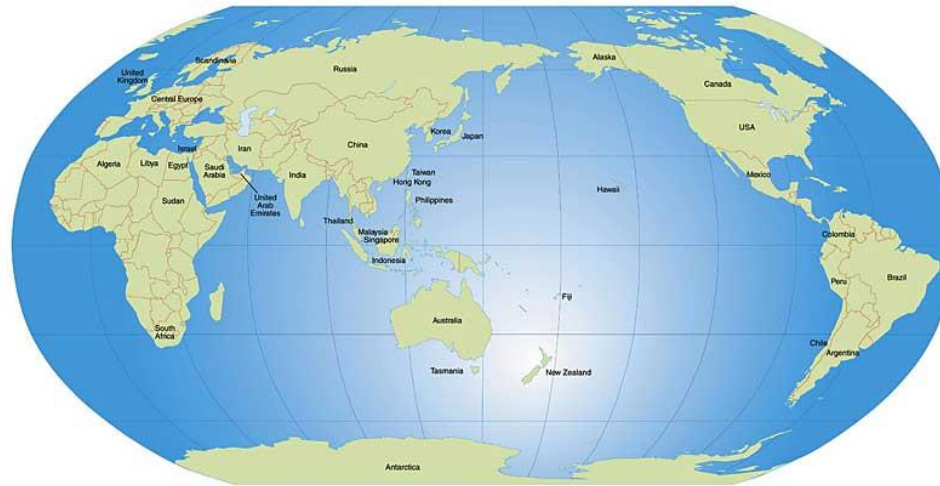


A photograph showing a person in the foreground, out of focus, holding a camera to take a picture of a young boy walking on a wooden suspension bridge. The boy is wearing a blue shirt and shorts, and has a backpack. The bridge is surrounded by lush green trees and foliage. The scene is brightly lit, suggesting a sunny day.

