

helloworld
TRAVEL LIMITED

PARTNER UPDATE

2025



A Note from the CEO



Helloworld's outlook for calendar 2025 is very positive with our TTV across Australia and New Zealand reporting strong growth.

During FY24 we saw a move toward the pre COVID-19 travel cycle and that is continuing.

We have continued to invest in technology and innovation across our proprietary systems, to improve overall network productivity, operational efficiency and yield.

Our investments include our in-house retail mid-office solution, Resworld as well as our B2B Hotel platform ReadyRooms. Resworld is currently deployed in over 170 agencies across Australia and New Zealand with 800 registered users and we expect this to more than double over the next 12-18 months. ReadyRooms continues to show incredible growth thanks to enhanced functionality and improved content. It currently features over 300,000 hotels, activities and transfers, providing travel agents with a cutting-edge booking portal.

We have also enhanced our wholesale and inbound Travel Agent Booking Platforms "Mango" (Australia) and "GoNet" (New Zealand) by creating easier navigation tools and improvements to our payment gateways.

Technology developments across these systems are instrumental in our distribution of products and services to our agents and brokers throughout Australia and New Zealand with enhancements specifically tailored to create efficiencies and increase productivity and profitability for their businesses.

At Air Tickets, our wonderful team of developers are driving developments across the platform including utilisation of AI functionality to enhance system outcomes.

We also continue to invest in our sales and marketing activity and undertake significant campaigns in all major metro and regional media publications across Australia and New Zealand.

We thank you for your continued support of our business as valued preferred partners and look forward to seeing you next at our Owner Managers Conference in Vancouver in May

Andrew Burnes, AO

Chief Executive Officer and Managing Director
Helloworld Travel Limited



A Note from the COO



2024 was another successful year for our business as we continue to recover and rediscover the 'new normal'. As we all work together as an industry that has weathered the darkest of times, there is even more value in forging and maintaining positive relationships across all divisions and areas of all our businesses.

I'd like to start by thanking our current valued preferred partners, and inviting anyone new to get in touch!

Many opportunities are available across the business to engage directly with our people, including our retail conferences, our wholesale training days, our online training portals, agent webinars and a range of other activities.

In May 2024 we hosted one of our most successful and well received Owner Managers Conferences (OMC) ever. Held in Sydney we had almost 500 delegates including owner managers from across Australia and New Zealand PLUS a record number of our preferred partners in attendance. We received such terrific feedback from not just the agents there, but from the partners directly, commenting on how well organized it was and what a great opportunity it provided to interact with our owner managers so easily and valuably.

Similarly, our Frontliners Forum in Singapore in November 2024 was a success with positive feedback from our delegates on the networking and time available for preferred partners in attendance to interact with our Frontline staff.

We anticipate that in 2025 our OMC in Vancouver and Frontliners in Fiji will be equally as enjoyable for delegates and suppliers present.

As always, we continue our significant marketing activity with substantial investment in targeted, integrated and highly successful campaigns.

Our activity features across major metro and regional newspapers, radio, TV, outdoor and online. Using our negotiated partnership rates with all major media across Australia and New Zealand we are able to leverage the relationships for the best outcome and return on investment to the benefit of the advertising partners.

Our preferred partners are such a vital component to ensure not just that we have sufficient and desirable inventory with attractive commercial terms, but to drive our bookings of your product.

Thank you to our preferred partners across the various parts of the Helloworld business many of these relationships span back 20 years or more and we look forward to continuing with those long-term relationships and to working with new partners in the future.

We look forward to seeing many of our commercial partners across events as we connect and reconnect with you all throughout the year ahead and beyond.

Cinzia Burnes

Chief Operating Officer and Executive Director
Helloworld Travel Limited



About Us



Helloworld Travel Limited is a travel-distribution company headquartered in Australia, providing international and domestic travel products and services to clients around the world.

Publicly listed on the Australian Stock Exchange (ASX:HLO), HLO is a global travel organisation with a diverse array of brands across three key pillars of business: Retail, Wholesale and Inbound.

Run by CEO and Managing Director Andrew Burnes, AO together with an exceptional management team and highly accomplished board, Helloworld businesses employ over 900 staff throughout Australia, New Zealand, Fiji, and Europe.

'Helloworld' was launched in 2013 after the consolidation of legacy brands Harvey World Travel, Travelscene, Jetset and Travelworld. A merger with The AOT Group followed in 2016 and the business name was changed to Helloworld Travel in 2017.

Through first-rate business practices and beneficial relationships with both customers and suppliers, the company has evolved and grown into the dynamic organisation that it is today, offering integrated travel solutions across all sectors of the industry.

With substantial global operations, HLO's powerful buying structure delivers market-leading results to both its members and its clients. Exceptional service and tailor-made travel solutions contribute to Helloworld Travel Limited's outstanding reputation and results.

Visit helloworldlimited.com.au for more information.

HELLOWORLD TRAVEL LIMITED - BRAND PORTFOLIO



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Our Brands



Retail



Travel agencies who adopt full Helloworld Travel branding on their agencies and collateral material. Operates in both Australia and New Zealand.



Travel agencies who carry the "Member of Helloworld Travel" brand and value proposition while maintaining their own brand presence in market.



Australia's largest network of premium independently owned corporate travel agents and travel management companies.



One of the largest independent travel agency networks in Australia and New Zealand.



Australian based network with loyal high-end clients managing their own brand and marketing while leveraging off the HLO brand and the buying strengths of the Helloworld Travel Group.



Australia's leading group of mobile travel agents for leisure and corporate travel; utilising bespoke technologies designed for home based agents whilst utilising the HLO Group buying power.



Part of ETG. One of the leading buying groups in Australia. 'We Speak Your Language' is the key identifier for this group, made up of agents predominantly focused on Asian markets.



Australia's largest independent buying network affiliated to Helloworld Group, able to leverage the strength of HLO's supplier relationships and maintain their independence.



Part of ETG. Operates across Australia using the ITT brand plus their own specific branding.



The Travel Brokers is one of New Zealand's leading home based travel specialists.



A branded franchise buying group with over 30 members operating in New Zealand.



One of the premier travel agency brands in South Australia. Phil Hoffmann Travel operates leisure, business and curated group travel services.



Independent Travel Group has over 190 independently owned and operated travel businesses in Australia. A partnership model allows members to tailor a business based on their needs.



