

MEDIA RELEASE
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CRUISEABOUT CONFIRMED TO DOCK IN THE NEW ZEALAND MARKET

Cruiseabout, a new dedicated cruise travel retailer, announces its plans to launch into the New Zealand market and is set to make waves in the industry.

Backed by New Zealand's largest travel retailer, Flight Centre (NZ) Limited, Cruiseabout will provide Kiwis with diverse ocean and river cruising options, which have continued to increase in popularity over the past year.

Flight Centre managing director, Rick Hamilton, is confident about the impending launch and believes having a dedicated cruise travel retailer will benefit Kiwi travellers.

"Kiwis can't get enough of cruising. We have seen the cruise market in New Zealand grow at a 27 per cent rate year-on-year, however there are limited retail cruise specialists across the country and we saw an opportunity to provide a truly unique offering to the New Zealand market.

"Flight Centre is a company that focuses on growth and while others in the travel industry may be looking to pull back during uncertain economic times, Flight Centre is continuing its investment. The recent launch of our niche wholesaler, Escape Holidays, and now the launch of Cruiseabout is testament to this ongoing growth strategy," Mr Hamilton said.

Mr Hamilton went on to say he is confident about the impending launch and there are plans already in place to open more stores across the country.

Cruiseabout will provide a one-stop international and domestic cruise booking service, in addition to providing expert advice from specialist cruise consultants. Drawing on Flight Centre's influential global supplier contracts, Cruiseabout will offer Kiwis competitive pricing, combined with uncompromising service.

The challenging economic climate has also meant Kiwis are looking for innovative ways to make their money go further and Mr Hamilton believes cruising is the ideal option.

"With most meals and entertainment included onboard, cruising means Kiwis can budget easily for their total holiday spend. Visiting a range of cities or countries while onboard is incredibly exciting, however not having to unpack at each destination is one of the biggest bonuses," Mr Hamilton said.

Cruiseabout currently operates around the world and the first New Zealand Cruiseabout store will open in November on Auckland's Ponsonby Road.

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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 140 retail stores and support businesses nationwide.

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

Flight Centre
Round the World
First and Business
FCm Travel Solutions
Flight Centre Business Travel
Infinity Holidays
Escape Holidays
CiEvents
Stage and Screen
Cruiseabout
Itchy Feet Travel

The company has won the JRA "Best Places to Work" Large Workplace category award for seven consecutive years.

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

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