



# OUR ADVANTAGE

helloworld  
TRAVEL  
THE TRAVEL PROFESSIONALS

# HELLOWORLD THE RIGHT CHOICE

## REASSURANCE OF A GLOBAL BRAND

Helloworld Travel Limited is a global company headquartered in Melbourne, Australia, with offices in Auckland, New Zealand, Nadi, Fiji and Athens, Greece. The group employs over 600 people across Retail, Wholesale and Inbound Divisions.

Helloworld New Zealand based in Auckland, has its own identity with a highly experienced team driving quality outcomes for our New Zealand agency partners.

## BUYING POWER

The combined sales of over 2000 members (and growing) ensures price and commercial negotiations with our supplier partners benefit each and every helloworld Travel store. Our buying power means we can secure the best deals, supplier campaigns and partner support. Our focus is working with the best suppliers globally to deliver the best products that will drive customers through your doors.

BETTER  
BUSINESS  
SOLUTIONS

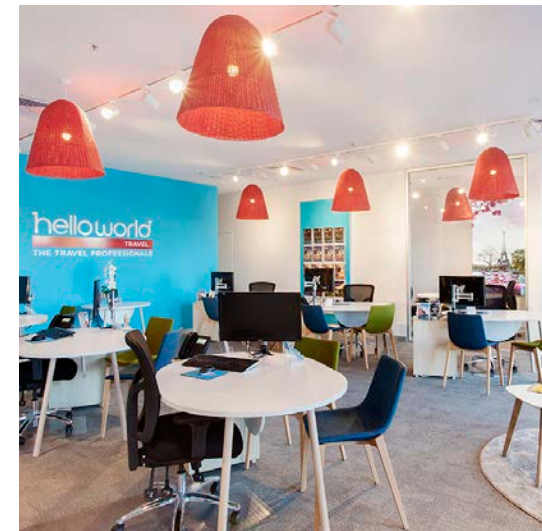
SUPPORT OF  
A LEADING  
FRANCHISE

“Helping passionate  
travel people build  
great travel  
businesses.”

VIBRANT  
BRAND WITH  
A MARKETING  
EDGE

CONNECTED  
& SUPPORTIVE  
COMMUNITY

PROFIT &  
OPPORTUNITY  
100% YOURS.



# BETTER BUSINESS SOLUTIONS

Helloworld Travel offers comprehensive technology solutions. Purpose built for our retail networks, helloworld solutions continue to evolve with the rapidly changing needs of our stores. Providing your business productivity, efficiency and profitability advantages.

## RESWORLD

ResWorld is Helloworld Travel's custom build CRM and Mid Office System. ResWorld is retail focused and driven from Conversion and Customer Experience that transports our Agents from historical systems focused on order taking and process. On ResWorld, Agents have their enquiries, bookings, accounting and professional customer documentation in one place. ResWorld has been designed to improve productivity, efficiency, profitability and data insights.

## HELLOWORLD.CLOUD

With Helloworld.Cloud we meet the needs of your business in providing a outlook only option to the Office 365 full suite of products and as its in the cloud you can access anywhere, anytime. For your security we provide multi factor authentication to ensure your email is safe from scams.

## SMART TRACK

Providing transparent reporting on your commercial returns, our exclusive Smart Track tool allows owners to choose which partners to support in order to obtain the highest returns, and forecast future revenue.

## INDIVIDUAL STORE MICROSITE

Tailored to your store to provide a more personalised experience for your customers, promote your area of expertise and help you to engage at a more localised level. Promotions and offers can be prominently featured and local content added so it is relevant to your community, creating a stronger connection between your store and the community.

## GO HOLIDAYS

GO Holidays is New Zealand's longest serving travel wholesaler and offers distribution of an extensive range of products. As a helloworld store you will be given access to online tools designed for efficiency.