ETG's buying group comprising premium and independent travel management companies that operate in the high-end leisure and corporate travel space.



New Zealand's leading independent travel alliance, providing members with market efficiencies to enhance customer experience in retail, corporate & wholesale travel.

Wholesale



One of the largest wholesale brands in Australia, offering an extensive range of products covering most destinations throughout the world.



New Zealand's longest serving travel wholesaler offering its travel agency distribution a diverse and extensive range of travel products around the globe.



A new brand for discerning clients focusing on high-end, small group touring in Australia and international destinations.



A boutique wholesaler specialising in mid-high end Luxury travel to the Pacific Islands with competitive wholesale rates across the Pacific.



ReadyRooms offers travel agents the ability to search, compare and book an extensive range of worldwide accommodation and activities online.



Founded in 1967 by former All Blacks fullback, Mick Williment, Williment Travel is New Zealand's sports and events travel specialists.



Provides travel agents with everything they need to plan and book their clients' next cruise holiday, combining an unbeatable mix of service, support and value.



Cruiseco is a specialist cruise package wholesaler that provides access to cruise line products and creates exclusive fly/cruise products and specialised charters to help members grow their cruise business.



DMC — Australia – New Zealand – Fiji and the Cook Islands

aot inbound

Established in 1989, AOT Inbound is one of Australia's longest established inbound tour operator in Australia, offering an excellent booking platform and staff to service the FIT and Group markets from UK, Europe, USA and other long-haul Western markets.

a.t.s. Pacific

A leading inbound tour operator with offices in Australia, NZ and Fiji, providing specialty inbound services in all three destinations for FIT and Group markets from UK, Europe, USA and other long-haul Western markets.



Established in 1987 – ETA is a leading inbound tour Operator (Asian Specialist) – working across 16 countries throughout Asia.



Australiareiser is the largest wholesaler from Scandinavia to Australia and the South Pacific, operating from Norway, Sweden and Denmark.



New Zealand's largest inbound tour operator offering an excellent booking platform and staff to service both the FIT and Group markets from UK, Europe, USA and other long-haul Western markets.

Technology

Mango

Mango is a B2B booking engine used by Australia/New Zealand travel agents to search and book accommodation, transfers, car hire and tours. Mango supports Viva Holidays, Go Holidays, AOT Online, ETA Online and ATS Pacific.



ResWorld is HLO's bespoke Retail Mid-Office Solution with optimised booking management workflows able to import bookings from multiple GDS systems. Agents can automate payments to suppliers and generate documentation.



World class technology providing travel agents with a ticket processing system subject to rigorous real-time validation and a queuing system the envy of global consolidators.



SmartNDC is integrated with IATA's "New Distribution Capabilities – NDC" and uses the latest APIs and airline technologies. With the ability to shop, book, ticket, cancel, re-shop, exchange and refund NDC airline tickets via SmartFares® and SmartTickets solutions.



SmartFares® is a web based shopping tool sourcing the latest airline fares for our travel agent customers. Locating flight options for every airline in the world, in real time 24/7.

Consolidation



Air Tickets is the travel industry's major airfare distribution and ticketing service consolidator, with a 24/7 web-based portal to real-time airfares allowing agents to shop, book and ticket in one system.



Express Tickets is a service focused consolidation division backed by an advanced fares & ticketing technology platform. A market-leading consolidator providing travel agencies, tour operators and OTA's with an efficient, easy-to-use airfare and airline ticketing solution.

Tour Operating



Tourist Transport Fiji operates a fleet of 40 vehicles providing transfer services throughout Fiji with sightseeing tours and adventure packages under the Great Sights and Feejee Experience brands.



Entertainment Logistix is Australia's largest freight operator providing specialised and dedicated purpose built equipment for local and international touring artists and other entertainment options operating a fleet of over 130 vehicles and trailers and extensive warehousing facilities.

Wholesale Update



VIVA HOLIDAYS



Viva Holidays celebrated its 50th Anniversary in 2024. As always we are undertaking significant campaign activity in every state across Australia showcasing domestic and international campaigns including land, air, special events and more. All campaigns have generated strong interest and positive results with highly positive feedback from partners.

Viva Holidays was proud to be recognised as the winner of the Most Outstanding Wholesaler Product/Service for two years running at the 2023 and 2024 National Travel Industry Awards.



VIVA GOLD

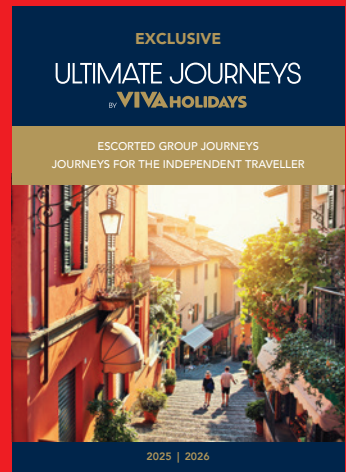
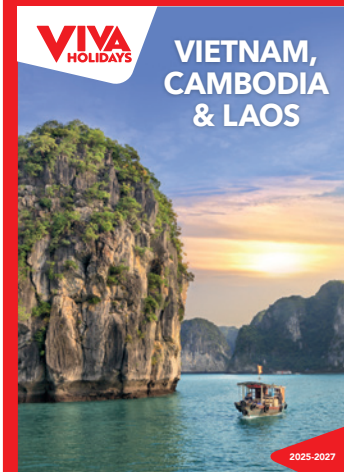
Announced in November was the newest edition to the Viva Holidays Range - Viva Gold.

Designed to meet the growing needs of the luxury market, Viva Gold will showcase a curated section of luxury products with a dedicated brochure to be released in 2025.