CHINESE & HALAL TOURISM STRATEGIC IMPORTANCE

A Portfolio Approach to Market Prioritisation



Australia
China
USA

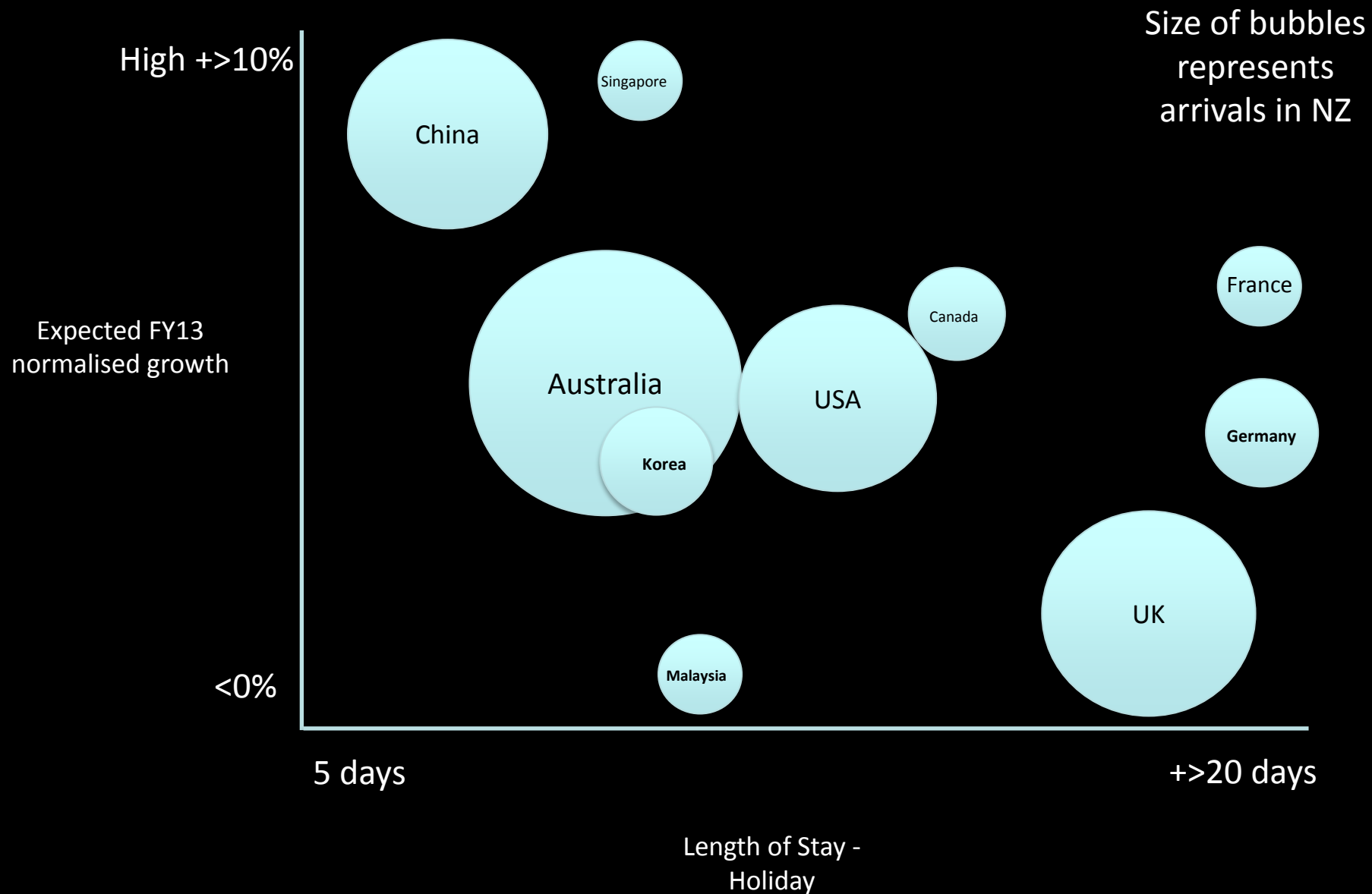
UK
Germany

Japan
SEA
Canada
France

Scandinavia
India
Hong Kong
Taiwan
Korea

Eastern Europe
South America
Remainder of
Western Europe

Fastest growing markets remain in Asia



Product Development for Chinese Travellers

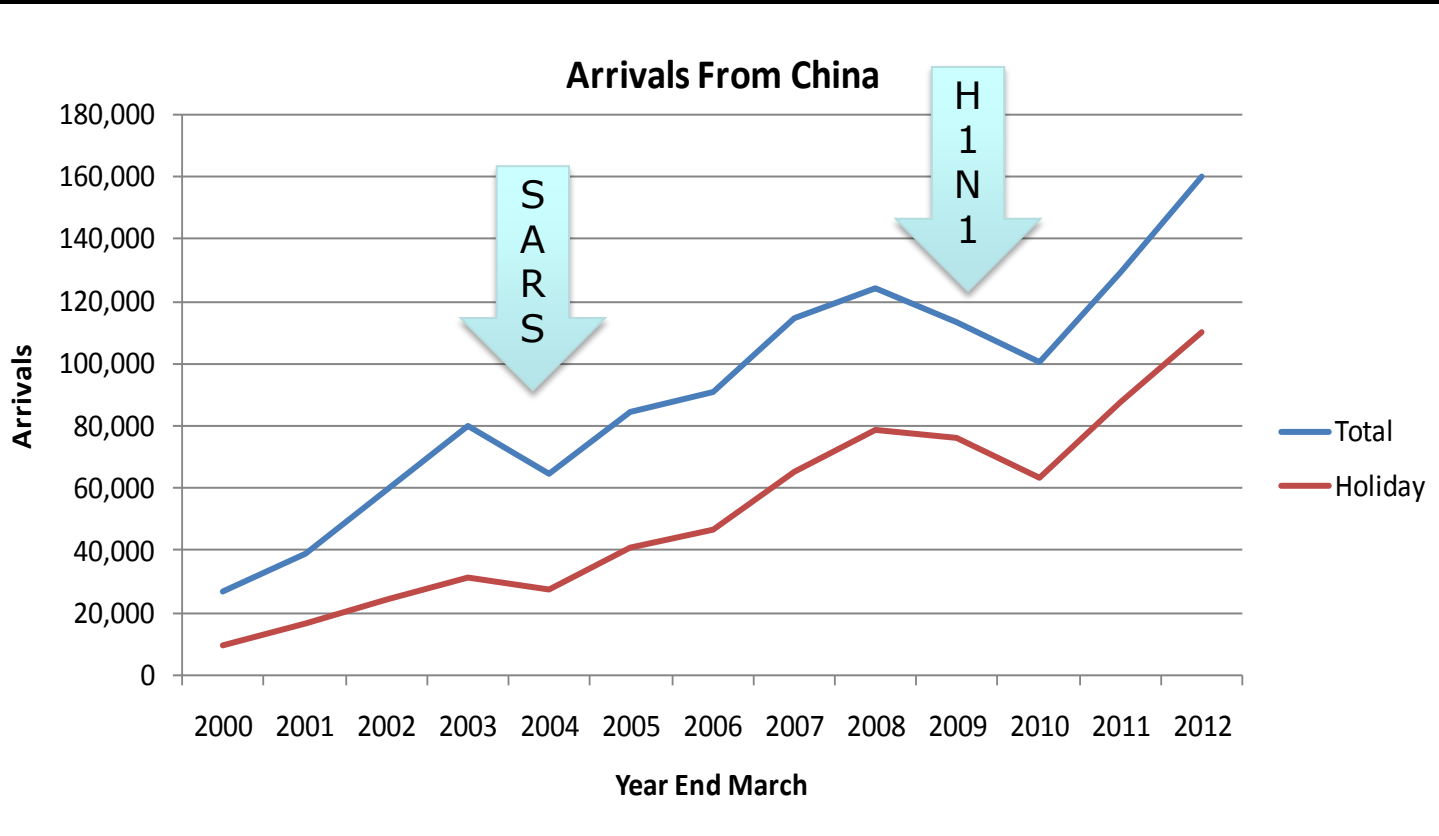
“a rare opportunity to gain first mover advantage –

