Destination Queenstown Flight Centre Update



Jodie Burnard (Jodes)



General Manager Marketing NZ

- Jodes oversees the marketing for the leisure, broker and corporate businesses. She leads the marketing team to deliver strong customer focused initiatives and solutions for the business. Jodie and the marketing team are responsible for the brand strategy and marketing of all products, services, segments, digital marketing and PR & Communications for all the FCTG brands.
- Jodie has been with Flight Centre for 13 years across numerous marketing roles. She is a foodie, loves to travel, explore and have new experiences, she likes to relax over wine with friends and spend time outdoors at the beach in Northland where she is from.
- Countries visited 50



Victoria Courtney (Tori)



General Manager Product

- Tori is responsible for delivering product to the leisure, broker and corporate businesses in New Zealand. She leads a diverse range of businesses including the Infinity Wholesale business, supplier contracting and product design team to deliver ranges that excite customers and support our partners.
- Tori has been with Flight Centre for 16 years, as a chartered accountant she has undertaken numerous finance roles including NZ CFO prior to moving into an operational role in the product space. A mother of 2 with extended family all over the world we love to travel.
- When she gets time to herself she enjoys exercising and spending time with friends and family.
- Countries visited 28

Clinton Hearne (Clint)



Head of Marketing, Australia

- Clinton has gained a reputation as someone who leans into change, believes marketing is a fine balance between using data and having strong distinctive creative, and that the historical fundamentals of marketing still apply, marketers just need to put a modern twist on them.
- Clinton is known for cultivating passionate teams, for his love of music, and for his favourite rebuttal to any 'no': "well they put a man on the moon!".
- Countries visited 33+



Megan Lowe (Megs)



General Manager Leisure Product

- Megan specifically looks after Flight Centre Brand in Australia.
- She started working with FCTG as a consultant in a retail store and over the last 21 years has worked in retail, wholesale and product.
- Megan currently leads the Product Design and Delivery Team
- Responsible for creating FCB's product strategy, working with key suppliers and tourism bodies and designing products to take to market that really engage our customers.
- Megs is known at work for her leadership, strong focus on customer service, calm approach to problem solving and positive attitude.
- Countries visited 42



Andrew Reid (Andy)



New Zealand Contracting Manager

- Andy has been with the FCTG for the last 17 years.
- The last 4 years within the Global Procurement Network
- Andy's key responsibilities are to ensure FCTG have the right product contracted, the right margin attached and have a clear channelling strategy for different global selling business
- Andy holds relationships with both internal and external partners relevant to the New Zealand Portfolio.
- Countries visited 30





INDUSTRY UPDATE

DESTINATION QUEENSTOWN

April 2021

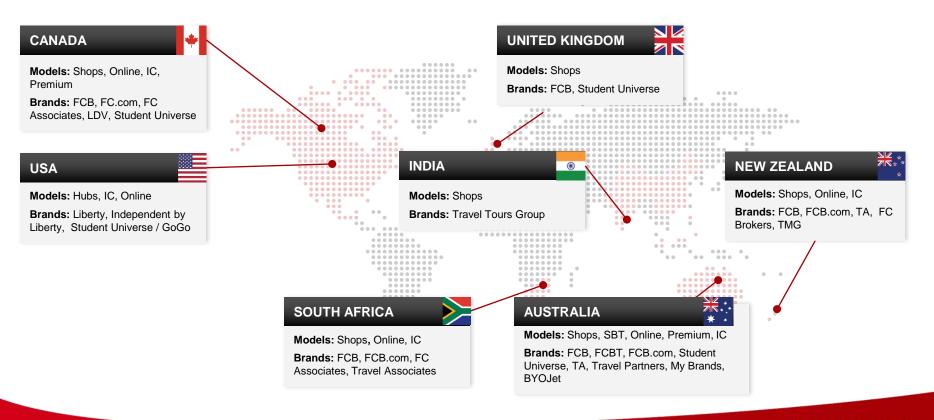


What we are going to take you throughE

Quick introduction
FCTG Overview
Education on distribution channels
Benefits to working with the trade - how to optimise revenue?
FC Group update including FCAU



Leisure: Global footprint















Get our cost base low. Survive NOT starve. Be present for customers.



REIMAGINE

Streamline. Get efficient. Grow market-share.

WAKE UP

Re engage customers. Domestic focus. Stay connected to suppliers.