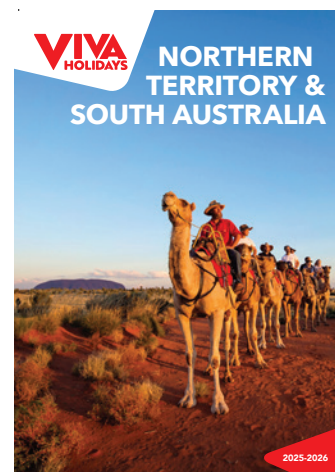
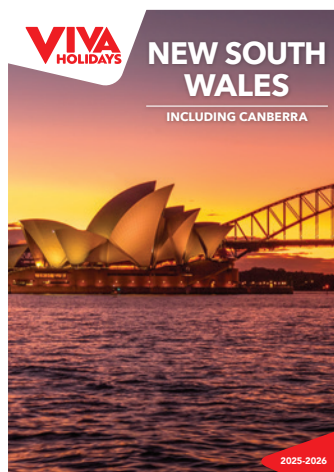
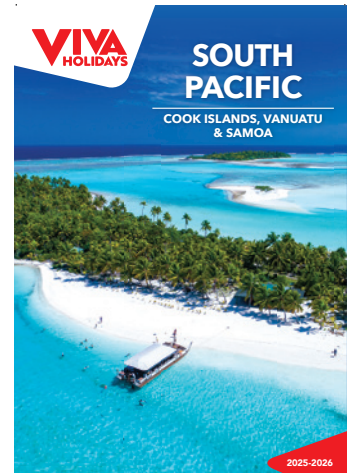
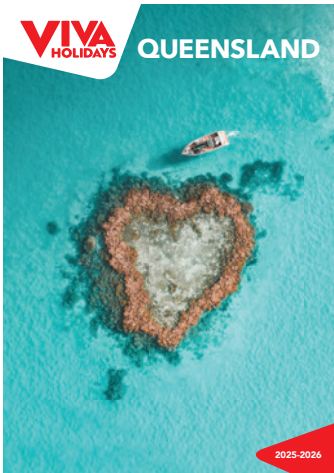


BROCHURES

Viva Holidays produces an extensive range of brochures covering domestic, international, and special interest products. The demand for brochures from both our network and their customers remains very high and we are pleased to create such an extensive series for agents to use as valuable selling tools.



NEW!



Wholesale Update



ULTIMATE JOURNEYS
BY VIVA HOLIDAYS

ULTIMATE JOURNEYS

Ultimate Journeys by Viva Holidays was launched in 2021 and offers a range of bespoke journeys, designed to make the most of bucket-list destinations and unique experiences that are not readily available when guests book their own arrangements.

Working in conjunction with new and existing partners to develop our current Ultimate Journeys collection, we are pleased to showcase locally owned and operated properties and tour providers, for their unforgettable experiences and personalised service.

This exclusive collection of ultimate experiences are available for sale through our agency networks.

Building on the success of previous seasons, we added new experiences to our popular domestic collection in 2024/25, with some notable enhancements:

- Ultimate Uluru was expanded to include the unforgettable Wintjiri Wiru experience, to ensure this journey continues to deliver the best of the Red Centre.
- Our Vivid Sydney Harbour experience proved popular again, with an additional departure added to keep up with demand.
- Sold out in record time, our exclusive Sydney Harbour New Year's Eve celebration is another big success, with guests ringing in the New Year in this most iconic Australian location.



Key Trends

- With a surge in demand for luxury and bespoke travel options, the Ultimate Journeys program is well placed to entice our most loyal and well-travelled customers.
- To make the most of this increased interest, our Ultimate Journeys range will expand in 2025/26. Our exclusive collection will soon include more domestic and international locations, to offer a wider choice of Ultimate Journeys.



CRUISECO AND CREATIVE CRUISING

CREATIVE CRUISING

Cruiseco and Creative Cruising continue to operate as separate businesses, where possible we have merged support for them to ensure quality of service and product delivery across both brands.

This includes an Operations Manager overseeing both call centres and Product and Marketing teams that work collaboratively to deliver packaging and campaigns through both channels.

We continue to see strong growth in wholesale cruise. Long-haul destinations show continued strong performance, as do longer sailings from home port locations.

To support this we have significantly ramped up our package delivery. Packaging covers land, cruise and events with occasional use of airfares or air credits.

Some successful examples have included; a 24 night cruise and stay Grand Mediterranean package partnering with Princess Cruises. A 14 night fly and cruise package of Beautiful Bordeaux with Scenic. And a Royal Military tattoo package for 21 nights partnering with Oceania.

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Key Trends

- Long-haul destination interest aligns with general outbound trends from Australia with the Mediterranean and northern Europe, Canada/Alaska and Japan all featuring.
- Luxury and Expedition cruising continue to show strong demand from a wide range of cruise customers.

Wholesale Update



GO HOLIDAYS



GO Holidays is New Zealand's longest serving travel wholesaler with over 45 years creating expertly chosen holidays to suit a wide variety of New Zealanders tastes and budgets. Our comprehensive range of innovative products are distributed via New Zealand's top retail brands. We are proud to have been awarded New Zealand's Best Wholesaler at the annual TAANZ awards for 6 consecutive years. GO Holidays products are highlighted in our 16 brochures, produced annually. The specialist GO Cruising division allows us to not only offer our agents a huge variety of cruising options, but to conveniently package with land chosen by our expert consultants.

We continue to work with our cruise partners to create our popular Fly Cruise packages. We are also experiencing solid growth for leisure travel to Australia with the return of more competitively priced Tasman fares making it an attractive option once again for Kiwis. Winter escapes to the Pacific Islands remain our most popular offering, however with Air New Zealand now offering a year-round direct service to Bali, we're starting to see signs that Bali may once again start to challenge the Pacific for this market.



WILLIMENT TRAVEL



Williment Travel boasts and maintains a leading presence in the NZ sports travel industry. Founded in 1967 by former All Blacks fullback Mick Williment, the business maintains his high standards for delivering "once in a lifetime" sporting experiences. Williment's Auckland-based team are experts at working on BIG events! Our team's specialist experience and knowledge of Sports Travel gives them an intimate understanding of what it takes to create a successful and memorable experience. With over 57 years in the game, Williment Travel continues to enjoy an enviable and unrivalled reputation for being New Zealand's premier sports tour specialist with offerings worldwide. Williment Travel offers a broad selection of sporting events and experiences, including (but not limited to) Formula 1®, Supercars, MotoGP, tennis, rugby league, rugby union, football, horse racing and golf. Motorsport continues to be very popular and we anticipate strong interest in global racing events, plus international rugby opportunities.



Key Trends

- Kiwis are back travelling with a vengeance with strong demand continuing into our second year, post Covid.
- Customers are spending more and staying longer.
- Increased demand for experiential based products, both longhaul and shorthaul.
- Cruise continues to go from strength to strength.
- Motorsports including Supercars and F1 are in hot demand and attracting a much broader audience than previously experienced.
- Increased demand for events such as AFL, NASCAR, EPL and Motorcross.

