

FLIGHT CENTRE[®]

Unbeatable

Flight Centre (NZ) Ltd

Travel Show Information

Be Part of New Zealand's Largest Travel Shows!

Our shows

Flight Centre, New Zealand's largest travel specialist, is committed to sourcing the best value domestic and international airfares, as well as accommodation, car hire, travel insurance, cruising, coach, rail, touring and adventure travel deals.

A key feature of the Flight Centre brand is our Travel Exhibitions. For more than a decade, Flight Centre has continually grown their Travel Exhibitions, holding 3 separate shows throughout the year and welcoming over 40,000 customers looking for valuable advice and information.

Key features of our travel shows

- New Zealand's largest consumer travel shows
- Huge exhibitor support from industry suppliers
- Held nationwide for more than a decade
- Thousands of visitors, **ready to spend**
- Unique facility to book exclusive show deals
- Free visitor entry

The shows are renowned for exclusive 'show only' deals that offer incredible savings, with our expert consultants on hand to help visitors plan and book their travel. These deals can include exclusive rates, free night offers, reduced prices, early bird rates and special discounts.

Event Details

We hold three different annual events throughout the country.



Travel Expo – New Zealand's largest and most comprehensive travel show held at the beginning of the year, with exhibitors showcasing destinations, attractions, activities, products and services from around the world. This show is held in Auckland, Wellington and Christchurch.

Travel Expo midyear – A slightly smaller scale show to that of the beginning of the year. This show is held in Auckland only and features exhibitors from throughout the world.



Discover Europe – The long haul destination show for UK/Europe held around October/November in Auckland, Wellington and Christchurch

In-store shows

In-store shows run at the same time in our retail stores throughout the country, ensuring great deals are available nationwide to customers who are unable to attend our events. These have proven to be a hugely successful part of the expo equation.



Our exhibitors

Exhibitors comprise of contracted suppliers

Airlines

Tour operators

Hotels and resorts

Vehicle rental companies

Travel insurers

Cruise operators

and supplementary services, including

Tourism boards

Visa and passport advisors

Foreign exchange providers

Medical advisors

Travel guide book retailers

Luggage retailers*

*A full list of previous exhibitors at each show is available on request.

Visitors to the show have the opportunity to talk about their holiday plans with a huge range of travel experts.

Our shows attract a wide variety of exhibitors including contracted suppliers and supplementary services.

Exhibitor attendance varies depending on the show and city.

Our Travel Expo in February is the largest show of the year with around 150 booths in Auckland and 90 in both Christchurch and Wellington.

We encourage exhibitors to attend shows regardless of the show focus to showcase their destinations from around the world, and cater for consumer enquiry.

We invite exhibitors to attend and notify them when registrations open. If you are not an existing exhibitor and would like to be on our invitation list, please contact us.

Supplier Feedback

*“Tourism Queensland and a multitude of our in market products have travelled to the Flight Centre shows for years. They provide an **incomparable medium** for us to connect directly with the New Zealand consumer and strengthen our relationship, awareness and most importantly sales within the Flight Centre group”*

*Justine Smith
Marketing Manager, New Zealand
Tourism Queensland*



*“The impact and immediate sales is outstanding and the timing works very well to encourage last minute bookings. Having a flood of customers through the doors immediately upon opening tells you just how many people are in need of a holiday...and **they come ready to book!**”*

*Raumati Wikaire
Plantation Island Resort, Fiji*

*“The opportunity to **interact with thousands of travellers** gives us the opportunity to showcase and explain our brand. We are able to highlight our product range and identify the correct travel guide for the individual client for the trip they are booking”.*

Sarah Ewing
Lonely Planet

*“The shows allow us to reach out to a variety of travellers, but the best bit is the “call to action” tactical offers which feature our destination for the duration of the show – we **can really see a return on investment!**”*

Pip Ashford, NZ Representative
Anaheim OC Visitor and Convention Bureau.

*“The Flight Centre shows are the ‘must attend’ event on the travel expo calendar and **we really get bang for our buck** – with the number of people attending and the excellent and professional setup”*

Andy Bruce
Sales Executive
Emirates Airline



Our attendees

*Our shows attract a genuine audience who are **ready to spend!***

Our show visitors are actively looking for information about travel destinations and experiences and **want to interact with travel experts** for information and advice.

Our shows are the **most highly attended travel shows in New Zealand**, with attendance figures comparable to similar travel shows in the USA, Australia and the United Kingdom (based on per head of population).

Visitors to our shows are genuine, pro-active and have the means and motivation to make purchase decisions at the event.

Our shows reach over 40,000 + visitors nationwide, annually

Each show has its own attendee demographic. However overall our attendees are from diverse backgrounds, interested in a range of travel experiences, including adventure holidays, family travel, budget trips, and luxury holidays.

Our show visitors come prepared to **book!** In 2012, exhibitors booked over \$14 million in business directly at the show.



Why exhibit?

Be part of the only consumer travel show in New Zealand that -

- Reaches over 200,000 consumers weekly through our database activity
- Launches an over \$1 million multi-media campaign to maximize reach and exposure
- Puts your company in direct contact with over 40,000+ serious travel enthusiasts
- Offers the ability to book your exclusive show only deals on the spot
- Offers an all-inclusive exhibit package that includes more than just space

If your business is to provide products and services to the leisure travel market, this is where you need to be.

