



Gerard Murphy



- Travel Agent
- Owner Bon Voyage Cruises & Travel
- NZIM Management Diploma
- Graduate Diploma in Business – Marketing
- Master of Business Management (MBA) – University of Auckland
- IATA/UFTAA Preliminary & Advanced Diplomas



Gerard Murphy



- P&O Travel – retail travel agent – 1980-82
- Atlantic & Pacific Travel
 - Wholesale Tour Operations – 1982-84
 - Retail Branch Manager - 1984-86
 - Sales & Marketing Manager - 1987
- Holiday Shoppe – Marketing Manager – 1987-92
- Holidaymakers – GM Marketing – 1992-94
- Bon Voyage Travel – 1994- present



	TWO TICKETS	WILLIG'S ALLIANCE ONLINE FARE	CURRENT NZ & QF FARES
Auckland - Melbourne - Adelaide	3300.81	2803.20	2808.10
Auckland - Sydney - Canberra*	2840.04	2531.50	2556.40
Auckland - Sydney - Cairns	4308.89	2947.90	n/a
Auckland - Brisbane - Darwin	4847.86	3614.40	3627.80
Auckland - Sydney - Darwin	4798.89	4069.00	3546.90
Auckland - Sydney - Gold Coast	3368.15	2322.40	2817.30
Auckland - Melbourne - Perth	4761.82	2775.30	n/a
Auckland - Brisbane - Townsville	3616.71	2978.20	2983.00
Wellington - Melbourne - Adelaide	3300.81	2803.20	2808.10
Wellington - Melbourne - Canberra	3164.02	2733.40	2738.30
Wellington - Sydney - Canberra*	4308.89	3493.90	2645.20
Wellington - Sydney - Gold Coast	3368.15	3566.40	2817.10
Wellington - Melbourne - Perth	4761.82	2775.30	n/a

* *Economy SYD to CBR* - Fares as at 21 August

n/a = Direct services to Cairns/Perth available from Auckland



Air NZ & Qantas Interline Fares

- Air NZ Origins

Kaitaia, Keri Keri, Auckland, Hamilton, Tauranga, Whakatane, Rotorua, Taupo, Gisborne, Napier, New Plymouth, Wanganui, Palmerston North, Wellington, Nelson, Blenheim, Westport, Hokitika, Christchurch, Timaru, Queenstown, Dunedin, Invercargill

- Qantas Destinations

Adelaide, Alice Springs, Ayers Rock, Brisbane, Canberra, Coff's Harbour, Darwin, Gold Coast, Hamilton Island, Hobart, Launceston, Mackay, Maroochydore, Melbourne, Port Macquarie, Prosperpine, Rockhampton, Townsville

- 23 Origin Points

- 18 Destinations

5th Freedom Carrier Competition





Virgin Blue Influence



TASMAN ROUTES + VIRGIN BLUE SEAT SHARES

		Carriers	Seats per day	Freq per day	NZ Seats	QF Seats	NZ/QF Seats	Virgin Seats
AKL	SYD	8 + Virgin	2798 3132	12 2	30% 27%	34% 30%	64% 57%	334 11%
AKL	BNE	7 + Virgin	1780 2114	5 2	24% 22%	22% 19%	46% 39%	334 16%
AKL	MEL	3 + Virgin	1151 1485	5 2	35% 27%	32% 25%	67% 52%	334 22%
CHC	SYD	2 + Virgin	763 930	4 1	36% 30%	64% 53%	100% 82%	167 18%
CHC	MEL	2 + Virgin	275 370	2 0.6	49% 30%	51% 32%	100% 62%	167 38%
CHC	BNE	2 + Virgin	265 432	2 1	68% 42%	32% 20%	100% 61%	167 39%
WLG	SYD	2 + Virgin	411 578	3 1	52% 37%	48% 34%	100% 71%	167 29%
WLG	MEL	2 + Virgin	210 282	2 0.4	65% 48%	35% 26%	100% 75%	72 25%
WLG	BNE	2 + Virgin	177 272	1 0.6	69% 45%	31% 20%	100% 65%	95 35%

Air NZ Express Fares – (return)

- 25% of seats - "Smart" fare level \$378.00
- 75% of seats – "Saver" - \$538 or more
- Plus \$50.00 by phone or in person
- 75% of seats paying \$588.00 or more?

Air NZ Trans-Tasman – Corporate

- Large corporates pay \$600-\$800 return
- Flexible, refundable, no minimum stay
- New flexible fares \$1058.00 or more
- Increase (without competition)
of between 33 – 76%



Frequent Flyer Effect



New Zealand Residents Departing

12 months ending June 2003 – Source Asmal

	All Travel		Business Travel	
North America	74,891	5.86%	22,001	8.70%
Fiji	45,240	3.54%	7,835	3.10%
Hong Kong	20,195	1.58%	3,471	1.37%
Japan	16,311	1.28%	5,674	2.24%
Samoa	15,083	1.18%	2,452	0.97%
Norfolk Island	5,563	0.44%	308	0.12%
New Caledonia	4,730	0.37%	1,093	0.43%
Tahiti	4,010	0.31%	935	0.37%
Subtotal	186,023	14.56%	43,769	17.31%
Total Departures	1,277,242	100.00%	252,848	100.00%

Overseas Visitors Arriving

12 months ending June 2003 – Source Asmal

North America	244,958	11.98%
Hong Kong	28,873	2.26%
Japan	173,567	13.59%
Sub-Total:	447,398	35.03%
Arrivals from Australia	632,470	49.52%
Total Arrivals	2,045,064	100.00%

