

Flight Centre
our story



Flight Centre
our history

In 1982, Flight Centre opened its first store in Sydney, Australia with an aggressive growth strategy in mind and a goal of being one of the largest travel retailers in the world.

Thirty years later, Flight Centre operates 29 retail, corporate and wholesale brands internationally, with more than 2000 locations spanning 10 countries and a global staff of over 13,000 team members.

38 years



How It Began our timeline...

1973

- 23-year-old Graham 'Skroo' Turner lands in the UK for the 'must do' Australian thing of seeing Europe and gets job as a vet, which is what he had trained to do.
- Skroo gets bored of being a vet and goes into partnership with his vet friend Geoff 'Spy' Lomas. They buy a double-decker bus for running tours to Europe for Aussie mates. The first double-decker bus is purchased in Yorkshire and christened 'Argus'.



1973

- First tour of six-weeks in Spain, Portugal and Morocco departs at a cost of £110 per person.

Topdeck.

1974

- Top Deck Travel is born.

1975

- Top Deck Travel makes a profit of £15,000 and is running successful tours to different European locations.

1976

- Four new buses purchased to meet the demand: 'Snort', 'Snot', 'Slug' and 'Belch'. New offices are opened in Fulham.
- 5000 passengers carried produces annual turnover of £5 million.
- Top Deck introduces six-month London to Sydney tours, a first for any overland company.



1982 Mar

- Skroo and some of the other directors from Top Deck Travel decide to set up a travel agency in Sydney based on the discounted airfares model he had seen while in London. It was decided to focus on the Flight Centre model rather than the blood, sweat and tears business of running bus tours in Europe.
- Flight Centre Limited is incorporated and the first Flight Centre store is opened.

1987

- Flight Centre has 30 stores and the company implements standard names, logos, uniforms and systems and stores branded to stand out like (as Skroo put it) 'dog's balls'. They are all painted fire engine red.

1988

- The Flight Centre 'Captain' is born and an airline pilot is used for the first time in the company's advertising.
- Throughout the years the 'Captain' was usually an actor but in 2004 for the first time he was a real-life pilot working for Eva Air, the Taiwanese airline.

1990

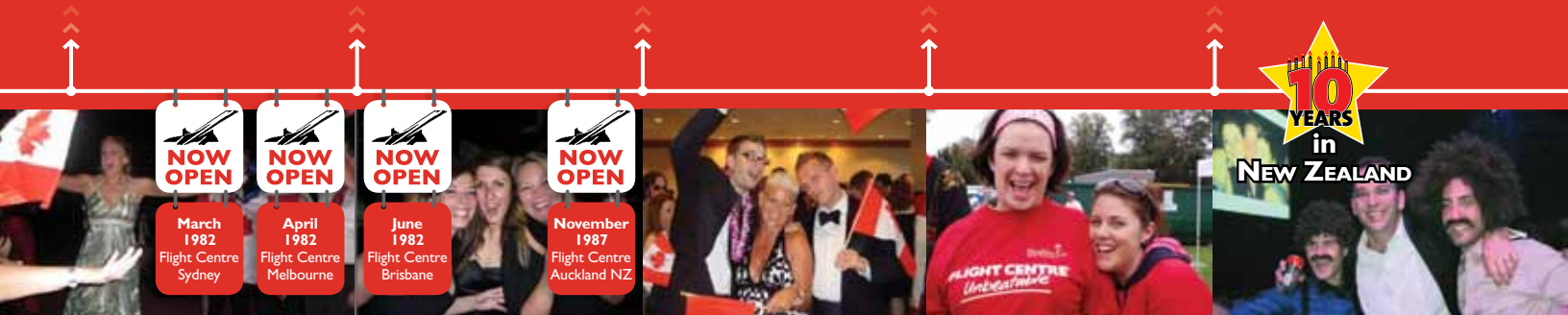
- Flight Centre has 80 shops in Australia and New Zealand.

1993

- Corporate Traveller established in Australia

1995

- Gary 'Boxer' Hogan is appointed to lead Flight Centre's UK operation. He and colleague Mandy Johnson rent a house and start looking for suitable store locations and setting up deals with key travel organisations. Flight Centre opens first store in the UK.
- Flight Centre opens its first store in Canada.
- Flight Centre opens its first store in South Africa.
- Flight Centre Limited floats on the Australian Stock Exchange (FLT:ASX).