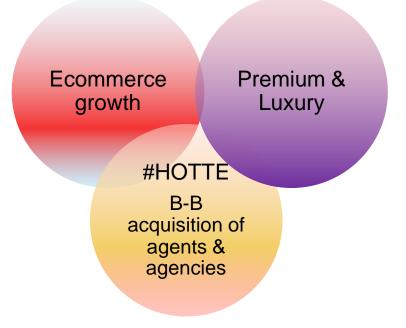
Optimising distribution channels



The New Growth Model

Page 13

A key change to our leisure business will be the transformation of our growth model. Previously based on advertising, growing shop and consultant numbers, but the ROI of this model has steady decline. The new growth model will align to changing customer travel shopping needs, our B-B sales capability and better economic business models complimenting a core strong agency model.





Customer Channels

Flight Centre is the go to multi channel retailer with irresistible deals and savvy personnel service accessible to our travellers however, wherever and whenever the like across the following 4 models:



- Right size and spread of network
- Attractive storefronts / billboards
- Product showrooms
- Experienced consultants

- World-class sales centre
- Specialist consultants
- Call centre model
- New customer acquisition centre

- Lead distribution and overflow
- Borderless culture

- Leading air booking engine
- Irresistible holiday deals
- Customer first capabilities
- In-house content development

Benefits of working with the trade **Product**

- Product preferencing within systems & incentives for frontline staff
- Wholesale support
- Tailored product to customers types & brands
- Collaborative partnership approach
- Global Merchandising



FC NZ Domestic Product Strategy

- Exclusive deals
- Competitive lead-in pricing, stay pays, bonuses and value-adds.
- Desirable (not distressed) product that customers want to book.
- Our strategy has been to inspire customers with supporting content, introduce our Travel Experts to our Marketing communications to showcase our expertise and to drive bookings through our packaged holidays.



Lake Tekapo 3 night: 4-star + Tekapo Hot Springs Admission 5100

\$450



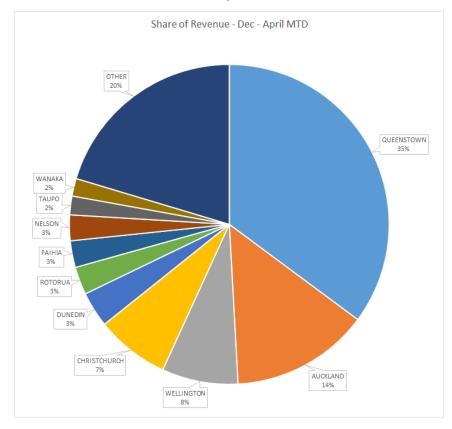
Hawke's Bay 3 nights 4-star + The Wineries Ride Self Guided Cycle Trail \$380







FCNZ Domestic share - Dec - April





FC AU's NZ Product Strategy

SELF DRIVE Car Hire Motorhome Hire Mini Drive Breaks (Combos) Themed Drives

OUTDOORS Ski & Winter Walking Tours Hidden Gems Overnight Cruise Stays

IMMERSIVE EXPERIENCES Combo Holidays Touring Holidays Lodges & Retreats Rail Packages Themed Holidays

BREAD & BUTTER

Auckland Queenstown Wellington Christchurch

MINI DRIVE BREAKS - EG:

Auckland & Rotorua Wellington & Martinborough Queenstown & Te Anau Queenstown & Wanaka Christchurch & Lake Tekapo

COMBO STAYS - EG:

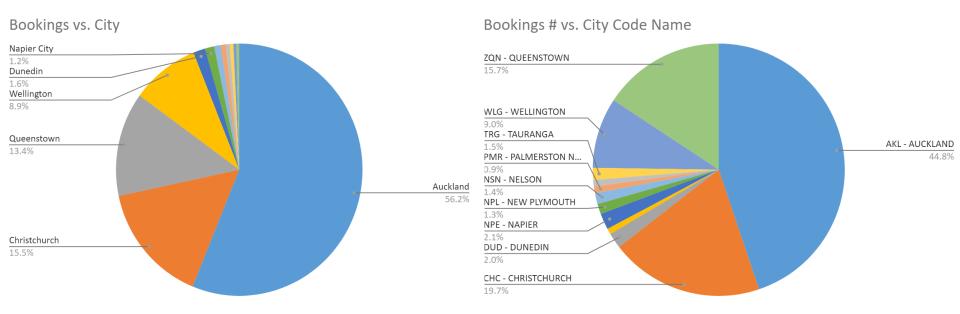
Auckland & Waiheke Island Queenstown & Hollyford Track Queenstown & Milford/Doubtful overnight THEMES: Middle Earth Food & Wine Adventure Nature Culture Family



FC AU's Bookings Split

2019 Sales

2021 April Sales



FLIGHT CENTRE



Benefits of working with the trade Marketing

- Large databases with engaged customers
- Personalised service from our experts
- Marketing campaigns with preferred product
- Peace of mind for customers
- Collaborative partnership approach
- Tourism Board campaigns conversion partner



A new look and feel Flight Centre

Faced with the challenge of an aging customer database, we needed to reinvigorate our brand, moving away from "daggy" to "fun and savvy" with a modernised brand, improved range of designed deals, new models and connected technology.



