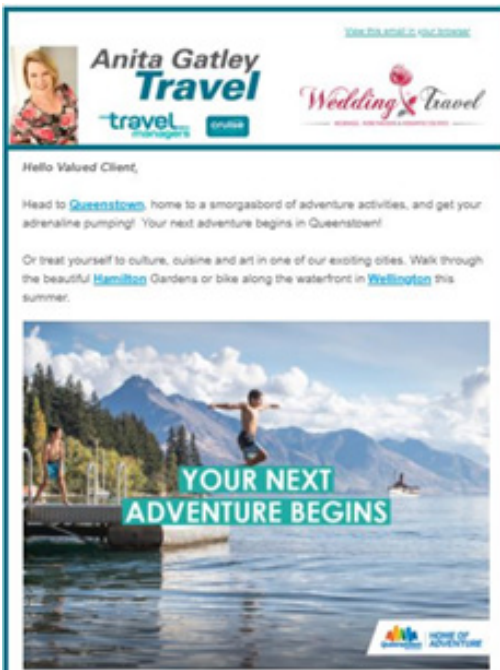


## Email

Delivered to subscribers across different brands.

## Week 1 content

Focused on tandem swing, family activities, leisure biking and nature & hiking



## Week 2 content

Included skydiving & winery biking




# TRAVEL MANAGERS

**Travel Managers Group NZ**  
24 October at 08:30 · 🌐

🏠 Home to a smorgasbord of adventure activities, Queenstown will get your adrenaline pumping! Indulge your inner explorer with hiking and biking or spend some time with the family out and about in the dramatic Central Otago landscape. If you're a keen golfer, the Superpass allows you to play at 4 of Queenstown's best golf courses. Your next adventure begins! 🌄 🏔️ 🏌️

📄 <https://travelmanagers.co.nz/type/215>  
Book by 30 October 2020. Ts&Cs apply.




YOUTUBE.COM  
Your next adventure begins in Queenstown | Managers NZ

**Travelsmart New Zealand**  
24 October at 08:30 · 🌐

🏠 Home to a smorgasbord of adventure activities, Queenstown will get your adrenaline pumping! Indulge your inner explorer with hiking and biking or spend some time with the family out and about in the dramatic Central Otago landscape. If you're a keen golfer, the Superpass allows you to play at 4 of Queenstown's best golf courses. Your next adventure begins! 🌄 🏔️ 🏌️

📄 <https://travelsmart.co.nz/type/215>  
Book by 30 October 2020. Ts&Cs apply.




YOUTUBE.COM  
Your next adven

**Sarah Weaver Travel Managers**  
21 October at 16:57 · 🌐

🏠 Home to a smorgasbord of adventure activities, Queenstown will get your adrenaline pumping! Indulge your inner explorer with hiking and biking or spend some time with the family out and about in the dramatic Central Otago landscape. If you're a keen golfer, the Superpass allows you to play at 4 of Queenstown's best golf courses. Your next adventure begins! 🌄 🏔️ 🏌️

📄 <https://mailchimp.com/your-next-adventure-begins-in-...>



MAILCHIMP  
Your next adventure begins in Queenstown


**Jo Foster - Mobile Travel Manager**  
28 October at 06:05 · 🌐

Queenstown's Super Golf Pass  
Play 4 courses for \$399.00

New Zealand's best golf destination just got better. With multiple World-class courses in a spectacular mountain setting, outstanding food, vineyards and wineries, a range of accommodation options and a town that's renowned as the home of adventure, Queenstown is the perfect golf getaway. Purchase a Queenstown Golf Superpass this season and you can treat yourself to a round at Arrowtown, Jack's Point, Millbrook all on one ticket!

I can help you with flights and accommodation so you can focus on the game 🏌️

📄 <https://travelmanagers.co.nz/package/12306>  
Sales to 31 Oct 2020. The Superpass is valid from the opening date 1/10/20 until the Closing Date 31/5/21. Ts&Cs apply.



## Social Media

Content delivered to members to use on their own social channels and promote freely.