while the hangover from the global recession continues to dampen spending on travel by Western consumers, Chinese consumers are eager to venture forth – and to spend....”

Boston Consulting Group

Chinese Arrivals

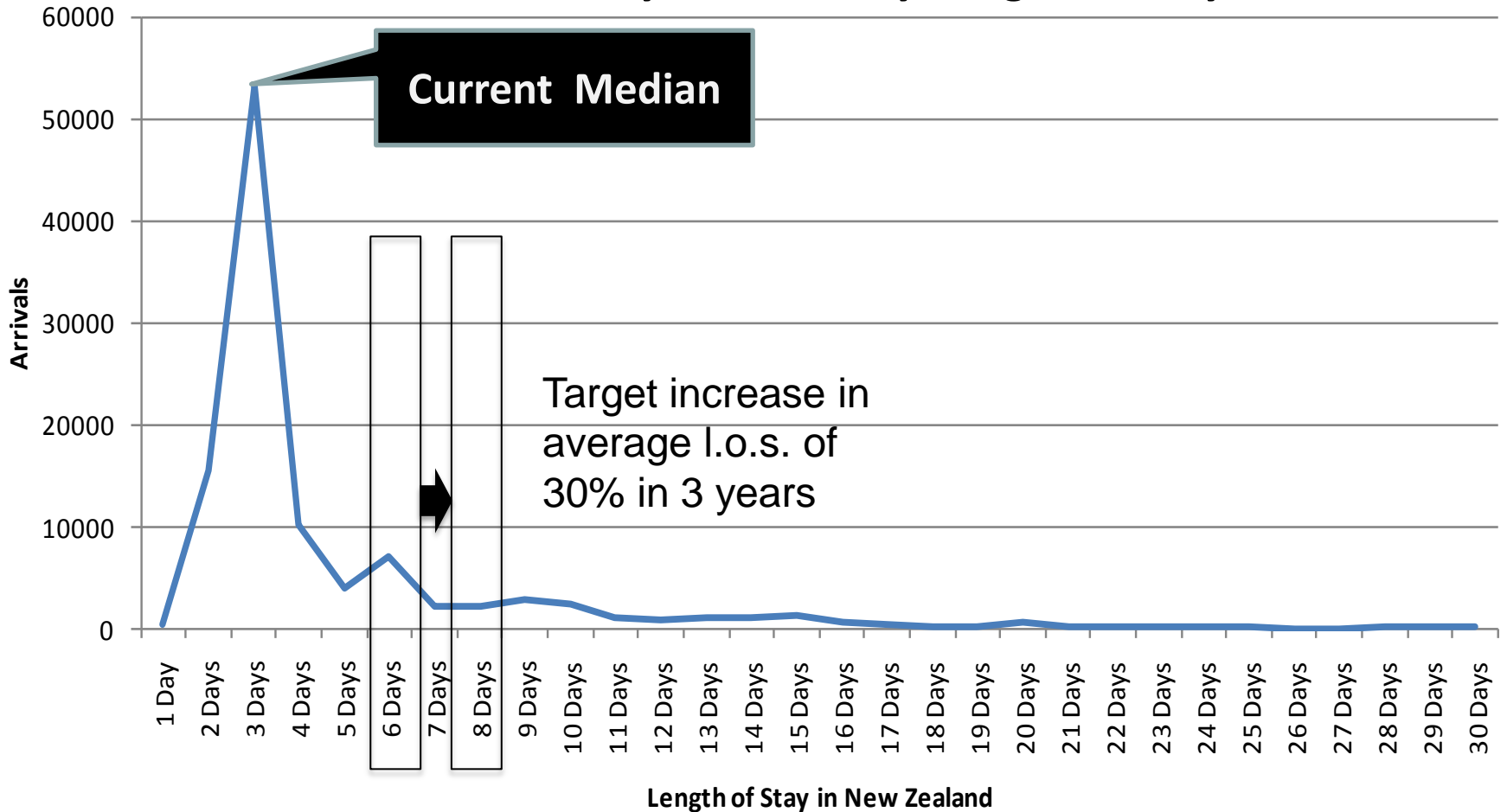
Chinese arrivals have seen solid growth over the last decade.