- GONet - online system provides you and your agents the ability to make quotes and bookings 24/7
- CruisePro - online system for live Cruise availability, quotes and bookings 24/7
- ReadyRooms - Booking platform incorporating dynamic hotel, sightseeing and transfer content for FIT markets
- Williment Travel - provides our agents access to sporting events around the world
- Name Your Own Price (NYOP) Technology allowing total control of your sell price and providing you with transparency to comfortably and easily manage your margins

To complement our online tools, GO Holidays have a team of experts on the phones to assist you with any query you may have. As an additional service when booked through GO Holidays, your clients will have access to GoAssist which is our after-hours emergency care service.

## AIR TICKETS

Our industry leading in-house ticketing service. Smart Tickets is our intuitive and easy to use system with robotic ticketing allowing 24/7 ticketing on any device. You can manage ticketing, reissues, refunds and track the progression of each, find all relevant airline information, user guides and so much more all in one place. To compliment the Smart Ticket system, Air Tickets have a team offering telephone support.

Key benefits are:

- SmartFares web-based GDS and NDC shopping solutions, enabling consultants to ensure they are presenting the most competitive and current airfares
- No ADM's providing risk free ticketing
- Name Your Own Price (NYOP) Technology allowing total control of your sell price and providing you with transparency to comfortably and easily manage your margins
- No BSP reconciliation and IATA bonding costs, saving you time and money

# SUPPORT OF A LEADING FRANCHISE

We provide a wide range of support to our members and are continually identifying opportunities to provide even greater support to ensure the business success and profitability of our franchisees.

## SUPPORT

Support of a highly recognised brand with a proven franchise model, backed by a dedicated support team to help you achieve your goals and assist with everyday challenges.

hello Experts portal, your one stop shop providing you with everything you need to know from supplier & marketing information to processes.

## TRUST

Membership to Franchise Association of NZ committing helloworld Travel to a recognised code of ethics.

Consumer Protection through the Helloworld Group Bond with the Travel Agents Association of NZ.

In person visits to provide business assistance, review business performance, discuss and analyse opportunities.

## TRAINING & DEVELOPMENT

Training and development for you as a businessowner, in leadership and in ensuring we help grow consultants into high performance trusted travel professionals. We lead the industry in offering the Helloworld New Zealand Certificate in Travel Level 4 in partnership with The International Travel College of New Zealand that provides the best possible preparation for success in the travel industry. An exclusive opportunity for Helloworld owners to attract new entrants into the travel industry and to help upskill your teams.



# VIBRANT BRAND WITH A MARKETING EDGE

Helloworld Travel undertakes significant marketing activity with substantial investment in growing brand awareness and driving customers into our stores.

## MARKETING

Take advantage of helloworld renowned and vibrant brand. We invest significantly to achieve two main deliverables.

1. Brand - to maximise awareness of the helloworld brand across New Zealand
2. Tactical - to ensure lead generation, database growth and the best possible return on investment for our stores

Along with the above, our marketing and support team can assist you with your local marketing needs on a planning and advisory basis, all aimed to help grow your database, drive sales and ensure Helloworld Travel is front of mind when consumers are planning their travel.

## TOOLS

Brand Buddy is our best in class local store marketing tool designed to make local advertising easier, faster, less expensive and more effective including digital tiles for social media messaging that can be tailored to your needs. To ensure we maximise your shop front location, digital screens and content are provided for all stores to capture the attention of customers with our latest campaigns 24/7.

## STRATEGIC PARTNERSHIPS WITH LOYALTY PROGRAMS

These are exclusive partnerships providing a loyalty and reward redemption program and a unique opportunity for attracting new customers.

## FLYBUYS

With over 2 million members, our partnership with Flybuys allows customers to redeem points with Helloworld Travel as the exclusive retail travel partner. This includes the ability for customers to earn on every journey, and receive regular communications featuring Helloworld Travel deals directly from Loyalty New Zealand.

## AMERICAN EXPRESS MEMBERSHIP

Helloworld Travel's partnership with American Express is a real market advantage, providing our members with a unique opportunity to combine the strength of the Helloworld brand and the global brand strength of one of the world's most recognisable\* brands. Being part of the Helloworld Travel American Express network brings with it an array of great benefits, including access to the American Express brand, marketing to their Card Members, revenue and lead generation opportunities, and cost savings via an exclusive best in market merchant rates. Helloworld Travel are the only network to have access to American Express Card Members and their Membership Rewards Pay with Points program. This places our stores in the best possible position to drive existing and new customers' travel dollars even further. The program delivers the freedom, flexibility, choice and value for American Express Card Members to walk into any participating helloworld Travel store and convert their American Express Membership Rewards points for all or part of their travel. This translates to immediate revenue for you and provides an ongoing stream of new customer and marketing opportunities.

