



**FLIGHT CENTRE**<sup>TM</sup>  
TRAVEL GROUP

SOUTH AFRICA

Company Profile



**Flight Centre Travel Group** is an Australian based international travel company and the largest retail travel outlet in Australia. Its global operations include stores in New Zealand, the United States, United Kingdom and Canada, as well as outlets in India, UAE, China, Mexico, Ireland, Singapore, and South Africa. Flight Centre Travel Group is listed on the Australian Stock Exchange with an annual total turnover of \$17.5 billion sales as at June 2015. It has more than 2,825 stores in 12 different countries with over 18,547 staff and owns several niche brands, including Student Flights, Escape Travel, Cruiseabout, Top Deck, 99 Bikes, Buffalo Tours and Liberty Travel.

**Flight Centre South Africa** was incorporated in January 1994 and has been delivering amazing travel experiences over the past 21 years. As the largest travel specialist in the country we own over 170 businesses throughout the country incorporating both leisure, wholesale and corporate brands. Over the past three years we have consistently seen our results increase year on year with our annual turnover of R4.5 billion in sales and over 1200 employees as at June 2015. In achieving our 2020 goal of becoming a world class travel company, Flight Centre South Africa will become a truly multi-African company when we expand into multiple African countries over the next five year period.

## Our Brands



**Flight Centre's** world class retail network is committed to bringing you exclusive deals in domestic and international airfares, as well as accommodation, car hire, travel insurance, cruising, coach, rail touring and adventure travel deals. We sort through thousands of accommodation, transport and tour options to find the one most suited to your needs, with value for money always at the forefront of our thinking, hence the birth of our unique product under the Red Label Holidays offering. We offer an online and offline offering.



**Corporate Traveller** focuses on the needs of the growing SME market. Since its establishment in 1999, the brand has partnered with clients throughout South Africa to provide tailor-made business travel solutions at industry-leading rates. Corporate Traveller offers customers a unique combination of expert advice, local personal service and global negotiating strength to maximise business travel cost savings. At Corporate Traveller we strongly believe that it's our people that make the world of difference and that when it comes to business travel nothing beats having an expert on board.



**FCM Travel Solutions** is a leader in corporate travel management, operating a global network that spans more than 90 countries worldwide. Across our network we offer a range of leading local and global technology solutions to drive efficiencies and generate greater savings for our multinational clientele.



**Flight Centre Holidays** is Flight Centre's internal wholesale brand providing accommodation, packages, car hire, tours and in-depth product knowledge to the Flight Centre network of brands. To remain Flight Centre's first choice for land product, Flight Centre Holidays provides exclusive offers on hotel rooms and creates dedicated holiday brochures for our retail stores.



**Flight Centre Business Travel** is a specialist offering of Flight Centre South Africa, Flight Centre Business Travel (FCBT) services local businesses who are looking to streamline their current travel booking process by dealing with a specialist team. FCBT focuses on providing exceptional customer service and the most competitive prices on the market to deliver business travel savings to our growing customer base.



**Student Flights** is dedicated to student travel, offering cheap international flights and student airfares to a range of destinations around the globe as well as cheap flights within South Africa. Don't let the name fool you, while cheap flights for students and under 26 year olds are our speciality, that's not all we offer. With Student Flights you can book fantastic travel deals, budget accommodation, tours from some of the world's leading providers, travel insurance, gap year adventures, festival packages, last minute holidays and more.



## Company Profile



**Cruiseabout** is South Africa's biggest retail cruise agency, with stores located in South Africa's biggest cities. We are committed to giving you the best cruise deals, and we back this commitment with a Price Guarantee that means that we will beat any cruise quote, or you sail free. We have Cruise Specialists in all our stores, who have years of experience from working aboard on cruise ships throughout the world. We can truly offer our customers every ship, every port and every cabin. We are a full-service travel agency, so Cruiseabout consultants can also assist with all of your other travel needs including flights, accommodation and touring to complement your cruise.



**Flight Centre Associates** is an independent travel agent model that forms part of the Flight Centre Travel Group South Africa which offers a more personal travel solution. Our experienced independent travel consultants have at least 10 years industry experience and a lifetime of personal travel experiences to draw from. This combined with a genuine passion and commitment to exceptional customer service; means your Flight Centre Associate will tailor make a holiday perfectly suited to you.



**Flight Centre Groups** is an internal groups department with dedicated and experienced consultants, assisting our customers with all land requirements to any destination of your choice.



**Clevents** is an award winning full-service event management agency with offices in Johannesburg, New York, London, Birmingham, Hong Kong, Auckland, Sydney, Melbourne, Brisbane and Perth. Our job is to inspire your audience, to stimulate their hearts and minds and drive them to achieve your business goals. We connect them to your business by creating engaging innovative events, compelling incentive programs and exciting branding and communications.