Annual Growth	
2007	38.8%
2008	21.0%
2009	-3.2%
2010	-16.8%
2011	38.3%
2012	25.4%

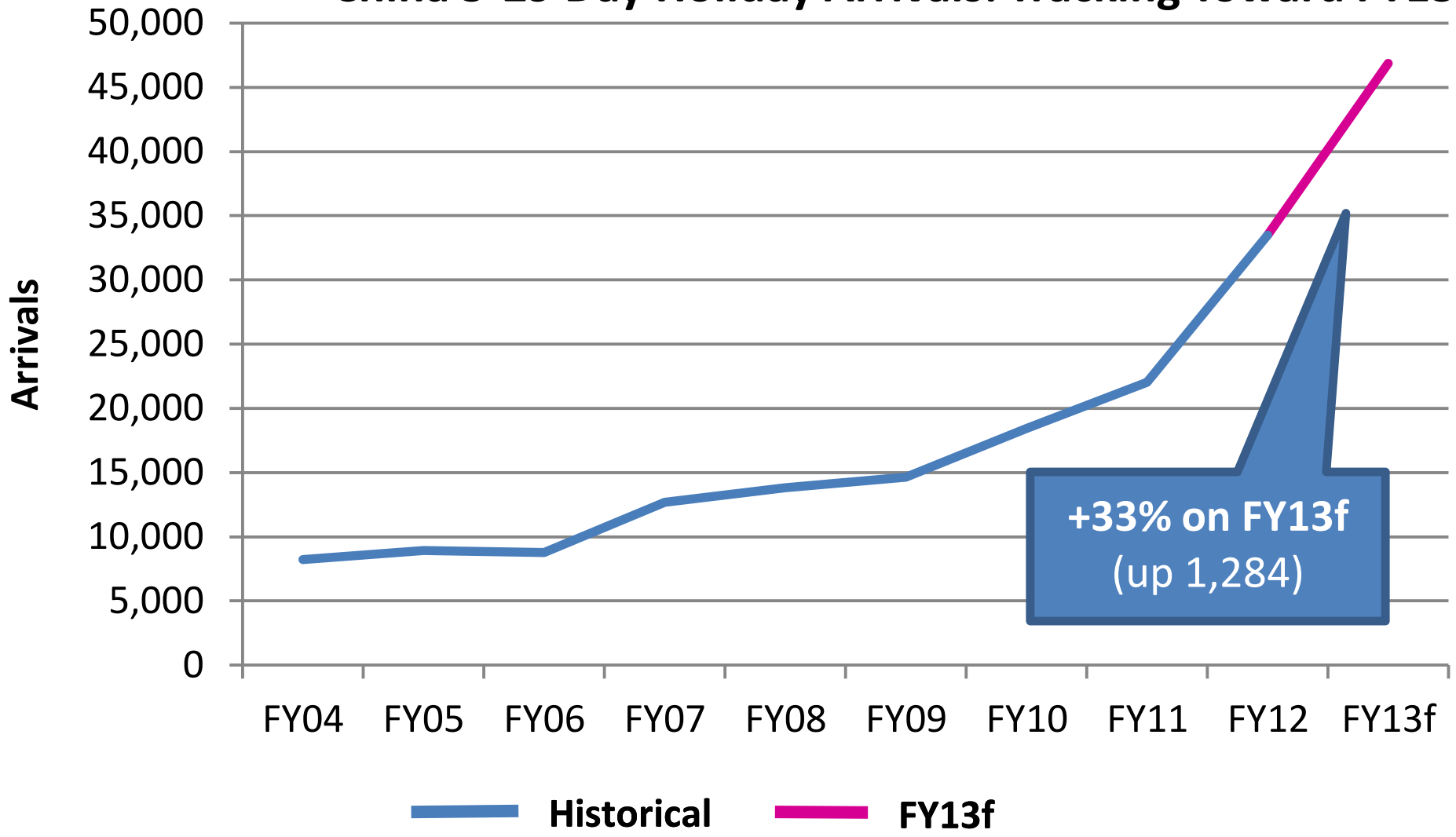
Source: Statistics New Zealand - International Travel and Migration

