



FOR HKTB TOURISM OVERVIEW 2023 ONLY

# AUSTRALIA & NZ

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# MARKET OUTLOOK

Slow  
GDP growth



3.5%  
Unemployment



Low  
consumer  
confidence



7.8%  
CPI



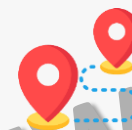
# MARKET OUTLOOK



Overseas travel at 78% of pre-pandemic level



Holiday (48%)  
VFR (37%)  
Business (7%)



Destinations:  
New Zealand,  
Asia, US, Europe



Growth in luxury, cruise and sustainable travel



Air capacity at 75% of pre-pandemic level



Trade short staffed and busy

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# STRATEGIC FOCUSES

**Maximise** market penetration through mass media, trade and tactical activities



**Re-build** confidence to fuel travel momentum



**Leverage** key partners' brand recognition and loyalty



## 1 Trade Fams

Seeing is believing

- NZ mega fam
- Trade leadership team fams
- Joint partner fam with airlines
- Connect Hong Kong



# PROGRAMMMES

## 2 Tactical Co-op Campaigns

Dreaming > Planning > Conversion

- Key retail partners
- OTAs, e-retailers and cruise wholesalers
- Showcase products and value adds

**EXCLUSIVE TRAVEL DEALS**

Package	Includes	Price
<b>CENTRAL HONG KONG DISCOVERY</b>	<ul style="list-style-type: none"> <li>Return economy airfare from Melbourne to Hong Kong flying Qantas</li> <li>4 NIGHTS of 3-star Hong Kong Hotel in a Superior Room (includes Breakfast) W &amp; F</li> <li>Return coach transfers from Hong Kong Airport to hotel</li> </ul>	<p><b>SAVE \$494*</b></p> <p>4 NIGHTS \$1,139* per person</p>
<b>TASTE OF HONG KONG</b>	<ul style="list-style-type: none"> <li>Return economy airfare from Melbourne to Hong Kong flying Qantas</li> <li>4 NIGHTS of The Harbour Hotel in a Deluxe Room W &amp; F</li> <li>Full breakfast daily</li> <li>Return coach transfers from Hong Kong Airport to hotel</li> </ul>	<p><b>SAVE \$534*</b></p> <p>4 NIGHTS \$1,395* per person</p>
<b>ICONGIC KNOWLEDGE</b>	<ul style="list-style-type: none"> <li>Return economy airfare from Melbourne to Hong Kong flying Qantas</li> <li>4 NIGHTS of Iconic HK in a Deluxe Room W &amp; F</li> <li>Return coach transfers from Hong Kong Airport to hotel</li> </ul>	<p><b>SAVE \$533*</b></p> <p>4 NIGHTS \$1,425* per person</p>

**SAVE AN EXTRA \$100 OFF PER PERSON WHEN YOU BOOK ONE OF THESE PACKAGES!**

Call, click or see your preferred travel agent **1800 848 246** [vivaholidays.com.au](http://vivaholidays.com.au)

**Hong Kong is ON!**

Save up to 25% on Hong Kong activities like Disneyland and more

**Book now**

**ASIA ON SALE**

**BUNDLE & SAVE ON HONG KONG HOLIDAYS**

Package	Includes	Price
<b>Stanford Hotel Mongkok</b>	<ul style="list-style-type: none"> <li>Airfare + 4 nights 3-star</li> <li>Return airfare to Hong Kong flying Qantas</li> <li>Return transfers</li> <li>FREE WIFI*</li> </ul>	<p><b>BUNDLE &amp; SAVE \$248*</b></p> <p><b>\$1225*</b></p>
<b>Park Hotel</b>	<ul style="list-style-type: none"> <li>Airfare + 4 nights 4-star</li> <li>Return airfare to Hong Kong flying Qantas</li> <li>Breakfast daily</li> <li>Return transfers</li> <li>FREE WIFI*</li> </ul>	<p><b>BUNDLE &amp; SAVE \$347*</b></p> <p><b>\$1419*</b></p>
<b>Hotel Vic on the Harbour</b>	<ul style="list-style-type: none"> <li>Airfare + 4 nights 5-star</li> <li>Return airfare to Hong Kong flying Qantas</li> <li>Return transfers</li> </ul>	<p><b>BUNDLE &amp; SAVE \$351*</b></p> <p><b>\$1535*</b></p>

**FLIGHT CENTRE**

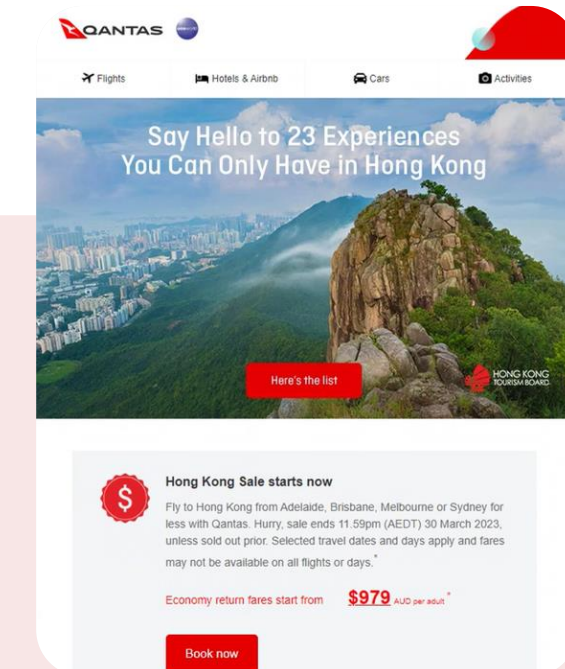
Click, call or visit us in store today [flightcentre.com.au](http://flightcentre.com.au) **131 600**

Reserve Fee: Approved applicants only. Fees, terms, conditions & minimum finance amount \$999 apply, and \$99 Annual Fee charged on the account open date & annually on the anniversary of that date. Annual fee must be paid in full within 90 days or it will attract interest. Minimum monthly repayment required. Interest charged at the Expedited Nominal Rate payable on outstanding balance after any interest free period. See [flightcentre.com.au](http://flightcentre.com.au) for current interest rates. Only available at Flight Centre partners. Credit provided by FirstCredit Australia Pty Ltd ABN 21 091 811 877 Australian Credit Licence number 247613. FirstCredit Australia is a subsidiary of FirstGroup Limited. \*Travel restrictions

& conditions apply. Prices & taxes are correct as at 28 Apr '18 & are subject to change without notice. Visit our website to see updates & corrections to advertised products at [www.flightcentre.com.au](http://www.flightcentre.com.au). Prices quoted are on sale until 22 May '18 unless otherwise stated or sold out prior. Prices are per person & are subject to availability. Accommodation (if included) is based on two share unless otherwise stated. Savings amounts are included in the advertised price. \*FREE WIFI is subject to business conditions. FROM STONEY: Flight Centre Travel Group Limited (ABN 52 002 277 180) trading as Flight Centre. AFSA Accreditation No. A01612. [www.flightcentre.com.au](http://www.flightcentre.com.au)

## 3 Airline Partnerships Products & Loyalty

- CX 'exclusive ticket offer'
- Stopover and multi-destination products (CX and FJ)
- Loyalty offers and owned channels (QF, NZ)



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## 4

## Updates & Roadshows

Learning and Development

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- Roadshows and trade updates
- Destination webinars and podcasts
- Partner conferences and events – AIME, CLIA
- Airline learning hub partnerships and training programmes



