

Flight Centre Partners with Auckland Tourism to Attract 20,000

BRISBANE, QLD, June 11, 2013 /EINPresswire.com/ -- [Auckland](#) tourism is about to get a healthy boost, with an additional seventeen million dollars expected to be pumped into the local economy in the next year.

Australia's largest travel agency, Flight Centre, has signed a partnership agreement with Auckland Tourism, Events and Economic Development (ATEED) that will increase the number of Australian visitors to Auckland.



An official partnership ceremony took place at Flight Centre on Adelaide Street in Brisbane, during the Mayoral Brisbane Sister City Business Exchange, with the agreement signed by Flight Centre Executive Global Marketing Manager Colin Bowman and ATEED Chief Executive Brett O'Riley.

Flight Centre Executive Global Marketing Manager Colin Bowman said the ongoing partnership with ATEED was based on the success of a year-long pilot program.

"Through this partnership, we are working together to grow visitation numbers and further open the eyes of Australian visitors to the variety of experiences and [holiday options](#) on offer in Auckland and its surrounds," said Colin Bowman.

"Our program will promote the diversity of Auckland as a destination by offering affordable holiday packages that appeal to different groups of travellers, as well as highlight the range of activities available in the region."

Auckland Mayor Len Brown said the joint venture was an excellent example of how the visitor economy was growing, aligned to the targets that ATEED was working towards in its 10-year Auckland Visitor Plan.

"Increasing the value of the visitor economy will deliver long term benefits for Auckland and will help to make our city a better place to live as well as a better place to visit," said Mayor Len Brown.

Brett O'Riley said the existing programme had been a huge success and had helped to pave the way for the partnership with Flight Centre Australia.

"Our aim is to significantly increase the number of Australian visitors to Auckland, as it's our largest tourism market," said Brett O'Riley.

"This year's project is nearly complete and we're confident we'll surpass our target of generating 20,000 extra arrivals into Auckland through Flight Centre's channels and stimulating more than \$17 million of foreign exchange for the Auckland visitor economy," he said.

The new partnership agreement is worth \$1 million and will lift the exposure for Auckland to another level. As part of the commitment, Flight Centre Australia will hold a conference for its state marketing managers on Auckland's [Waiheke Island](#) later this year.

ATEED – on behalf of Auckland Council – aims to double the contribution from the visitor economy over the next 10 years, growing it from \$3.33 billion in 2010 to \$6 billion in 2021.

Source: <http://www.flightcentre.com.au/media-releases/2013/flight-centre-partners-with-auckland-tourism/>

About Flight Centre:

Flight Centre Australia is Australasia's largest travel company with over 700 stores and more than 3,000 travel agents. The company, through its retail and corporate brands, provides a complete travel service for leisure and business travelers in Australia, New Zealand, the United States, Canada, the United Kingdom, South Africa, Hong Kong, India, China, Singapore and the United Arab Emirates. In addition, the company's corporate travel management network, FCm Travel Solutions, extends to more than 70 other countries through strategic licensing agreements with independent local operators.

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