2002

- Acquisition of ITG, a publicly listed Australian corporate travel business.
- Flight Centre ranked #1 on list of Top Employers in Canada by the Globe & Mail's Report on Business Magazine.
- Flight Centre ranked as New Zealand's best employer (large company) in the Unlimited/JRA Best Places to Work Survey.
- Flight Centre ranked by Deloitte's as the best company to work for in the travel & tourism industry in South Africa.

2003

- Flight Centre places 3rd on list of Top Employers in Canada by the Globe & Mail's Report on Business Magazine.
- Flight Centre ranked as New Zealand's best employer (large company) in the Unlimited/JRA Best Places to Work Survey.
- Flight Centre ranked by Deloitte's as the best company to work for in the travel & tourism industry in South Africa.

2003

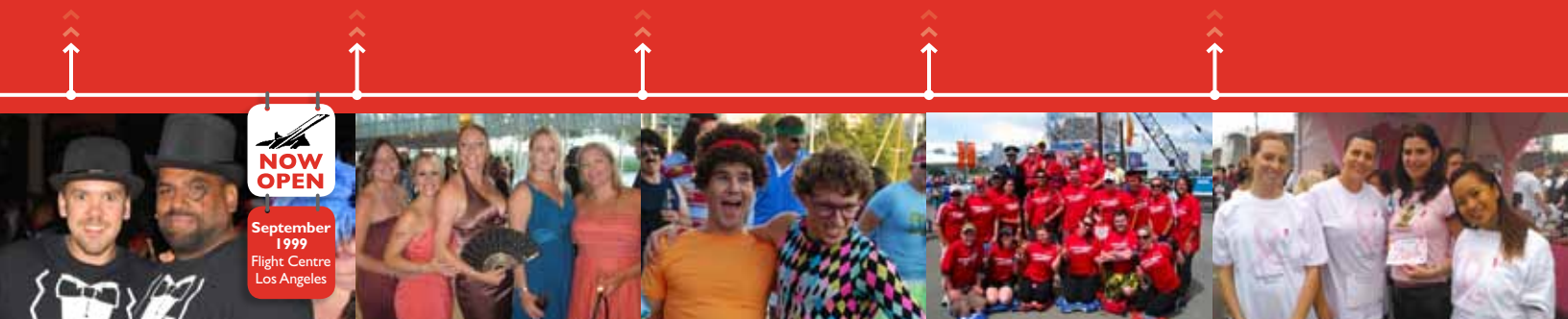
- Acquisition of Britannic, a London-based corporate travel business.
- Flight Centre ranked Australia's Top Employer for 2nd straight year & judged Best Travel company by Intl Trade Mag TTTG.
- Flight Centre UK places 3rd in the Sunday Times Top 100 Companies & the FT Best Companies to Work for.
- Flight Centre merges its Canada East, Canada West & USA operations into one North American wide travel agency operation: Flight Centre North America.

2004 Jan

- Flight Centre places 2nd on list of Top Employers in Canada by the Globe & Mail's Report on Business Magazine.
- Flight Centre opens its 100th shop in North America.
- Flight Centre ranked as New Zealand's best employer (large company) in the Unlimited/JRA Best Places to Work Survey.
- Flight Centre ranked by Deloitte's as the best company to work for in the travel & tourism industry in South Africa.

1999

- 1st Corporate Traveller opens in Canada



September 1999
Flight Centre
Los Angeles

2004 Mar

- Flight Centre UK is again placed on the Sunday Times Top 100 Companies & the FT Best Companies to Work for list.
- Consolidation & expansion of corporate travel operations into FCm Travel Solutions.
- Acquisition of travelthere.com
- Enters into joint venture corporate travel operation with China-based China Comfort Travel Co. Ltd.
- Flight Centre ranked Australia's Best Travel Company by TTG 2nd Straight Year.

