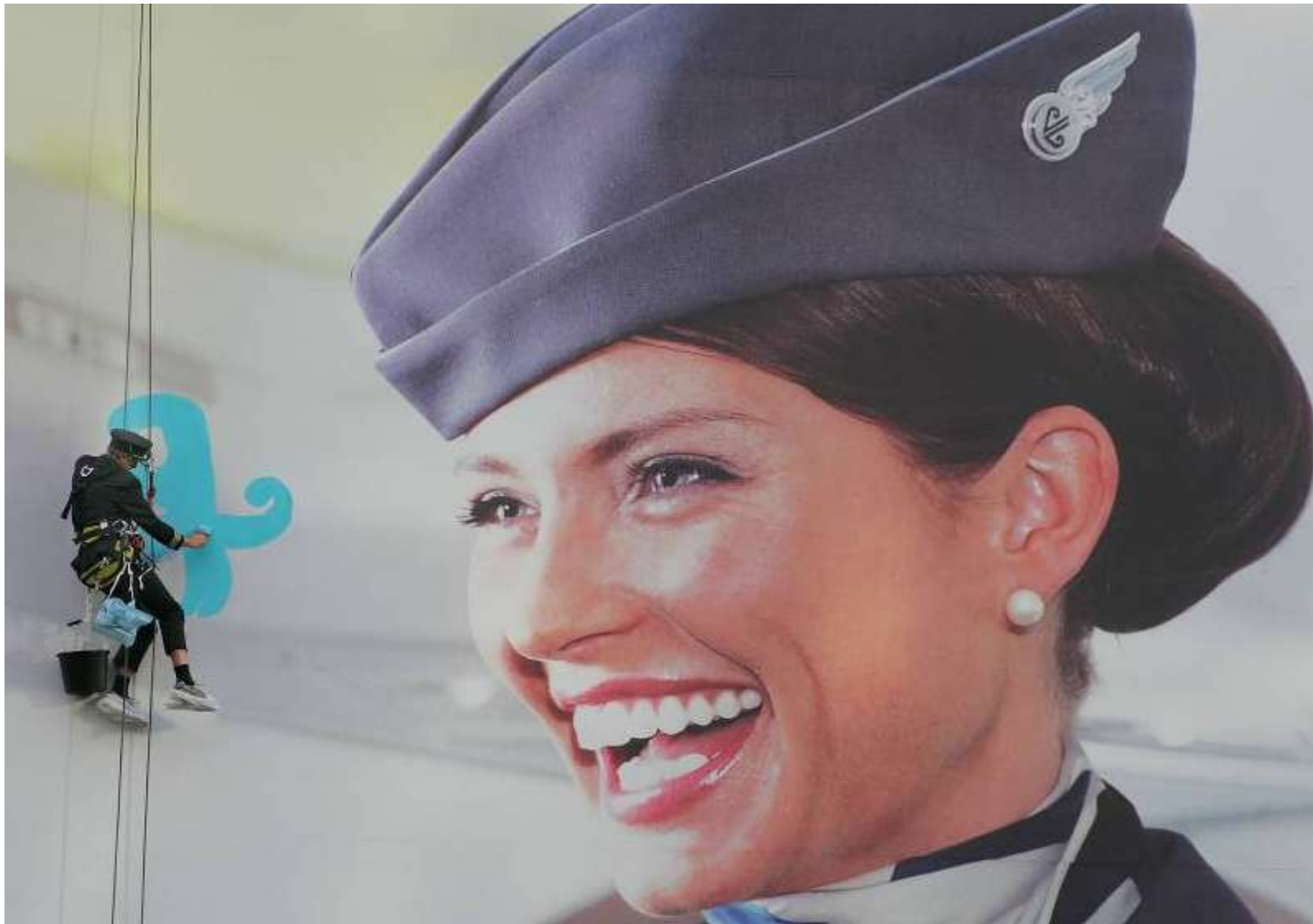




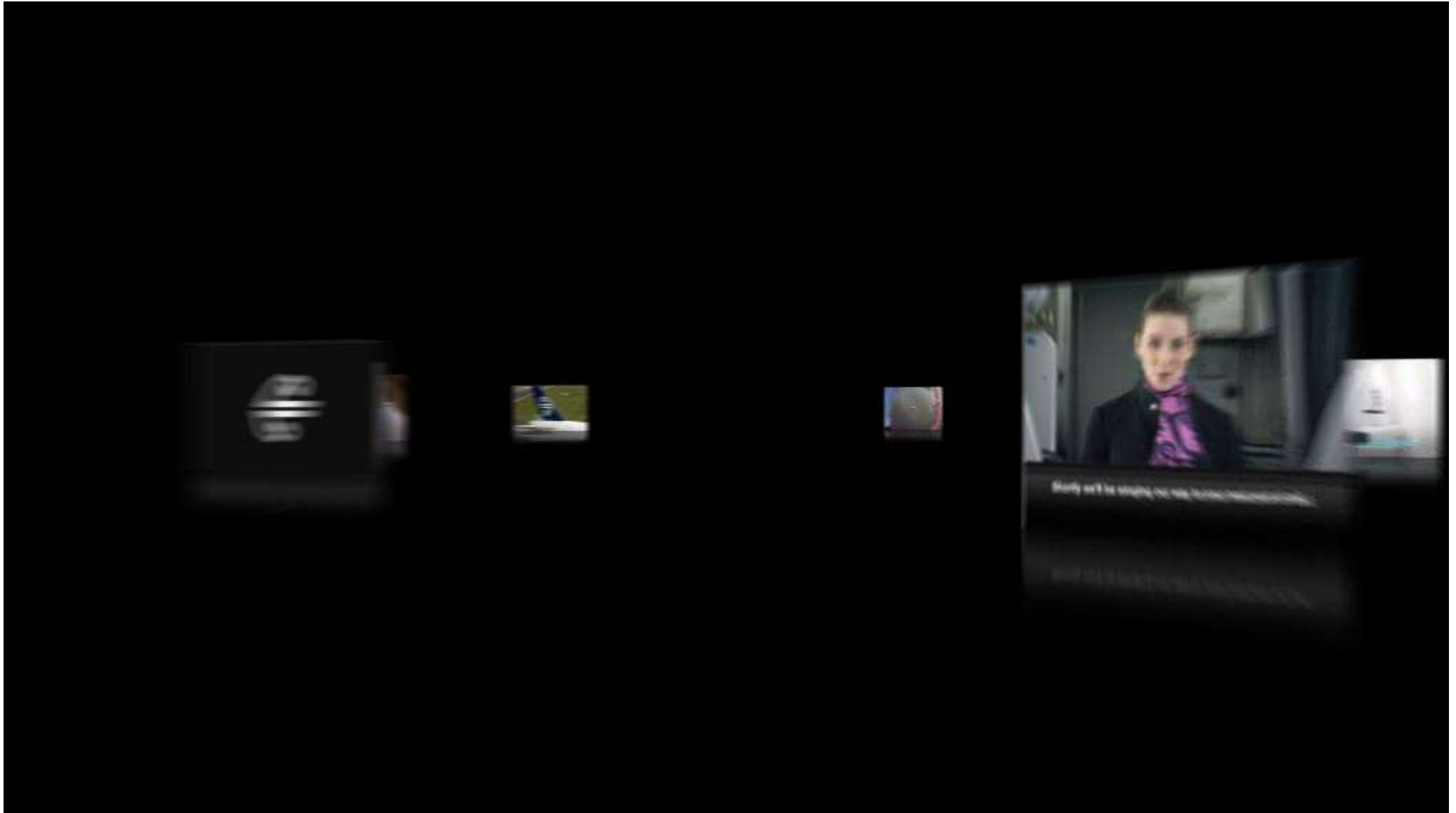
Succeeding in a highly competitive environment

Norm Thompson, Deputy CEO, Air New Zealand





Succeeding in a highly competitive environment





Our people and culture breed success





The people equation is simple ...





So how come we're looking at this?

0%



RWC is not the only game in town ...





Who really cares?





Success through innovation





New long-haul product



Positivists

April 07

- Fidgety and excited
- Highly involved in the flight and romance of travel

10% of customers



29% of customers

Socialites

- Social
- Highly involved in the flight and with those around them



26% of customers

Territorialists

- Predominantly frequent flyers
- They know exactly what their space entitlements are
- High expectations of service



17% of customers

Cocooners

- Entertain themselves
- Wish to zone out and not be highly involved in the flight
- Possibly snigger at Positivists