Inbound Update



aot
inbound

a.t.s. Pacific

eta
experience tours australia

Helloworld Inbound Divisions of AOT Inbound, ATS Pacific and ETA have continued their strong recovery post covid and have recorded significant growth for the past two years.

A number of factors are driving this increase which include:

- Increase in Airline Capacity to Australia and New Zealand which has eased airfare pressure.
- Favourable AUD exchange rates with both The Euro and USD.
- A strong Outbound market easing pressure on local hotel and touring availability and rates.
- Australia and New Zealand preferred status globally as a safe and friendly destination.
- Strong global consumer demand for "Luxury" has increased average booking value.
- HLO Inbound winning new accounts.

Each of HLO Inbound divisions are working closely with our agent partners globally and 4,000 supplier partners in Australia, New Zealand and the South Pacific to ensure the relaunch of Inbound to these destinations is a success.

AOT INBOUND

A very strong player in the Inbound and OTA marketplace, AOT Inbound has been working with many of our OTA partners for many years. A new trend is the use of "Dynamic Rates" in the market and AOT leads the way with making these available to our OTA and agent partners.

AOT Inbound continues to invest heavily in technology, online booking portals, XML connection capability plus both Static and Dynamic rate options to provide efficient reservations processes.

AOT Inbound also works with several very large Group series operators and interest to return to Australia and New Zealand remains extremely high.

ATS PACIFIC

A leading full-service DMC with offices in Sydney, Brisbane, Auckland and Nadi, providing inbound services to the UK, European, Scandinavian, North American and Japanese markets, ATS Pacific provides DMC services for both the FIT and Group segments.

Agents have the choice of booking via an online portal with "Live" rates and "Freesale" capability to over 4,000 products in the region and ATS has enjoyed wonderful growth from new agents in the UK and North America in particular.

Group travel is also a large part of ATS Pacific business specializing in large concert events to Central Australia and other destinations. These groups have accommodated both international and local domestic travellers.

EXPERIENCE TOURS AUSTRALIA (ETA)

Australia's leading Asian focused Inbound Operator (DMC) working across 16 Asian Countries, ETA works in both the FIT and Group markets and has very strong, technology-connected partners right across Asia.

Recovery from Asia was slightly slower compared to Western markets however strong growth is predicted for the year ahead and beyond. As we focus on Asian markets as a strong source of growth for the coming years.



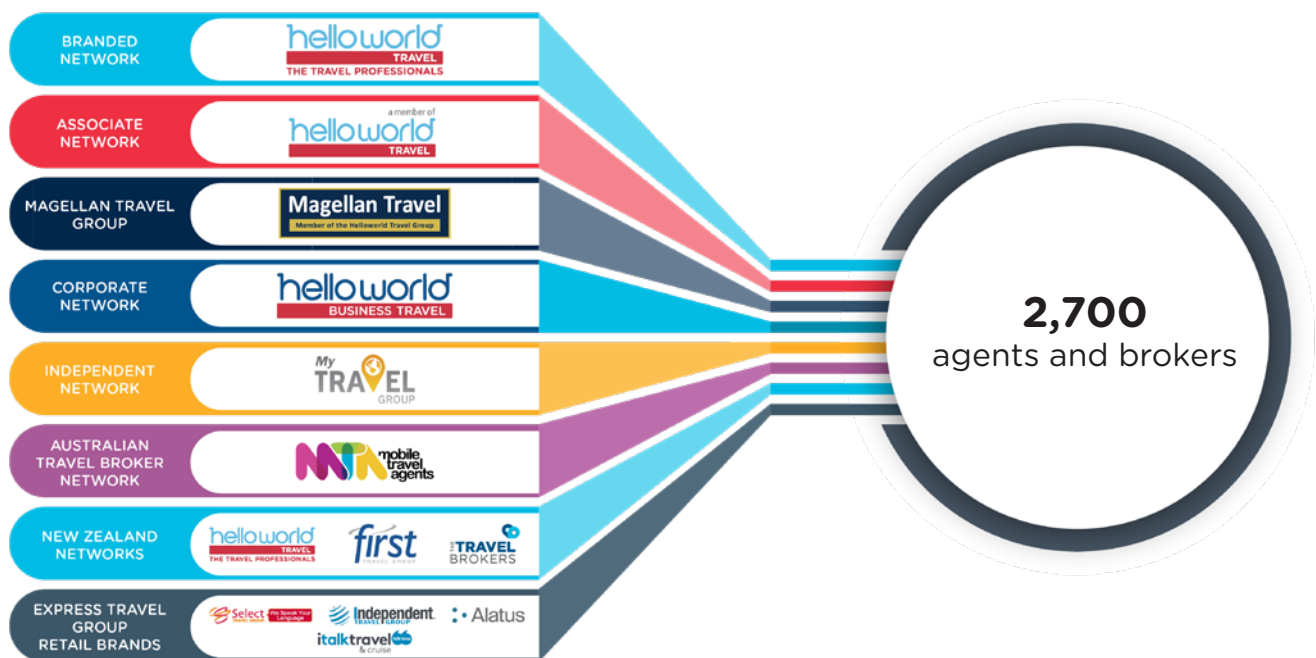
Retail Update



The Helloworld Travel Group has an extensive retail division of agents and brokers within our various retail brands throughout Australia and New Zealand including both bricks and mortar stores and home based agents.

With significant retail travel brands including Helloworld Travel – the Travel Professionals, HLO has 2,700 members in Australia and New Zealand across its retail networks including fully branded outlets, Associates, Helloworld Business Travel, Magellan Travel, The Travel Brokers (NZ), Mobile Travel Agents and the My Travel Group.

In 2023 HLO acquired Express Travel Group (ETG), one of the largest independent travel agency networks in Australia and New Zealand. HLO welcomed the ETG retail networks to the business in Australia including Alatus, Independent Travel Group, Select Travel Group and First Travel Group in New Zealand.



Key Trends

- The demand for travel in Australia and New Zealand remains high. And the demand for a Trusted Advisor as a travel agent expert also continues to be high.
- Helloworld's agent and broker network across Australia and New Zealand continue to be valued and in demand as travel arrangements remain complex and customer expectations and requirements also increase.
- In the year ahead we will continue to see an increase in air capacity and lower fares in general as well as an increase in cruise operations globally with more capacity in Australia and New Zealand.