2004

- Corporate Traveller rebrands to FCm Travel Solutions

2005 Jan

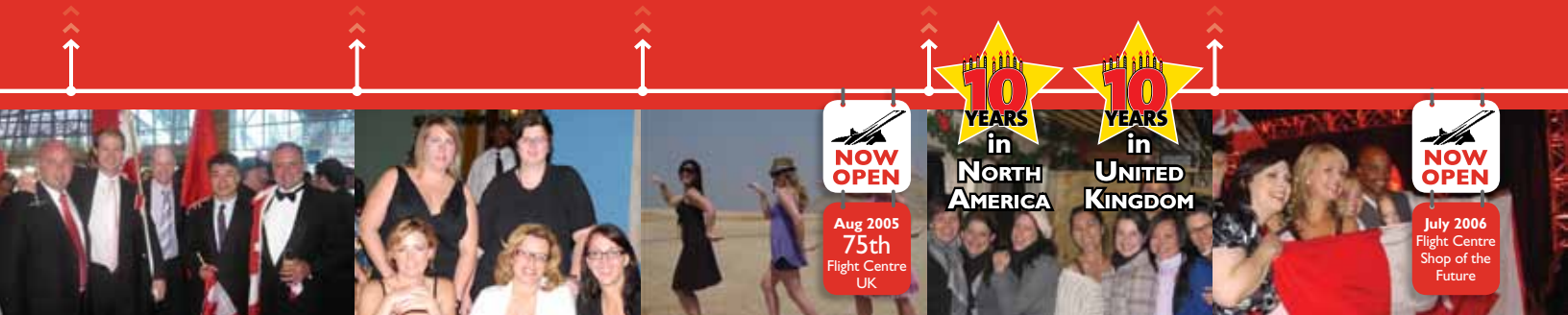
- Flight Centre places 4th on list of Top Employers in Canada by the Globe & Mail's Report on Business Magazine.
- Flight Centre ranked as New Zealand's best employer (large company) in the Unlimited/JRA Best Places to Work Survey.
- Flight Centre ranked by Deloitte's as the best company to work for in the travel & tourism industry in South Africa.

2005 Jul

- Flight Centre has more than 1,200 stores in Canada, the United States, the UK, South Africa, Australia and New Zealand, as well as corporate travel operations in China and Hong Kong and employs more than 5,500 people.
- Flight Centre ranked Australia's Best Travel Company by TTG 3rd straight year.
- Acquisition of majority shareholding in India-based Friends Globe Travels.
- Escape Travel franchise model launched in Australia.

2006 Jun

- The Flight Centre brand network spans Australia, New Zealand, the United Kingdom, South Africa, Canada and the United States. The company has over 1500 shops and a global staff of over 8,000 team members.
- Flight Centre ranked Australia's Best Travel Company by TTG 4th Straight Year.
- FCm acquisition of Bannockburn in Chicago.
- Agreement to acquire Nationwide Currency Services (Australian-based forex business across 3 cities).





2007

- Flight Centre celebrates 25 years in business and unveils its 'Unbeatable' brand.



- Flight Centre establishes a Green Policy including a carbon offsetting program.

2008

- Flight Centre acquires USA's Liberty Travel.



- Stage & Screen opens first office in Canada.



2009

- Canada & USA split businesses: FC Canada and Liberty Travel USA.

2010

- 1st Employment Office opens in Vancouver.



- Corporate Traveller reintroduced.



- LAG reintroduced.



2011

- 1st Intrepid My Adventure Store opens in Toronto.



- 1st Cruiseabout opens in Canada (White Rock, BC)



2012

- Flight Centre becomes accessible 24/7.

- Flight Centre acquires GoVoluntouring.



- Flight Centre's presence in Canada includes more than 190 shops and businesses and over 1000 staff.

- Flight Centre's other brands now in Canada include Corporate Traveller, FCm Travel Solutions, Cruiseabout, Intrepid My Adventure Store, Stage & Screen Travel Services, GoVoluntouring, GOGO Vacations and Employment Office.



Testimonials

our people



Meet Greg

As President of Flight Centre's Canadian operations, Greg Dixon is the quintessential example of the company's "Brightness of Future" strategy. Australian born and raised, Greg started with Flight Centre as a consultant in 1988 and eight months later became Team Leader. Greg opened the first corporate office in Sydney, Australia and then opened the first Student Flights office worldwide. He left the company to start his own business and returned three years later as National Leader for Flight Centre Direct. In 2002, he became Sales and Marketing Manager for FCm Australia/Asia followed by his move to Vancouver a year later to establish FCm Travel Solutions in both Canada and the USA.

