

## **MEDIA RELEASE**

**3 June 2011**

### **AMERICA – LAND OF THE FREE, OR JUST A LITTLE BIT CHEAPER NOW!**

As the New Zealand dollar hits an all time high against the greenback, New Zealand's largest travel retailer has seen a 15 per cent rise in bookings to the USA, Hawaii and Canada in the last month.

Flight Centre New Zealand's retail leader, Maree Hansen, said Kiwis are taking advantage of the strong New Zealand dollar and locking in their US holidays now.

"While prices in the States haven't changed, our strong dollar means Kiwis can get so much more bang for their buck. For example a US\$3 coffee in March 2009 would've cost NZ\$6.12, now that same coffee would only be NZ\$3.68.

"We are noticing Kiwis venturing that little bit further to Hawaii and LA - it's the perfect time to do so. America used to be a more costly holiday option, but now accommodation, sightseeing, eating out and of course shopping is so much more affordable," Ms Hansen said.

Here are a few recommendations from Flight Centre to help you take advantage of the dollar and discover the States.

#### **Helicopter ride over the Grand Canyon**

The best way to see the Grand Canyon is in the air by helicopter. Take in the spectacular views of the Hoover Dam, Lake Mead and the Grand Canyon – you can even touch down deep on the Canyon floor.

#### **Discover movie magic on the Universal Studios VIP experience**

This is the ultimate Hollywood experience. Take an exclusive, behind-the-scenes look at the world's largest movie studio and theme park and be treated like a star!

#### **Explore the Napa wine region**

The Napa Valley is one of the most popular destinations in Northern California. It's reminiscent of the painted hills of Tuscany and is most famous for its Chardonnay varietal.

As well as the incredible array of wines on offer, Napa Valley is also a gourmet food lover's delight. An abundance of local farmers' markets and fine dining restaurants is a great way to taste California.

### **Hike Yosemite National Park**

Yosemite Valley is at the centre of the national park and was carved out during the last ice age. It has soaring 914 metre high granite walls, stunning waterfalls and is definitely worth a visit.

### **Explore Alcatraz**

This former prison was home to some of America's most notorious criminals; Al Capone and Machine Gun Kelly. Today it is one of the world's most legendary prisons museums. Cruise out to 'the Rock' and take in the history and beauty of San Francisco Bay.

### **New York, New York**

There is so much to do in New York and a Full Island Circle Line Cruise will help tick off a number of these world-renowned landmarks in one day. See it all with three rivers, seven bridges and 25 landmarks including the Statue of Liberty. A relaxing way to take in the sights!

### **Behind the scenes New York TV & movie sites**

Make all those movies come to life with one of the many TV and movie sites tours. From the apartment building that was used in Friends, Grace's studio in Will and Grace to the deli from When Harry Met Sally, it's a great way to see the city. For Sex & the City or Sopranos enthusiasts, there are specific tours tailored around these shows too.

### **Ultimate Space Experience**

For space enthusiasts, this maximum-access tour of the Kennedy Space Centre is a must. Learn everything about space travel and NASA on this 12 hour day tour.

For tailor made USA holiday options, talk to a Flight Centre travel expert on 0800 427 555 or visit [www.flightcentre.co.nz](http://www.flightcentre.co.nz)

- ENDS -

	PRICE IN USD	NOW June 2011 (1 NZD = 0.81 USD)	THEN March 2009 (1 NZD = 0.49 USD)
Coffee	\$3 USD	\$3.68 NZD	\$6.12 NZD
Sandwich	\$4 USD	\$4.91 NZD	\$8.16 NZD
Nike Running Shoes	\$80 USD	\$98.39 NZD	\$163.26 NZD
Dinner at restaurant	\$50 USD	\$61.49 NZD	\$102.04 NZD
Madame Tussauds Hollywood Entry	\$25 USD	\$30.74 NZD	\$51.02 NZD

For more information or imagines, contact:

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### **About Flight Centre**

Flight Centre (NZ) Ltd is New Zealand's largest travel agency, with approximately 900 staff in more than 200 retail stores and businesses nationwide.

Flight Centre consultants are the travel experts and are selected for their vast product knowledge and their passion for travel. Flight Centre's global network allows consultants access to the widest travel product offering in the New Zealand, at the best value.

Brands in the New Zealand market operated by Flight Centre (NZ) Ltd include;

Flight Centre

Round the World

Premium Travel

FCm Travel Solutions

Corporate Traveller

Infinity Holidays

Escape Holidays

CiEvents

Cruiseabout

Student Flights

The company has won the JRA Best Workplaces, large workplace category award for eight consecutive years. In addition and in recognition of Flight Centre's continued achievements in the JRA Best Workplaces Survey over the past eight years, Flight Centre is also a Five-Year League Award recipient.

Flight Centre Limited globally has almost 13,000 staff in 11 countries including Australia, New Zealand, the United States, Canada, the United Kingdom, South Africa, Hong Kong, India and China.