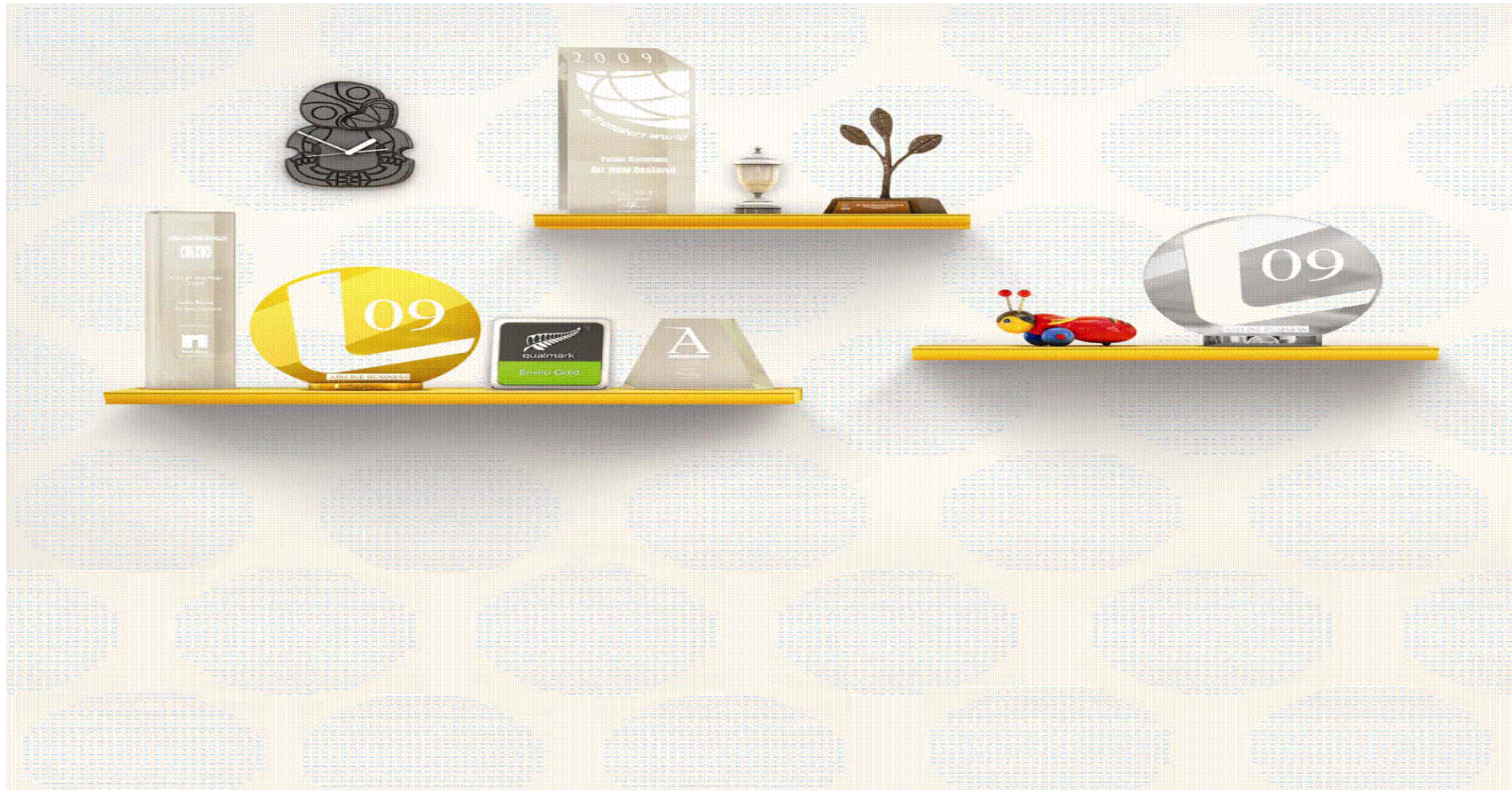
Disengaged

- The flight is just a means of getting somewhere
- Want to keep to themselves

18% of customers



Awards



New Zealand Hotel Industry Conference 2011



Tasman/Pacific

A Star Alliance Member

CHOOSE ONE OF FOUR WAYS TO FLY

Seat	Seat + Bag	The Works	Works Deluxe
<ul style="list-style-type: none">1 carry-on bag only (up to 7kg)Entertainment TV/music/gamesTea, coffee and waterBuy snacks and drinks on board	<p>Seat option, plus:</p> <ul style="list-style-type: none">1 checked bag (up to 23kg)	<p>Seat+Bag option, plus:</p> <ul style="list-style-type: none">Seat requestEntertainment including moviesA meal and drink	<p>The Works option, plus:</p> <ul style="list-style-type: none">Premium check-in1 extra checked bag (up to 23kg)Lounge accessMore personal space

If you need it cheap or want a treat, we've got a Seat to Suit.

On sale now.
Flying to Aussie and the Pacific Islands from 17 November.

airnewzealand.co.nz

- *Seats to suit*
- *More customer choice*
- *Cheaper fare options*
- *Commercially successful*



Future challenges

- *Rugby World Cup – we've got four months to get it right*
- *China – this market is coming ready or not*



Questions?