"The company philosophies are something that I find answers within for dealing with both personal and professional issues. They provide a framework for decision-making almost everyday."

- President



Meet Yolanda

Yolanda Moran joined Flight Centre as a retail consultant at Seven Oaks in Abbotsford B.C. in 2000. Seven months later she became the shop's FTL, followed by Team Leader in 2001. Having had quick success in the role, she went on to open Flight Centre Maple Ridge and Flight Centre Central City as Team Leader. In 2004, she was promoted to Area Leader of Katzazz (Fraser Valley). After 2 years in that role she became Retail Leader for Western Canada in 2006 where 56 shops grew to 80, an incredible growth rate of 43%. She was promoted to VP, Retail Operations for Canada in 2010 and her tenure with the company has allowed her to see the world, highlighted by her trips to South Africa, Australia and Spain. What keeps her here at Flight Centre? "The people and the opportunity. I feel so fortunate each day for the team I get to work with. Flight Centre truly embodies the 'work hard/play hard' ethos and the challenges & rewards we experience are unparalleled. I love my job!"

- VP, Retail

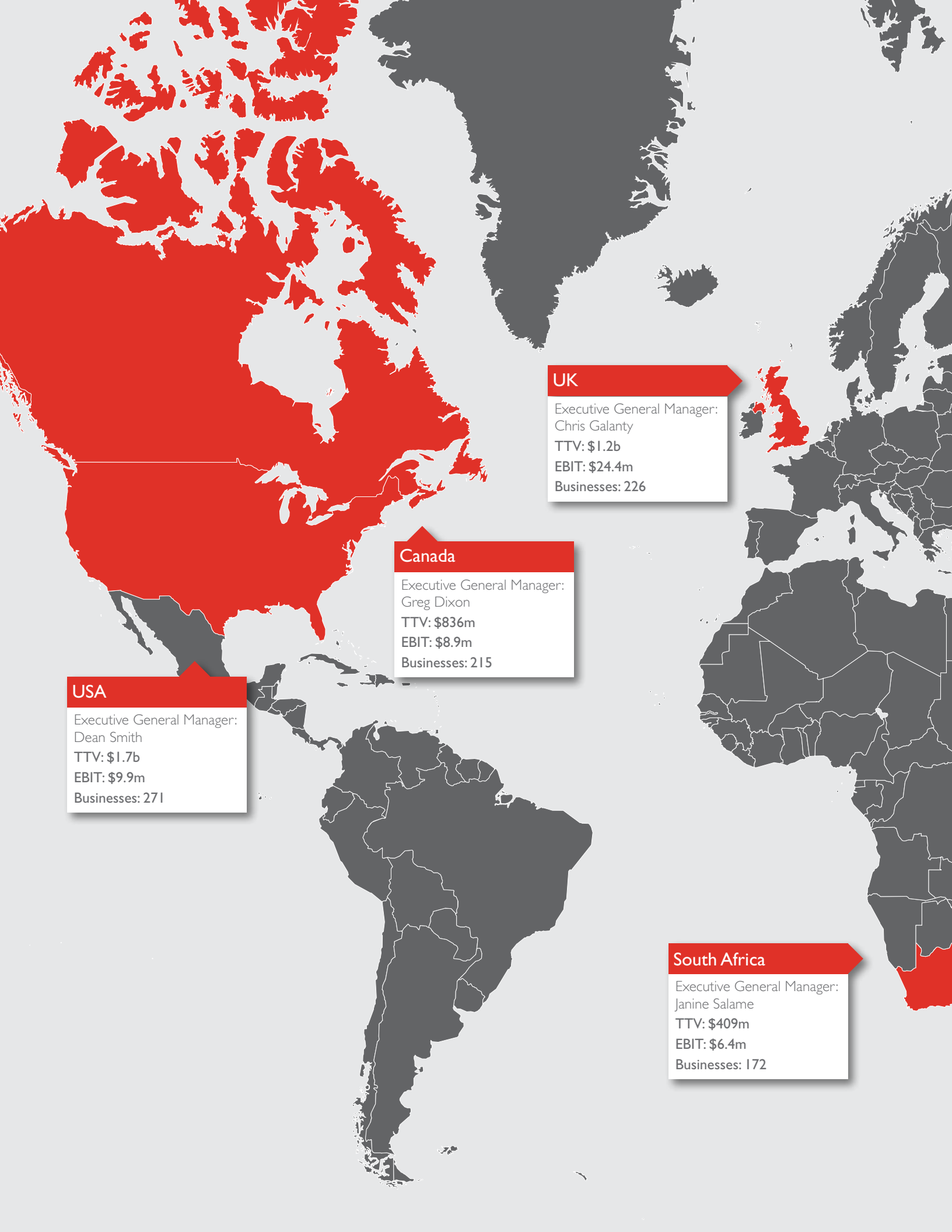


Meet Brent

Brent Novak began his Flight Centre career in 2002 as retail Team Leader for Student Flights in Melbourne Australia. After showing a flair and interest for marketing, he was offered an opportunity to take on the National Student Flights Marketing role based in Brisbane which he saw as a great career move. This led him to take on subsequent senior management roles within retail for Vicmania and the UK until the end of 2006. After returning to Melbourne from 2 years in London he made the switch to Corporate as Brand Leader for FCBT before taking on the Area Leader role of Corporate Traveller and eventually General Manager for Corporate Vicmania. In March 2012 he again made the move abroad to take on the VP of Corporate Canada.

"What I love most about FCL is how this company takes you places and gives you opportunities that you hope a career in the Travel Industry would, I couldn't imagine working anywhere else."

- VP, Corporate



USA

Executive General Manager:
Dean Smith
TTV: \$1.7b
EBIT: \$9.9m
Businesses: 271

Canada

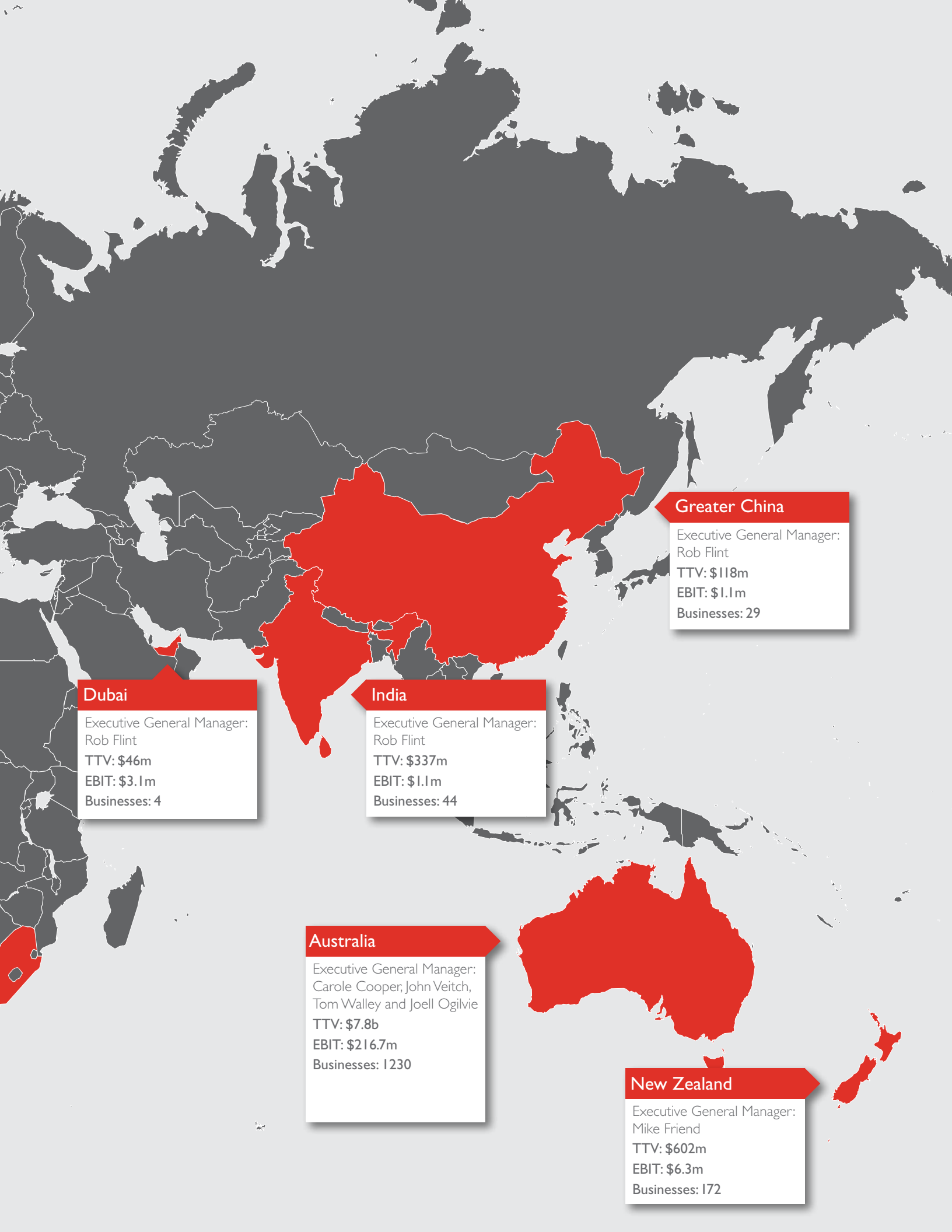
Executive General Manager:
Greg Dixon
TTV: \$836m
EBIT: \$8.9m
Businesses: 215