Rejuvenated and modernised consistent FC Brand

- → Brand refresh
- → Visually distinctive codes
- → Broader appeal
- → Trend setter and the voice of travel
- → Globally managed
- → Disruptively consistent



Customer Driven

- → Customer global insights
- → Customer multi segmentation designed products & journeys
- → Customer ease of business
- → Customer quality metrics



Irresistible Deals

- → Product Design House
- → Curated packaged product
- → Science of Irresistibility
- → LAG Range
- → Helio one system access
- → Always online



Winning Millennial Offer

- → Products that appeal to <40s
- → Marketing that attracts
- → Mobile first
- → Strong social presence
- → Differentiated customer journey



Our Brand promise



Expertise

Experience our experience

Got travel on the brain? We do too. Get the know-how from Experts who have been there and back again so you can too. Go ahead! Ask us anything.



Service

Travel made easy

Plan and travel your way, without breaking a sweat. Need a beach? A flight? That 'extra something' to make your trip stand out? Consider it done.



Peace of mind

Here for you, always

Get the fine print in real-people-words, every time. And if the unexpected happens, count on the Travel Experts to get you out of any sticky situation.



Value

Irresistible deals for every traveller

Everyone needs a friend with great taste and a nose for deals. Find more than you were looking for with a collective travel brain and insider connections.



Confidence

Pay less for flights & see more sights

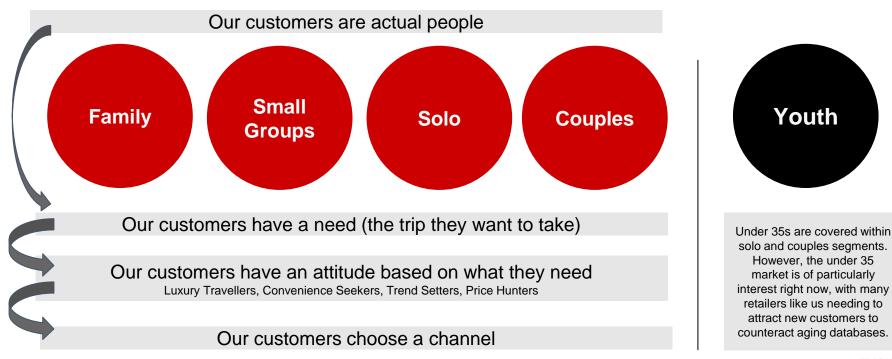
Want to score the best price on your holiday? So do we! Our Travel Experts will beat available airfare quotes for international flights departing from New Zealand or you fly **FREE**!



CUSTOMER TARGETING

Core Customer Segments

We are currently working on refreshed customer global segmentation framework using McKinsey data to better understand who our customers are, their need states, what motivates them and how to talk to them. The 4 core customer segments identified through the research included below, with an additional customer segment being youth (under 35).



FLIGHT CENTRE

Customer data projects

The global customer segmentation framework will lead to:

01 Journey Mapping 02 **Customer Attribution** 03 Centralised Insights 14 **High Value Customers** 05 Personalisation

Customer journey mapping

Better understanding of what our customers will do next and how best to target them

Customer type by attribution

On the journey to tie in all marketing activity, to enquiry and finally booking. Initial will start with call and email enquiry channels.

A centralised global insights team

One best way to gather and analyse data to influence operation and product to market globally.

Identification of high value customers

And subsequent communication and personalisation strategies to ensure relevance and frequency to retain high value customers

Personalisation

Ensure relevance through personalisation and targeting across owned channels across the full travel process - from dreaming to booking, indestination and post return.



CAMPAIGNS 2021/22

Our Strategic Factors

What we are doing differently post COVID:



Fewer campaigns in market

Increased share of voice for brand and partners, and clearer messages in market at any one time.

Aligning core customer segments

Content and product that align with our core customer segments and their needs, ensuring personalisation and relevance.

Weekly analysis of campaign activity

Team meetings to analyse campaign performance week to week, intended to identify gaps and optimisation opportunities

Holidays with Flex

Since COVID, 99% of land products available have a free change and cancellation policy to ensure we are meeting the needs of our customers in the current climate.

In-house Media in AU

We now manage all media planning and buying in-house, leading to increased ownership of media strategies and performance along with improved campaign performance.

"Open up the world for those that want to see"



CONTACT US

victoria.courtney@flightcentre.co.nz

odie.burnard@flightcentre.co.nz

clinton_hearne@flightcentre.con

megan_owe@flightcentre.com



