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# Morgans Roundtable Presentation – Flight Centre Brand

**April 27, 2022**

# The story

**ANDREW STARK**  
**FC GLOBAL MD**





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## BRAND PURPOSE

To *sustainably* open up the world for those who want to see.

## BRAND VISION

To become the world's most exciting and profitable travel retailer, personally delivering amazing experiences to our people, our customers and our partners.



A person in a red jacket stands on a rocky cliff, reaching out towards a vast landscape filled with numerous hot air balloons floating in the sky. The scene is set in a valley with unique rock formations and a winding river. The sky is filled with many colorful hot air balloons in various patterns and colors, including stripes, checkers, and solid colors. The overall atmosphere is serene and adventurous.

**Where will  
we play?**

# Global Market – What we know?



**415 Million  
Tourist  
Arrivals**



**\$1.7tn (2019)  
Spent on leisure  
Travel**

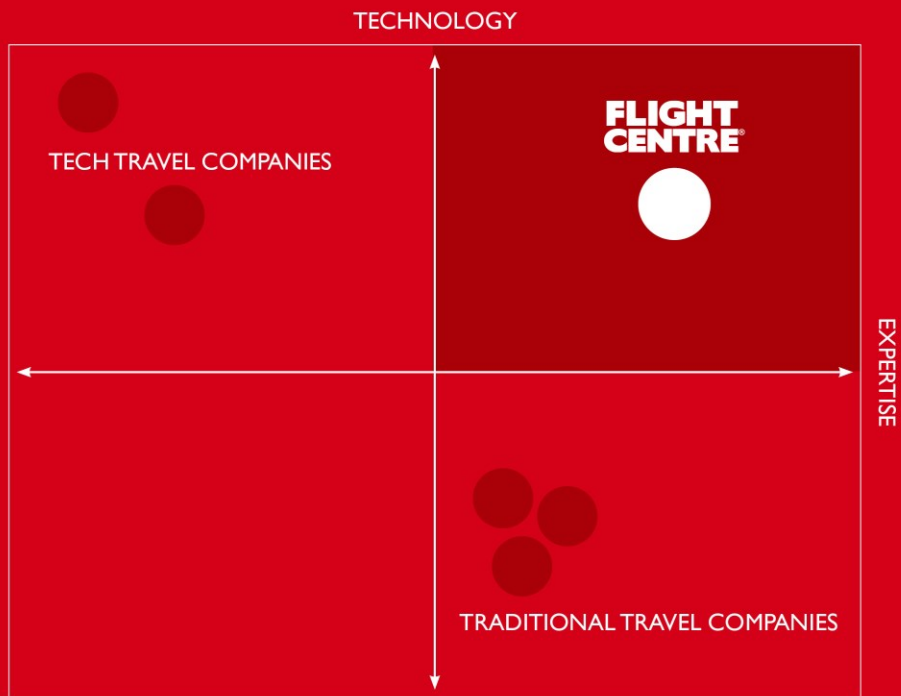


**60% Online  
by 2025**



**40% Airlines  
Direct**

# Future Positioning





# Current Geographies



Possible future expansion opportunities in Latin America, Europe, UAE & APAC via low-cost entry model

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**We know our  
customers**





# Customer Engagement

Global March 2022



**ENGAGED WITH 4M CUSTOMERS**

1.9M Yes to marketing



**4.9 stars**



**FC TIKTOK**  
**2,338**



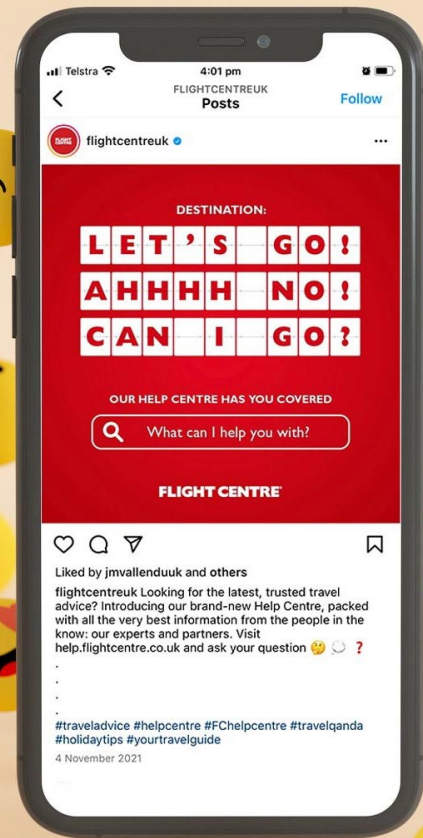
**FC YOUTUBE**  
**4,688**



**FC FACEBOOK**  
**2.25M**



**FC INSTAGRAM**  
**255K**



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**HOW TO WIN**

**FC 4.Omni**

**OLD RETAIL TO NEW RETAIL**



# WHAT IS OMNI?

Omni globalizes, standardizes and synchronizes our legacy architecture and plumbing, bringing together our people and technology to provide customers with a consistent customer experience.