**helloworld TRAVEL**  
THE TRAVEL PROFESSIONALS

**UK & EUROPE 2024**

**HELLO CRUISE SALE**

**EXCLUSIVE: BOOK NOW AND BE IN TO WIN YOUR CRUISE FLIGHTS ON US!**

**P&O**  
A TASTE OF NEW CALEDONIA ONBOARD PACIFIC ADVENTURE  
FROM **\$1,155** PP  
SHARE TWIN INSIDE STATEROOM  
DEPARTING 19 JUL 2024  
BOOK FOR JUST ONE PERSON (CASH)

**PRINCESS**  
SOUTH PACIFIC CROSSING ONBOARD GRAND PRINCESS  
FROM **\$3,955** PP  
SHARE TWIN INSIDE STATEROOM  
DEPARTING APRIL 2024  
AUCKLAND TO SAN FRANCISCO  
INCLUDES LOGS, ONBOARD PRICING, BERRY PER ESTERON, WALK-A-LICE, DISCOUNTS, TIPS & MORE

**CUNARD**  
JAPAN GRAND VOYAGE ONBOARD QUEEN ELIZABETH 2  
FROM **\$6,369** PP  
SHARE TWIN INSIDE STATEROOM  
DEPARTING 19 JUL 2024  
TOKYO ROUNDTRIP  
EXCLUDES BEVERAGE PACKAGE, SPECIALTY DINING, SHORE EXCLUSIONS & WINE

**WESTERN MEDITERRANEAN**  
ONBOARD SEA PRINCESS  
12 NIGHTS  
FROM **\$16,250** PP  
SHARE TWIN INSIDE STATEROOM  
DEPARTING 24 AUG 2024  
ALL INCLUDES TWO CATEGORY SUITE UPGRADE, UNLIMITED SEA FARE, SHORE EXCURSION, SPECIALTY RESTAURANTS & WINE

**flybuys**  
COLLECT 500 FLYBUYS ON UK OR EUROPE HOTELS, CRUISES OR TOURS OVER THE VALUE OF \$8,000\* (LIMITED TO FIRST 200 BOOKINGS)

**AIR NEW ZEALAND**  
\$500 CREDIT FOR THE FIRST 100 BOOKINGS TO USE TOWARD A HOTEL OR CRUISE WHEN YOU BOOK RETURN 2024 FLIGHTS FOR TWO FLYING AIR NEW ZEALAND\*

**CASH PASSPORT™**  
LOAD AT LEAST \$50 ONTO A MASTERCARD CASH PASSPORT & GO IN THE DRAW TO WIN 1 OF 4 \$5,000 TOP-UPS\*

**THE LOCAL TRAVEL PROFESSIONALS YOU CAN TRUST**

In store | helloworld.co.nz | 0800 303 132

helloworld Travel professionals are Accredited Travel Advisers (A.T.A) and can assist planning your Cruise experience. Book with confidence and contact your helloworld Travel agent today!

GO HOLIDAYS | In Store | helloworld.co.nz | 0800 303 132 | helloworld THE TRAVEL PROFESSIONALS

**HELLO WORLD**

**THE LOCAL TRAVEL PROFESSIONALS YOU CAN TRUST**

There's nothing quite like the power of local, of having someone that gets you quirks and all.

Someone who understands how travel should be. Understated professionalism, with a smile. That's why we pride ourselves on consistent customer satisfaction and great service.

Because, when you've found someone who knows you, you'll never look back.

Helloworld Travel, The Travel Professionals you can trust.

**BOOK WITH HELLOWORLD TRAVEL CONFIDENCE**

Book with confidence and contact your helloworld Travel agent today!