The power of face to face selling – the most persuasive form of selling

Flight Centre travel shows enable you, your product and the consumer to come together in an interactive environment. Our show's are a unique opportunity to reach thousands of highly motivated travel enthusiasts, and enables them to learn about your products first hand.

Some of the potential benefits to exhibiting at our travel shows include:

- Establish your profile
- Build your brand awareness
- Connect with customers face to face
- Maintain customer relations
- Receive immediate feedback
- Address market objections or perceptions
- Interact and engage with your target market
- Build brand loyalty
- Introduce new products/product ranges
- Exposure to high volume foot traffic



Maximise Bookings

The format of our shows is specifically set up to drive sales both on the day and for a period after the show. And the return continues many months following!

Our travel shows have a unique facility for consumers to book on the spot with our expert consultants, enabling a measure of success for you. You do the converting and customers purchase then and there.

Additional In Store Sales

So as not to exclude any customers, we offer all of our exclusive show deals for purchase in store at our branches throughout the country. These deals are available during the corresponding show weekend and provide greater reach for both your products and our consultants.

Exhibitor Website

Our dedicated exhibitor site features all the information you need to know in order to succeed at the shows. This site is home base for all elements of the show process, including registration, show information, floor plans and show documents.

Travel Presentations

We offer all exhibitors the chance to hold an informative presentation to the public. This extensive seminar and speaker programme features destinations, tours, airlines, rail travel, cruise travel and general travel tips. These free seminars attract an audience of up to 120 people per seminar, and are a fantastic way to share your product.

Popular Venues

Our venues are accessible and well known venues in key locations throughout the country. These premiere venues are centrally located and feature numerous car parking opportunities.



Our marketing campaign

Being New Zealand's largest Travel Retailer, Flight Centre has access to a wealth of marketing opportunities.

Come show time, 3 weeks prior to our first show we hit the ground running and launch our advertising campaign with solus ads and tag our existing advertising.

Our travel shows gain wide recognition through a **high profile marketing campaign** that utilises major advertising channels including

- Television
- Radio
- Newspaper
- Online
- Social media
- Direct Marketing
- Database drives

Our **extensive coverage** also ensures high awareness through event calendar listings and editorial in consumer, association and industry body publications.

We also promote the show through our **database of more than 200,000** people via EDM's and mail drop featuring show vouchers offering discounts on travel items and show bookings.

Exhibitor packages

What will it cost?

Registration fees vary for each show and range from NZ \$1,500 – NZ \$3,300 + GST depending on the show. Please contact us for current prices.

What is provided?

The registration cost includes stand and basic set up - black velcro receptive panels, fascia sign, clothed table, chair, spotlights and power supply. Standard booth size is 3.6m wide x 2.4m deep x 2.3m high

Removal of rubbish, cartons, boxes and wrapping materials

Full exhibitor's manual is made available online two weeks prior to each show

Exhibitors are invited to attend the after-show cocktail function along with the Flight Centre consultants

Organization name and booth number listed in Show Directory of the show guide

Access to show results - sales figures sent out post event

What else do I need to consider?

Exclusions

The below is not provided in the booth package. Please see the exhibitor manual for recommended suppliers and they will charge you directly.

- Internet, phone lines
- Additional Furniture
- Eftpos facilities
- AV

Booth design

Your booth ultimately attracts customers and in part does the selling for you. To get the most out of your booth, ensure your booth collateral (banners/posters) explain what your product/offering is; supply relevant brochures (destination specific based on the focus of the show); and tailor your flyers to be consistent with show branding.

Show deals

Exhibitors who participate in a Flight Centre travel show are required to offer exclusive 'show only' exclusive packages and discounts as our customers attend our shows with the expectation of an exceptional deal.

Atmosphere

It's important that our exhibitors represent the professionalism of the shows and that this is reflected in the quality of the booths, marketing material and behaviour on the day.

Register your interest

To register your interest of participation in our Travel Show's, please complete the below form and return it to our Expo and Events Manager and your Flight Centre Wholesale Representative. You will be added to our database and contacted upon launch of the show registrations.

Expo and Events Manager

Jen McAllister

jen.mcallister@flightcentre.co.nz

021 824 308

Show Registration

Show Registrations open approximately 8 weeks prior to the show. You will be contacted via email with an Invite featuring a link to our Exhibitor Website and our online Registration form.

At this point, we offer you the opportunity to:

- purchase your required number of booths
- request the show locations you wish to attend (please note, due to venue capacity we may be unable to fulfil your attendance request)
- hold a Travel Presentation and register the frequency of presentations
- request your show furniture
- request your show signage
- arrange your travel (accommodation, car hire, flights)

Expression of intent to participate

Flight Centre or Infinity Holidays
wholesale representative:

Organisation:

Contact Person:

Contact Email:

Contact Phone:

Contact Address:

Shows your organisation wishes to attend:

Travel Expo YES NO MAYBE

Travel Expo Midyear YES NO MAYBE

Discover Europe YES NO MAYBE

Please detail your product below:

Additional Notes: