



## NZ AIRPORTS CONFERENCE

Taupo  
9th – 11th September 2015

# Jetstar in NZ

All day, every day,  
low fares for Kiwis

11 September 2015



All day, every day, low fares for Kiwis



## What's happened in two years?

- **Safety is our number one priority**  
Always, everyone, everywhere
- **Single-minded focus on domestic OTP**  
Best jet performance 2013 and 2014  
Over 89% to date 2015 – world class
- **Growth on Trans-Tasman**  
Record capacity in 2015  
Wellington to Gold Coast, Melbourne  
Increased capacity to Auckland, Queenstown
- **Growth on domestic**  
Wellington-Dunedin – starts October  
Regional network announced – from December
- **Profitability**  
Domestic services in profit for the first time



Jetstar: NZ's Low-Cost Carrier



## What's happened in two years?

- **Customer satisfaction**  
At a record high – leisure and business
- **Brand health**  
From 'on the mend' to 'fighting fit'
- **Customer advocacy**  
More 'promoters' than ever before
- **Our New Zealand team**  
Growing to over 500 by Feb 2016  
Career progression, new opportunities
- **Community**  
Flying Start in its 4<sup>th</sup> year  
Flight of the Flightless Kiwi  
Rural Games in Queenstown



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# Jetstar to fly to the biggest towns in NZ starting with 'N'

Auckland →

New Plymouth

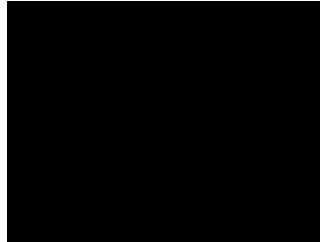
Nelson

Napier

North Palmerston



## Change is here



## Flying to the regions

- **Always considered an opportunity**  
Timing had to be right
- **Significant, long-term investment**  
Aircraft available  
Profitable locally  
Qantas turnaround  
Improved brand health
- **Right regions, Right schedule**  
Most growth potential  
Efficient utilisation  
Good connectivity  
Community support



Jetstar: NZ's Low-Cost Carrier



## Flying to the regions

- **Growth potential in all regions**  
Different cities, different drivers
- **Significant benefits to each region**  
Tourism – Domestic and International  
Commuting  
Education  
Business relocation  
Confidence
- **Kiwis love to fly**  
Over 20,000 fares on day one  
Families able to fly  
Airport leisure traffic will grow

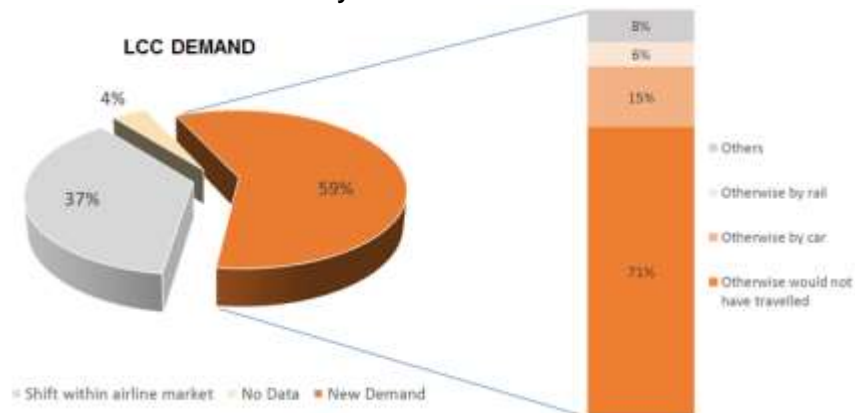


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## Growing the pie in the regions

- **Most LCC Growth is generated by new travellers who would otherwise not have travelled by air**



Source: NFO Infratest 2002

All day, every day, low fares for Kiwis



## Low-cost carriers are good for NZ

- New Zealanders deserve the opportunity to have a choice
- Kiwis are great travellers with family spread throughout the country
- Competition in domestic NZ is good for everyone
- Affordable travel drives economic growth
- Low-cost carriers are not a gimmick but a different business model
- Don't pay for what you don't want
- **Low fares + High availability = Market growth**



All day, every day, low fares for Kiwis



## Airports are partners



1. Subject to regulatory approval.

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## Jetstar committed to NZ

- **Domestic airlines have come and gone –**  
Ansett NZ, Qantas NZ, Pacific Blue, Origin Pacific
- **New Zealand is an important strategic market for the Jetstar Group**  
Dual-brand strategy with Qantas
- **Jetstar has grown domestic capacity and load factor NZ domestic**  
Regional flights from December 2015
- **Jetstar has invested significantly in NZ**  
Nine A320s, five Q300s, over 150 new jobs, more engineering resources
- **Opportunity for future growth**  
More regions, more domestic jet, more Tasman



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## Helping Kiwis spread their wings

- **Flight of the Flightless Kiwi** Over 60 people had never flown
- **Social media campaign** Nominations received
- **Partnered with Queenstown tourism** Experience of a lifetime