In Store | helloworld.co.nz | 0800 303 132

**helloworld TRAVEL**  
THE TRAVEL PROFESSIONALS

# CONNECTED & SUPPORTIVE COMMUNITY

Engagement and culture that fosters a sense of belonging and community spirit

## HELLOWORLD EVENTS

Our owners and managers are very clear in their messaging that, key to their success is connection with each other that provides for sharing of ideas, direction, learnings and support. Helloworld facilitates gatherings throughout the year to receive feedback, encourage networking and foster a connected culture.

Our gatherings include:

- Annual Owner Managers Conference providing an opportunity for our business owners and leaders to learn from each other and the rest of the industry
- Annual frontliners conference which is a perfect place for frontline staff (both new and experienced) to connect and gain valuable training from our preferred partners and key note speakers
- Gala awards dinner where we recognise, reward and celebrate the years excellence, achievements and super stars
- Regular regional and national meetings for our owners/managers to collaborate
- Incentives providing agents the opportunity to learn and upskill on new destination
- Rewarding excellence in performance for the year by hosting our top agents on overseas trips including our:
  - Global Stars
  - Cruise Stars

## COMMUNICATION

As travel is a dynamic industry with changes happening almost everyday we make sure all our agents are up to date by:

- Weekly newsletters with product, supplier and helloworld initiatives and updates
- Internal chat is for everyone to share ideas and knowledge, ask and assist with questions and support each other.
- Owner & Managers closed Facebook page to encourage peer support and share views in real time



# 100% YOURS-YOUR PROFIT, YOUR OPPORTUNITY



Our model is simple where you really do control your success. The Helloworld Travel incentive programme rewards for both performance and loyalty to both preferred in-house partners and preferred supplier partner products. The more you sell, connect with your community, drive your business the greater the rewards.

## 100% YOURS

Your Business, Your Profit, Your Opportunity

- Ownership of your business supported by the power of our renowned and vibrant Helloworld brand and business
- Simple, successful and proven business model that delivers great returns
- A transparent commercial model rewarding performance and loyalty
- Leveraging the buying power of the group delivering products and services customers want with excellent earning opportunities
- Expansion opportunities through multi store ownership providing scope for greater earning capabilities
- Ownership of your database

# HELLOWORLD – THE BRANDED NETWORK



As a Helloworld branded store its **Your business, your opportunity, your profit. 100% yours** backed up with **Comprehensive technology solutions that provide your business productivity, efficiency and profitability advantages** and **Support Services to help you drive your business success**. Our **Brand advantage and marketing attracting customers and enquiry to your store** and we provide **Engagement and culture that fosters a sense of belonging and community spirit**

## HERES WHAT OUR OWNERS SAY

“ helloworld Travel’s captivating brand image, strong market share and unique offerings has certainly contributed to our increased local presence, growth and profitability. It’s the respected brand of choice for consumers, franchisees and suppliers ”

- Deborah Kay, Franchisee, helloworld Travel Rotorua

“ A great group of resilient, caring people who go the extra mile for their customers resulting in a large percentage of repeat business and referrals ”

- Leigh Feast, Franchisee Helloworld Travel Napier and Masterton

“ From the young solo traveller, families looking to make everlasting memories with their children to retirees who like to indulge in a bit of luxury. The decision to join the Helloworld Travel brand four years ago is the best decision I could have made as a travel business owner. Helloworld Travel have made themselves the brand of choice for a varied demographic ”

- Bev Ellice, Franchisee, helloworld Travel Strandon, New Plymouth



# CONTACT US

To become a Helloworld Travel member, please contact us now in confidence.

Our National Business Manager Shaun Muller, will be happy to assist you in further understanding the value and benefits of being a Helloworld Travel franchisee and member of the wider Helloworld Travel family.

**Shaun Muller**

**National Business Manager**

**P: (027)258 1778**

**E: [shaun.muller@helloworld.co.nz](mailto:shaun.muller@helloworld.co.nz)**

**W: [helloworld.co.nz](http://helloworld.co.nz)**

**helloworld**  
**TRAVEL**  
THE TRAVEL PROFESSIONALS