Chinese Holiday Arrivals - by Length of Stay



Source: International Travel and Migration - YE March 2012

China 5-29 Day Holiday Arrivals: Tracking Toward FY13f



Halal Markets

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<p>North Island Discovery 5 nights + 5 days Vehicle</p> <p>RM 4,777* <small>Twin-share</small></p>	<p>Discover Auckland 3 nights</p> <p>RM 3,166* <small>Twin-share</small></p>

Terms & Conditions: The above packages are tailored to serve Malaysia Airlines flight to Auckland from Kuala Lumpur. Not suitable for applicable taxes and fuel surcharges. All packages include international air and the applicable standard insurance and accommodation as stated. It is subject to availability in the view of booking and any NCM/STAS/IN arrangements and currency fluctuations if applicable.

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REGIONAL AIRLINE**

**BEST REGIONAL
AIRLINE IN ASIA**

Halal Markets

India has a large Muslim population



Halal Markets

Middle East an opportunity



Halal Markets

Global diaspora

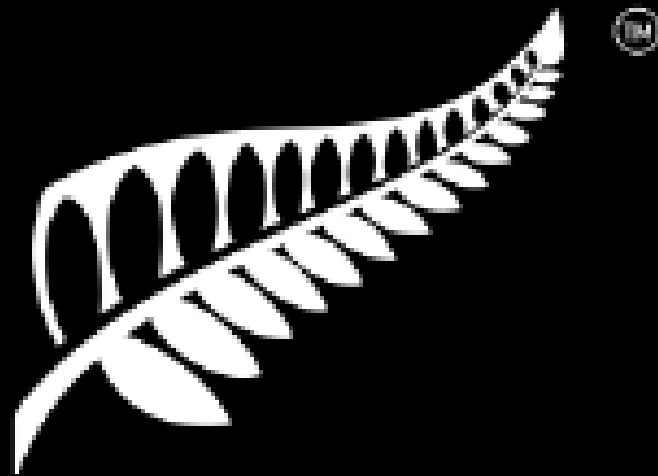


Halal Markets

Self-drive, small group, and incentive opportunities
as well as group tours

Malaysians and Indians in particular generally
confident English speakers

Welcome low-season demand



NEW ZEALAND
TOURISM