**Stage and Screen** specialises in servicing the travel needs of the entertainment and sports industries. Whether you operate in film/television, sport, performing arts, music, fashion, media or corporate entertainment travel, we provide end-to-end travel services so you can immerse your energies in your talent. The brand takes a flexible approach to managing your needs, while saving time and cost in organising your travel and entertainment.

### Up and Coming Brands for the Future



**First and Business** travel experts will specialise in arranging flights and accommodation packages for the discerning traveller. Expert advice on premium class fares and products, as well as expertise in matching the luxury holiday experience you deserve.



**99 Bikes** is leading the way in the bicycle industry, with an offering built around expertise, customer service, quality product and competitive price.

#### Johannesburg Campus

299 Pendoring Road, Pendoring Office Park,  
Flight Centre, Block 8, Blackheath, 2195  
011 778 1300

#### Regional Campuses

Cape Town  
Durban  
Pretoria  
East Rand (Johannesburg)



# Our Vision

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

# Our Purpose

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

## Our Philosophies

### Our Values

#### 1. OUR PEOPLE

Our company is our people. We care for our colleagues' health and wellbeing, their personal and professional development and their financial security. We believe that work should be challenging and fun for everyone and through work we contribute to our community.

#### 2. OUR CUSTOMER

We recognise that our customers always have a choice. We care about personally delivering amazing travel experiences. This is provided with honesty, integrity and a great attitude. It is the key to our company's success. The key measure of whether we really are personally providing our customers with an amazing experience, an amazing product and a very caring service is they will return again and again.

#### 3. BRIGHTNESS OF FUTURE

We believe our people have the right to belong to a Team (family), a Village, an Area (tribe) and Nation (hierarchy) that will provide them with an exciting future and a supportive working community. They also have the right to see a clear pathway to achieving their career goals. Promotion and transfers from within will always be our first choice.

#### 4. TAKING RESPONSIBILITY

We take full responsibility for our own successes or failures. We do not externalise. We accept that we have total ownership and responsibility, but not always control. As a company we recognise and celebrate our individual and collective successes.

#### 5. EGALITARIANISM AND UNITY

In our company, we believe that each individual should have equal privileges and rights. In all our countries and all our businesses there should be no 'them and us'.

### Our Business Model

#### 1. OWNERSHIP

We believe each individual in our company should have the opportunity to share in the company's success through outcome-based incentives, profit share, BOS (franchises) and Employee and Leadership Share Schemes. It is important that business leaders and business team members see the business they run as their business.

#### 2. INCENTIVES

Incentives are based on measurable and reliable outcome-based KPIs. We believe that 'what gets rewarded, gets done'. A reward for producing the needed outcome. If the right outcomes are rewarded, our company and our people will prosper.

#### 3. OUR STANDARD SYSTEMS – ONE BEST WAY

In our business there is always 'one best way' to operate. These are standard systems employed universally until a better way is shown. This improved way becomes the 'one best way system'. We value common sense over conventional wisdom.

#### 4. FAMILY, VILLAGE, TRIBE

Our structure is simple, lean, flat and transparent, with accessible leaders. Our business Model is being one of the worlds best and biggest small business operators. There is a maximum of 4 and sometimes 5 layers. The village is an unfunded, self-help support group that forms an integral part of our structure.

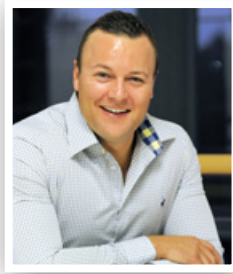
1. Family (Teams – min 3, max 7 members) Villages (min 3, max 7 Teams).
2. Tribe (Areas – min 10, max 20 Teams).
3. Nations/Brands (min 8, max 15 Areas).
4. Regions/States/Countries.
5. Board and senior leadership team.

#### 5. PROFIT

A fair margin resulting in a business profit is the key measure of whether we really are providing our customers with an amazing experience, an amazing product and a very caring service – an experience they genuinely value and will pay us for.



**Marieke Tucker**  
General Manager  
Retail Brands  
Travel & Tourism Diploma



**Andrew Stark**  
Managing Director  
Travel & Tourism Diploma



**Bonnie Smith**  
Systems Experience  
Leader  
Travel & Tourism Diploma



**Craig Napier**  
Chief Financial Officer  
CA (SA)



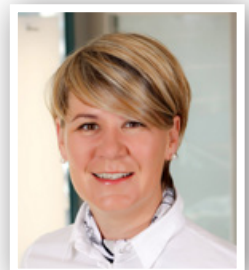
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Marketing and Product



**Raylene Pienaar**  
General Manager  
Flight Centre Business Travel  
and Corporate Traveller  
HOD (Education Diploma)



WE CARE  
ABOUT DELIVERING  

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AMAZING  
travel  

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experiences

FLIGHT CENTRE  
TRAVEL GROUP™