AIR TICKETS



**Express
Tickets**



air tickets®

Air Tickets and Express Tickets are industry leading in-house ticketing services, with the most comprehensive airfare database available in Australia. Wholly owned businesses of Helloworld Travel Limited, they are market leading in the wholesale distribution of international airfares and ticketing solutions in Australia and New Zealand, selling airfares on behalf of over 100 international airlines.

With highly skilled experts in all major capital cities as well as exceptional sales teams, Air Tickets and Express Tickets deliver market leading advantages including the SmartSuite of technology.

Air Tickets was awarded the Innovation in Travel Services Award at the 2024 National Travel Industry Awards.

Helloworld Travel Academy Update



The Helloworld Travel Academy was established in May 2022 to give new travel advisors the skills, knowledge and support needed to be successful in the travel industry. We offer certified training to give our people formal qualifications combined with real world learning and experience to fast track their career. In addition to growing our talent pool with new entrants to the industry, we are also focused on the ongoing professional and personal development of existing travel advisors and our owners and managers in our retail travel network.

We offer training to agents to ensure they have the most up to date skills and knowledge to run a thriving, profitable business and are in the best position to have the knowledge to support our preferred partner networks of suppliers.

Training in product and destination knowledge can be delivered in person or in a virtual environment. A full suite of offerings is available to collaborate with the Academy.

Masterclasses In-Person Training

Travel Advisors attend a full day's training from a selection of our preferred partners. Learning how best to target the tour customer, the ins and outs of the touring industry, plus learning directly from our tour partners about your various USPs, which qualifying questions to ask to best recommend each product, key demographics, how to book the best available deal to maximise revenue and provides an opportunity to engage and network.

Lunch & Learn In-Person Sessions

Lunch & Learns are facilitated bi-monthly and hosted at Helloworld's Head Office locations in Brisbane, Melbourne and Sydney. Lunch & Learns provide you with the opportunity to present alongside five-other non-competing partners for forty-five-minutes to a small-group (25 max) of Travel Advisors in a less formal classroom environment that includes a networking lunch to allow for better engagement with Travel Advisors.

Brand Cheat-Sheets

To help upskill our Travel Advisors across the Networks and assist our Travel Advisors with qualifying the right customer to the right preferred partner, as well as gaining a better understanding of which partner has product where, we have created 'Brand Cheat-Sheets' hosted on the Helloworld portal. These 'Brand Cheat-Sheets' contain easily referable information regarding your brand and product. Such as destinations, customer demographic and profile, passenger numbers, USPs, elevator pitches, selling tips and tricks, brochure links and Account Manager and Agency Support contact details.



Our Fiji Operations



Our footprint in Fiji is extensive, covering tour operating and ground handling services, inbound operations (ATS Pacific), as well as Shared Services functions for the Helloworld Travel Group. More than 100 staff members work in our Nadi office.

TOURIST TRANSPORT FIJI



Tourist Transport Fiji (TTF) is Fiji's premier transport operator and ground handler, having been in operation for over 35 years. Conveniently located at Nadi International Airport, no-one has a more experienced team or modern fleet to offer a safe, efficient and environmentally friendly transport and ground handling solution in Fiji.

TTF meets the needs of over 100,000 passengers each year, with the following services:

- Fiji's most modern and environmentally-friendly fleet
- Airport arrivals service
- Tours, reservations, and ground handling service
- Conference and Incentive groups handling
- Personalised private transfers
- Regular seat-in-vehicle services connecting all international flights to/from all resorts
- Dedicated groups, tours and series department
- Day tours, adventure travel and sightseeing
- 24 hour transport and customer services

The TTF Fleet

Recent investment in six new vehicles has added 78 additional seats to the modern and efficient transport fleet operating throughout Fiji's main island of Viti Levu.

This investment and increased capacity ensures TTF maintains their position as Fiji's premier transport operator and ground handler, continuing to meet the increasing demand for the family market and cruise ship smaller groups.

TTF operates Fiji's first VIP Executive Tour Coach, fitted with 28 luxury business class seats for additional comfort and style and also has a wide range of air-conditioned SUV and private vehicles, from Prados to mini-vans catering for up to 15 guests. Additionally, TTF has the only wheelchair accessible vehicle in Fiji.

The TTF fleet is maintained by a qualified service team led by a specialised fleet Manager from Australia. All vehicles comply with the Land Transport Authority of Fiji certificate of fitness inspections as well as a rigorous in-house maintenance program.



Key Trends

- Both ATS Pacific and TTF are well placed to cater for the increasing demand for travel into Fiji.

Campaigns Update



Helloworld Travel and our network of brands undertake significant campaign activity throughout the year. Our wide range of offerings and our highly competitive commercial media partnerships allow us to tailor the perfect campaign to deliver on our preferred partner needs.

WAVE SEASON

Produced annually by Helloworld Travel, Cruiseiso and Creative Cruising this major cruise campaign features more than 15 key Cruise partners each year. With tactical activity including multiple high impact print advertising across major regional and metro publications, large format digital outdoor billboards, tactical radio advertising, digital, online, social media (organic and paid), EDM inclusions, in-store promotions and activations, masterclass training, an agent incentive, dedicated flyer and trade media coverage.

SINGAPORE AIRLINES - NEW YEARS TAKE OFF SALE

Helloworld Travel partnered with Singapore Airlines (SA) to develop and deliver an integrated marketing campaign with a focus on consumer facing activity to promote select routes across the SA network to capture and drive conversion of active travel considerers.

Destination	From Melbourne	From Sydney
SHANGHAI	\$3,901*	\$801*
MANILA	\$3,997*	\$877*
HO CHI MINH CITY	\$4,015*	\$895*
BANGKOK	\$4,017*	\$897*
BEIJING	\$4,490*	\$801*
CHENNAI	\$5,592*	\$1,017*
MALDIVES	\$5,864*	\$1,083*
PHUKET	-	\$937*
OSAKA	-	\$1,040*
TOKYO	-	\$1,149*

Destination	From Sydney
SHANGHAI	\$4,002*
MANILA	\$4,028*
BANGKOK	\$4,046*
HO CHI MINH CITY	\$4,046*
BEIJING	\$4,521*
MALDIVES	\$5,895*

VISIT BRITAIN - SEE THINGS DIFFERENTLY CAMPAIGN

Viva Holidays and Helloworld Travel partnered with Visit Britain to deliver an integrated campaign encouraging Australian travellers to See Things Differently and explore the UK. Components of the partnership included advertising across press (metro and regional), large format digital outdoor billboards, tactical radio advertising, digital, social media (organic and paid), EDM inclusions, in-store promotions and activations, masterclass training, an agent incentive, dedicated flyer and trade media coverage.