Omni systematically connects the dots to reorganize and reposition this brand as a modern travel business that embraces the new world of international retailing. Avoiding at all costs muscle memory and old ways.

The world ahead is shared ownership.



# Brand Assets



3,000 PEOPLE



450 SHOPS



AIR BOOKING ENGINE



ONE WEBSITE



ONE APP



TPCONNECTIONS  
ALL AIR



GLOBAL  
SUPPLIERS



GLOBAL  
CUSTOMER CARE TEAM



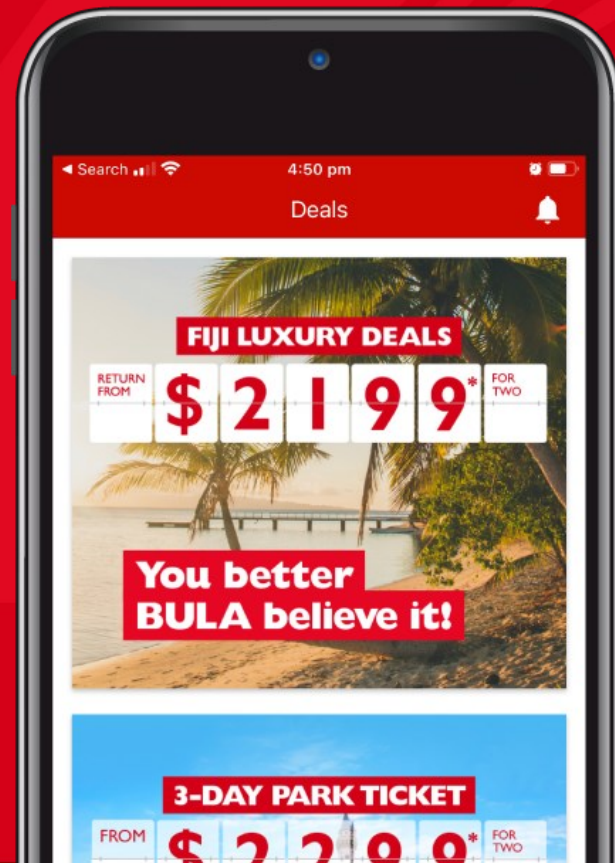
GLOBAL  
SUPPORT



GLOBAL  
CALL CENTRES



GLOBAL  
ENGINEERS





**PAST**  
Lowest Airfares Guaranteed

**FUTURE**  
Flights + Holidays  
(Deals + Value)



**Famous Brand**  
**Physical & Digital Assets**



**Famous for Flights**  
**and Holidays**



**Famous People, Culture**  
**& Technology**



**Famous for Growth**  
**New countries**

# Overall Strategy Statement

**Flight Centre** is a leading global travel retailer, famous for flights, holidays, people and technology.

We serve millions of customers every year through an ecosystem of channels that converts irresistible deals. We boast 450 world-class customer service centres, 3000 savvy travel professionals and a world-class bookable website & app. We are an authentic and trusted brand with a healthy market share. We work tirelessly to deliver a consistent customer experience.



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# Marketing

FAMOUS BRAND

# Brand Refresh



## FOR TRAVELLERS BY TRAVELLERS

We've been there, done that, climbed the mountain, and loved every minute. We want our travellers to experience this too – and our knowledge and enthusiasm should shine through in our words.

## FUN AND SAVVY

Serious about travel, but not ourselves. We can't help but look on the bright side of life and want our travellers to do the same.

## PERSONAL

We care for our travellers and look for every opportunity to convey our personality, personal service and travel expertise throughout their entire experience.

## IRRESISTIBLE

We have an eye for a great deal because we know travel. We seek, create and promote irresistible deals that stop people in their tracks.

## MAKING IT EASY

We help take care of all our travellers' concerns, and offer real solutions to their problems, so they can focus on having the trip of a lifetime.

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# We unravel travel

EXPERTISE FLEXIBILITY CONFIDENCE

## Core Brand Codes

**Gill Sans Std  
brand font**

OUR FONT

THE TICKER

RETURN FROM	\$	0	0	0*	PER PERSON
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CONCORDE  
INSIGNIA



OUR LOGO

**FLIGHT CENTRE®**  
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CAPTAINS



AUDIO SIGNATURE





# FCB: On The Path to Recovery

Strong recovery trajectory across all channels since COVID restrictions were lifted in February 2022 – customers queuing outside popular shops

VFR (visiting friends & relatives) travellers leading the initial international rebound

Shop network continuing to capture overwhelming majority of sales

Record total transaction value (TTV) from [flightcentre.com.au](https://flightcentre.com.au) in March 2022

Consultant productivity currently well above historic levels – looking to immediately recruit 500 leisure travel advisors globally to meet current & future demand