UK

Executive General Manager:
Chris Galanty
TTV: \$1.2b
EBIT: \$24.4m
Businesses: 226

South Africa

Executive General Manager:
Janine Salame
TTV: \$409m
EBIT: \$6.4m
Businesses: 172



Dubai

Executive General Manager:
Rob Flint
TTV: \$46m
EBIT: \$3.1m
Businesses: 4

India

Executive General Manager:
Rob Flint
TTV: \$337m
EBIT: \$1.1m
Businesses: 44

Greater China

Executive General Manager:
Rob Flint
TTV: \$118m
EBIT: \$1.1m
Businesses: 29

Australia

Executive General Manager:
Carole Cooper, John Veitch,
Tom Walley and Joell Ogilvie
TTV: \$7.8b
EBIT: \$216.7m
Businesses: 1230

New Zealand

Executive General Manager:
Mike Friend
TTV: \$602m
EBIT: \$6.3m
Businesses: 172

Flight Centre our achievements

Flight Centre Travel Group's leisure and corporate brands are well recognized around the world for being the best in the business. Our brands offer service and value that has been frequently acknowledged by both local and global award programs. Flight Centre Travel Group has also been lauded for being an industry-leading employer. The combination of our award-winning service, employee satisfaction and growing global network make Flight Centre Travel Group one of the most successful and progressive companies in the travel industry.



2001 – 2012
Best Employers in Canada



2010 Regional Winner & National Winner
Canada's Most Admired Corporate Cultures



2011, 2012
Canada's Most Engaged Workplaces



2003 – 2011
BC's Best Companies to Work For



2010, 2011, 2012, 2013
Best Employers in GTA



2010
Alberta's Best Workplaces



2008, 2009, 2010, 2011
Top 30 Benefits/Pension Plans Canada



2008, 2009, 2010
Progressive Employer of Canada



2011, 2012
World's Leading Travel Management Company
FCm Travel Solutions

our community

At Flight Centre, giving back is an important part of our company philosophy. Our company is committed to its community social responsibility (CSR) initiatives and being a positive corporate citizen. When you book with Flight Centre, you are booking with a company that cares. We believe that in order to thrive in our community we need to help build a thriving community.

In our local communities

Our National charity of choice is Make-A-Wish-Foundation whom we have proudly supported since 2003. The mission at the Make-A-Wish Foundation is to grant the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength, and joy. To date, Flight Centre has contributed over \$500,000 both cash and in-kind toward magical travel wishes for children across Canada.

In destination

For the past four years, Flight Centre has teamed up with the Sandals Foundation which has resulted in the largest community outreach programs ever held in both Turks & Caicos and Jamaica. Each year, Flight Centre holds a leadership conference in a destination outside of Canada. As part of this annual gathering, employees participate in community based volunteer activities that have a direct positive impact on the destination and its people. Flight Centre asks each of its shops and businesses to raise money to cover the cost of materials, tools and transportation in order to make the projects happen and the company then matches its staff's fundraising efforts dollar for dollar.