Marketing Update



Helloworld Travel and Viva Holidays undertake significant marketing activity to generate results orientated campaigns. We conduct targeted consumer and trade marketing at a national, state and local level with tailored strategic campaigns. By partnering with us, you will benefit from a growing profile and greater consumer engagement that delivers a positive return on investment through activity across consumer and trade channels, including:

DATA DRIVEN, STRATEGIC PARTNERSHIPS

Tailored proposals are prepared for partners to achieve agreed objectives based on the extensive sales data owned by Helloworld. This data includes:

- An understanding of peak booking and travel period - *We know the best time to be in market.*
- Optimal product mix - *Develop packages that generate the largest increase in visitor numbers/room nights.*
- Source market focus - *We know where the sales are coming from and develop media plan to reflect this.*

MEDIA PARTNERSHIPS

Helloworld Travel manages all media in-house, negotiating exclusive partnerships with a range of national, metro and regional providers (Print, Press, TV, Radio, Outdoor, Digital), all of which provide proven marketing channels to deliver sales results.

Key partnerships include (but not limited to):

- NewsCorp
- Nine Entertainment
- Australian Community Media
- Seven West Media
- Nova Entertainment
- Australian Radio Network
- Ooh Media
- JCDecaux

The collage features several promotional materials from Helloworld Travel:

- 2024 AUTUMN TAKE OFF SALE:** A flyer titled "AMAZING FARES TO AMAZING PLACES!" listing fares for various destinations. A table of fares is provided below.
- DON'T JUST IMAGINE YOUR NEXT HOLIDAY:** A flyer promoting exclusive event packages including flights.
- 2024 AUTUMN TAKE OFF SALE:** A flyer titled "FLY FROM SYDNEY BUSINESS RETURN" listing fares for various destinations.
- I LOVE NEW YORK STATE:** A flyer promoting a 6-night discover Long Islands Famous Hamptons & Beyond package for \$1,475 per person twin share.

DESTINATION	FARE
SHANGHAI	\$3,901
MANILA	\$3,997
HO CHI MINH CITY	\$4,015
BANGKOK	\$4,017
BEIJING	\$4,490
CHENNAI	\$5,592
MALDIVES	\$5,864
PHUKET	\$937
OSAKA	\$1,040
TOKYO	\$1,149

DESTINATION	FARE
SHANGHAI	\$4,002
MANILA	\$4,028
BANGKOK	\$4,046
HO CHI MINH CITY	\$4,046
BEIJING	\$4,521
MALDIVES	\$5,895



HELLOWORLD THE TV SHOW

Helloworld is a travel and lifestyle television program, created in partnership with and broadcast in 2024 on the Nine Network. The season featured impressive destinations across Australia and the world.

Each episode included strategic advertising offerings for viewers to access special travel deals following each segment.

Presented by Lauren Phillips, Luke Nguyen, Anthony 'Lehmo' Lehmann and special host Eddie McGuire.



BESPOKE ADVERTISING

Dedicated Helloworld in-house designers develop bespoke campaign collateral, to ensure all advertising creative is produced faster and more effective. This allows Helloworld to be more responsive to market changes, and allows us to adapt creative during a campaign at any time, based on sales data or market conditions.

TRADE MARKETING

Helloworld has a dedicated Trade Marketing Team that engages with over 10,000+ agents nationally in Australia, providing content, packages and the relevant collateral for agents to support campaign activity.

Liaising regularly with the Sales Team, the Trade Marketing Team also undertake sales incentives with travel agents to support campaigns, including educationals (or can facilitate these as stand-alone activity).

OWNED ASSETS

Helloworld has numerous owned assets that provide unparalleled access to consumers and trade alike.

These include:

- Printed and digital brochures
- Consumer and trade websites
- Social media channels
- In-store assets
- B2C, B2B and B2B2C databases



HOW YOU CAN HELP TO MAXIMISE THE SUCCESS OF OUR CAMPAIGNS

With our marketing program back in full swing, there are numerous opportunities for supplier partners to provide deals for our various campaigns. To maximise ROI and ensure every enquiry results in a booking, consider the following aspects when providing offers:

Access to Inventory

Sufficient inventory is key to being able to secure bookings upon customer enquiry. Provide and allocate enough rooms/seats to satisfy demand and capture the booking before clients shop around.

Minimal Surcharges and Black-out Periods

Keeping surcharges and black-out periods to a minimum gives the customer maximum flexibility and encourages advance bookings.

Extended Travel Period

Providing deals with a long travel period encourages advance bookings and spreads occupancy over the year.

Captivating Offers

Everyone loves a deal that includes more than just a hotel room. Make your offer exclusive and captivating by including extras that will turn a hotel stay into an experience.



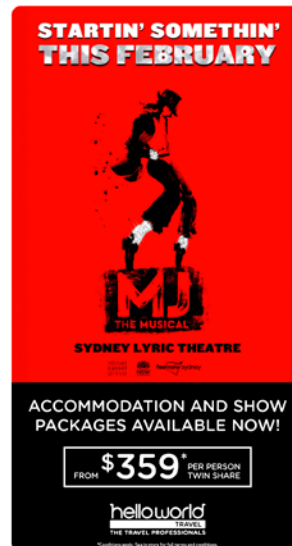
My Way Travel & Events



In 2024 Helloworld Travel launched a brand-new events division. A newly created start-up entity, the vision for which is to be the premier experience integration provider for ticketed sports and entertainment events globally.

Providing a convenient, reliable and streamlined solution for fans trying to secure multiple components of their live event experience. Led by an incredibly experienced management team of Simon Lethlean and Roger Field, the business has launched product in market so far including Hamilton, MJ the Musical, The Weeknd and Coldplay.

With a focus on providing access and solutions to customers, not just in major cities, but also in remote and regional areas of Australia & New Zealand. We partner with event owners and venues to deliver fans a trusted, reliable, price-controlled travel and accommodation solution for major events.



Entertainment Logistix



Entertainment Logistix has been in operation since 1982 (formerly Show Freight and Australian Touring Services – ATS). Since its inception the growth has been rapid and the artists we have supported is nothing short of impressive. The landscape has seen numerous changes over the years, throughout which Entertainment Logistix has continuously developed and adapted to these demands with safety and compliance at the forefront of all activity. As a result, it is a company known for being a professional, trusted, and integral part of the industry.

With a specialised fleet of over 140 company owned vehicles and a dedicated network of drivers and contractors, Entertainment Logistix tailors solutions specific to the requirements of each project. From live stadium concert

events to relocations of stage, theatre productions and major sporting events, Entertainment Logistix provides an efficient, cost-effective service.

Predominantly servicing the entertainment industry, Entertainment Logistix is a leading choice for complex freight and logistics management to a range of customers across various sectors including the Performing Arts, Live Music, Theatre and Stage, Media, Production, Sports and large national Festivals and Corporate Events – all with demanding tour schedules across Australia and New Zealand.

Recent activity has included Taylor Swift, Pink, Ed Sheeran, Robbie Williams, The Wiggles, Post Malone, Paramore, Mary Poppins, Miss Saigon and Mamma Mia.



Technology



As always, we continue to invest in improving technology across all business divisions. Our purpose is to ensure our customers, be they travel agents, suppliers or the end consumer, can transact business in an effective and efficient manner.

RESWORLD

A key technology for Helloworld Retail is our in-house designed and built mid-office platform, Resworld. Resworld enhances our agents productivity by providing a streamlined booking management process that seamlessly integrates with our partner systems to import segments, quickly generate itineraries and provide robust reporting and CRM tools.

With over 20 API connections, Resworld links with our key suppliers. These connections enhance the speed and accuracy of managing a booking for our agents, we continue to encourage and support more partner connections to our platform.

Recently we completed connections to ReadyRooms, Mango, Cruiseco, Holland America and Seabourn, enabling agents to bring itineraries and pricing directly into Resworld with a few clicks of a button. These direct connections between a supplier's booking platform and Resworld can save a consultant up to an hour a day in data entry time, depending on the complexity of the reservation. Resworld is directly driving efficiencies and

enabling agents to offer the best service to clients, a large incentive for agents to book with partners that are directly integrated with Resworld.

Resworld is currently deployed in over 160 agencies across Australia and New Zealand with almost 800 registered users and we expect this to be more than double over the next 12-18 months.



WHOLESALE

Travel Agent Booking Platform

We continue to enhance the travel agent experience via Mango (Australia) and GoNet (New Zealand) by creating easier navigation tools to locate Preferred Supplier Product, the ability to view product on Instant Purchase as a priority and have made improvements to the payment gateways with MINT EFT. In the coming months our Inbound trade partners will also be moving onto the Mango platform.

Supplier Integration

Mango and GoNet are powered by Tourplan, and our supplier integrations are delivered via the Tourplan DX platform. Our dedicated supplier connectivity team remain focused on developing new supplier connections and maintaining the mapping of existing ones. As we grow our channel manager connections, including SiteMinder, Dhisco & SynXis, we are now actively working on creating a new connection with Derbysoft.

ReadyRooms

We are excited about the continued success and ongoing growth in users of our updated ReadyRooms platform. Providing travel agents with a cutting-edge booking portal, key features include the 'search by anywhere' feature and our unique 'Name Your Own Price' function. The platform currently features over 300,000 hotels, activities and transfers. And we continue to grow our connections.

Wholly owned and operated by Helloworld Travel, we have an in-house development team that has developed a highly sophisticated supplier connectivity platform featuring an advanced supplier mapping system. We are also able to be agile and responsive in making timely amendments and changes to the platform based on agent feedback, directly addressing the needs of our users and ensuring our platform remains as updated and relevant as possible.

Preferred Partner Program (PPP)



Helloworld Travel's Wholesale, Inbound, Retail and Cruise Divisions offer suppliers the opportunity to become preferred partners and tap into a range of additional benefits.

WHOLESALE/INBOUND (PPP)

The Preferred Partner Program (PPP) with our Wholesale and Inbound Divisions, provides access to a range of opportunities designed to enhance exposure for your product, above and beyond making rates available through our various distribution channels. Our goal is to ensure your product is top of mind with not only our own reservations and sales staff but also Helloworld's vast retail and wholesale agency network.

With the ever-evolving portfolio of brands within the Helloworld Group, there has never been a better time to consider becoming a preferred partner as these brands will draw on the preferred wholesale product range as a priority.

As a preferred partner, you can tap into the expertise within our various teams – from Contracting and Product to Sales and Marketing – to better understand what we can do for you and what will work best for your product.

Preferred products are selected for a range of packaging opportunities including Event packages, our self-drive program, inbound group series business, ad-hoc groups, incentives, cruise shore excursion programs, flash sales and specialist brochures and flyers. Preferred product will also receive priority recommendation for inclusion in the brochures of our inbound wholesale partners.

Our collaborations with the various tourism organisations allow us to undertake campaign activity aimed at driving sales to destination. We offer preferred partners the opportunity to participate in these campaigns at no cost, other than providing us with a suitable deal. In addition, all packages used in our campaigns are created exclusively using preferred product.

Preferred partners are invited to take part in events such as roadshows, workshops, educationals, webinars and the like, as well as being able to run incentive programs for our reservations staff and travel agents.

Note: Inbound distribution and Inbound PSP Preferred Status is only available to suppliers based in Australia, New Zealand, Fiji and the Cook Islands.





RETAIL (PPP)

The Retail division's Preferred Partner Program offers large scale distribution through all our retail channels, ensuring mass reach and cut through for your products and services. We provide access to a wide range of exclusive, highly coveted opportunities and our distribution offerings are beneficial for large suppliers with a high-profile product range not generally distributed through wholesalers. As a preferred retail partner, you will be able to access all our retail channels, as well as participate in ongoing account management and partnership review meetings that are focused on growing your business within our network. In addition, preferred status will allow you to:

- Access our varied distribution network channels covering our franchisee, buying group and broker networks that sell both leisure and corporate travel.
- Participate in our retail agency incentive agreements ensuring your product remains top of mind with our agency networks.
- Engage and interact with our various agency networks at formal business gatherings including state and council meetings, as well as our various conferences including our showpiece annual Owner/Manager and Frontliners conferences.
- Leverage and participate in our marketing programs at a national, state, or local levels.
- Access our webinar and training academy showcasing your products and services to our retail agency networks.
- Engage with Helloworld management across all aspects of our business including Commercial, Sales, Marketing, Air Tickets and Express Tickets.
- Access to ongoing account management and participation in partnership business review meetings focused on partnership growth and success.

For more information on becoming a preferred Retail partner, contact: hlocontracting@helloworld.com.au

CRUISE (PPP)

We continue to see strong growth in cruise across our dedicated in house brands Cruiseco and Creative Cruising.

Our distribution of cruise product is through both our Retail networks as well as being a cruise wholesaler.

Being a preferred cruise supplier to Helloworld Travel means that you are under an 'umbrella' agreement with the group and all of its divisions. The preferred status covers the Retail networks in both Australia and New Zealand for bookings our agents make directly with the cruise line, as well as sales through our Wholesale cruise businesses (Cruiseco, Creative Cruising and GO Holidays).

Our network of agents and brokers in the Helloworld Travel retail division include many of Australia's leading cruise retailers across the country.

Our wholesale cruise brands package and deliver unique offers to market to drive business into our retail stores.

Loyalty programs within our wholesale cruise brands and our Platinum Cruise Club ensure that the best cruise stores in Australia are fully engaged in cruise distribution.

A dedicated team handles the commercial, product and marketing side of all things cruising for the group for both Australia and New Zealand.

For more information on becoming a preferred Cruise partner, contact: cruise.product@helloworld.com.au



Conferences, Trade Shows & Events



HELLOWORLD CONFERENCES

We host a number of highly successful conferences throughout the year.

Our 2024 Owner Managers Conference (OMC) in Sydney was a great success with a record number of preferred partners in attendance amid the 500 delegates. The feedback has been incredibly positive with delegates applauding and appreciating the opportunity to connect with not just their colleagues, but preferred suppliers.

Our 2024 Frontliners Forum in Singapore was equally successful with positive feedback specifically relating to the networking and time that Frontline staff had to interact with our supplier partners present.

2025 will see OMC in Vancouver Canada and Frontliners in Fiji.

“Wanted to say a huge thanks for what was one of the best conference I have attended. Members were incredibly well engaged, great format, speakers, and fantastic company all round. Really did have a lot of fun and strengthened many partnerships. Thanks again for your many years of support and here’s to many more.”

– HLO Preferred Partner.

“Congratulations on a very successful OMC. The conference was very well organised, with insightful presentations from the Helloworld Executive team, keynote speakers and partners. The evening dinners and special events were perfect for all the attendees to network, especially with our valued Helloworld Owner Managers and consultants from across AU & NZ. We look forward to progressing our joint planning for 2024 and beyond.”

– HLO Preferred Partner.

TRADESHOWS

The Helloworld Team is always well represented as both buyers and sellers across all major industry tradeshow.

Each year we attend ITB in Berlin, FTE in Denarau Fiji, ATE in Melbourne, Rendez-vous in Edmonton, IPW in Los Angeles, TRENZ in Wellington NZ, Thailand Travel Mart in Khao Lak and BBTF in Nusa Dua Bali.

EVENTS

In addition to our major retail conferences we also devise, create and operate a number of special events, reward trips, famils and activities across the divisions throughout the year.

These include:

- Global Stars – rewarding top selling agents across Viva Holidays, ReadyRooms and GO Holidays this trip visited Southern California in 2024 and is going to Vietnam in September 2025.
- Cruise Stars – rewarding top sellers across CruiseCo and Creative Cruising they will be sailing the Californian coast in 2025, after being hosted on a Disney sailing out of Sydney in 2024.
- ATS Pacific & AOT Inbound Mega Famil – a truly global event that brings international agents from around the world to our local area to showcase the very best we have on offer. In 2024 it was in New Zealand and in 2025 it will be showing off Australia.



The team at the HLO booth at ATE, L-R Back - Gary Paterson, Emma Robertson, Neale Herridge, Dom Atzenhoffer, Chris Forde. Front - Vivian Shen, Kathy Georgiou.

Contract With Us



By contracting with the Helloworld Travel Group, you can immediately have your product available for distribution across many of our divisions.

WHOLESALE/INBOUND

Pacific Suppliers (Australia, New Zealand, Fiji & Cook Islands) – Wholesale & Inbound

Through the Wholesale and Inbound Divisions, we provide wholesale content to all our networks as well as independent agents and non Helloworld agency networks. In our leisure area we offer:

- Global distribution to partners in 73 countries
- Distribution in both a B2B and B2C environment
- The ability to secure both FIT and group business
- The ability to supplement static contracted rates with dynamic rates
- Access to Helloworld Online – a simple and easy-to-use contracting tool, with copy contract functionality which populates the majority of standard information from the previous year
- Access to Helloworld Supplier Manager, a tool developed to allow our partners to quickly and easily manage information relating to their products and services
- Immediate distribution of your product to Australian, New Zealand and international travel agents, and all divisions of the Helloworld Travel Group
- Cruise Suppliers will benefit from wide distribution offered through Cruiseco and Creative Cruising in Australia, and GO Holidays in New Zealand
- Support of a dedicated Contracting Team

Rest of the World Suppliers – Wholesale (Outbound)

Through our Wholesale Division, we provide wholesale content to 2,700 agents across Australia and New Zealand, including our own network, independent agents and non Helloworld agency networks. In our leisure area we offer:

- Wholesale distribution across Australia and New Zealand
- Distribution in a B2B environment
- The ability to secure both FIT and group business
- The ability to supplement static contracted rates with dynamic rates
- Access to Helloworld Online – a simple and easy-to-use contracting tool, with copy contract functionality which populates the majority of standard information from the previous year

- Immediate distribution of your product to Australian and New Zealand travel agents, and all divisions of the Helloworld Travel Group
- Cruise Suppliers will benefit from wide distribution offered through Cruiseco and Creative Cruising in Australia, and GO Holidays in New Zealand
- Support of a dedicated Contracting Team

RETAIL

In the **Retail Division**, your product has the opportunity to become a preferred product across all our networks throughout Australia and New Zealand. This allows you to reach more than 2,700 agents with a great ROI. Our Commercial Contracting team can provide further information on the advantages of contracting with Helloworld Travel.





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