

(North Iceland Programme)



2018/19

(S U P E R B R E A K)



Coming soon....
Our first Iceland Charter Flight

(SUPERBREAK)

SUPER BREAK BACKGROUND

- **Established for almost 35 years**
- **Largest Short Break Specialist in the UK**
- **Over 1 million customers in 2016**
- **Over 200 staff between our two offices in York and Manchester**
- **Sister company LateRooms.com**
- **Part of Cox and Kings Group of Companies**

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Distribution



- Retail Travel Agents – All ABTA Bonded UK Agents
- SuperBreak.com
- Direct Database of almost 1 million customers
- Media partnerships with key UK titles including Telegraph, Daily Mail, Guardian, Times and Sun
- Over 5000 Affiliate and Affinity partnerships including Armed Forces, NHS, Virgin Trains
- Flash Sale partners including Groupon
- York based contact centre open 8am-10pm 7 days per week
- International distribution via Cox & Kings

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Iceland



- Our 2nd largest country destination behind UK domestic
- Iceland included in Super Break programme since 2003
- Reykjavik centric Until now
- Experience based short breaks mainly during winter months
- High Average Booking Value – Focus on Mid-High Market Level
- Over 15,000 guests in 2016 generating almost 39k Room Nights
- Working with all carriers operating to Iceland – Icelandair, WOW, easyJet, Norwegian and British Airways

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Why North Iceland



- Firstly ... why not!!
- Reykjavik becoming overcrowded, difficult to secure rooms and expensive
- North Iceland offers everything (and more) available in the South
- Encouragement from existing partners in the South including Elding
- Convenient airport (AEY) with short transfer times
- Excellent support from Visit North Iceland
- Proactive, receptive and personable ground partners
- Super Break have been welcomed to North Iceland with open arms

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Flights



All flights to be operated by Enter Air using Boeing 737-800 Aircraft



- Polish airline working with a number of UK Tour Operators on Arctic/Winter programmes. Warsaw based.
- Midday arrivals and early afternoon departures
- Maximum 189 seats
- Operating every Monday and Friday from different UK Airports
- Careful airport evaluation completed

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ARRIVALS

Airport	Day	Date
Cardiff	Fri	12/01/18
Edinburgh	Mon	15/01/18
Exeter	Fri	19/01/18
Bournemouth	Mon	22/01/18
Humberside	Fri	26/01/18
Newcastle	Mon	29/01/18
East Midlands	Fri	02/02/18
Liverpool	Mon	05/02/18
Leeds Bradford	Fri	09/02/18
Norwich	Mon	12/02/18
Humberside	Fri	16/02/18
London Stansted	Mon	19/02/18
Norwich	Fri	23/02/18
Bournemouth	Mon	26/02/18

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GREAT NEWS

84% Sold

**2160 UK Passengers Booked To
Date**

Expected to reach 90% ex-UK Load Factor

**Remaining seats will be available to Icelandic
market**

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Packages



- All UK clients on full packages
- **Incredible Iceland** includes transfers, accommodation, Search for Northern Lights Tour and Lake Myvatn Adventure
- **Ski North Iceland** packages added including 2 days access, lift pass and ski hire at ski area
- **Value** package on sale on two softer departures (Edinburgh/Stansted) which excludes excursions
- **Cox and Kings UK** package with private transfers and small group Northern Lights and Lake Myvatn Tours

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Optional Excursions



Pre-Departure, In Flight and In Resort



- In addition to inclusive excursions we are will be offering a range of excursions and experiences to our clients both pre-departure, via 'Passport to Akureyri' in flight and via our resort team based in Akureyri

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Super Break Resort Team



Akureyri Based Support



- Super Break will have a resort team of at least four staff during the duration of the programme
- To include Resort Manager, Admin and 2 x Representatives
- Roles for safety, customer service, assistance, advice and upsell
- Can be contacted any time by email – overseasops@superbreak.com
- Office – open from 8th January – opposite main shopping centre

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Contingency Planning



After all .. It's January/February



- Full contingency plan being drawn to cover all possible foreseeable eventualities
- Egilstadir primary diversion airport with Keflavik as diversion of last resort
- Last minute programme changes may/will occur
- We will rely on the support of our local partners in these circumstances – flexibility is the key, particularly last minute requests
- Keep your fingers crossed!!!

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ATTRACTING THE CUSTOMER

- **Free days are Saturday, Tuesday and Thursday (subject to weather conditions)**
 - **Up to 189 passengers looking for something to experience**
- **Communicate with us and we will communicate with our customers**
 - **'Passport to Akureyri' Low cost opportunity**
 - **Consider extending opening hours**

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'Passport to Akureyri'



Inflight Information Guide



- Low cost method of attracting customers
- Offer a customer discount/benefit to receive a further 50% off inclusion – customers present guide to avail of discount
- All customers will receive on flight – captive audience with flight time of 2-3 hours

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Advertising Rates



- **Full Page** £200 or £100 with customer discount/benefit
- **Half Page** £120 or £60 with customer discount/benefit
- **Quarter Page** £80 or £40 with customer discount/benefit
- **Design** additional £30/£20/£10 unless own artwork supplied
- **DEADLINE NEXT WEDNESDAY** – email chris.hagan@superbreak.com for inclusion

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The Future



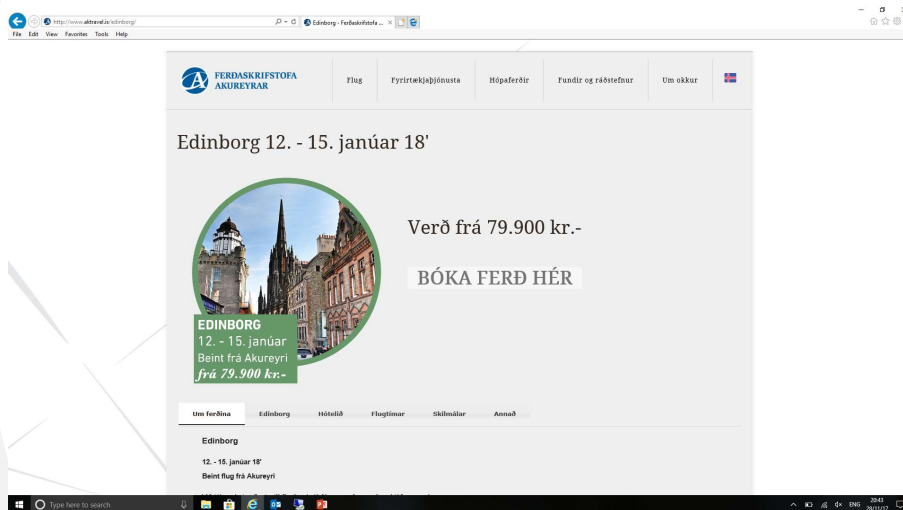
- Summer 2018 – Iceland in the Midnight Sun – 7 Flights proposed 11th June until 6th July
- Winter 18/19 – Initial 22 flights from 10th December until end February.
- Expansion of programme to include stays in areas such as Siglufjordur, Husavik and Myvatn in addition to Akureyri.
- Potential to include more than one flight per day
- Expanded range of excursions, experiences and extras
- Closer co-operation with local partners to deliver an excellent customer experience
- Expansion of distribution including enhancing high end offering via Cox & Kings UK

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Edinburgh – 12th Jan 18



3 Night Short Break DIRECT from Akureyri



- 3 Night Weekend Break to Edinburgh available from Akureyri 12th Jan 18
- 4* Hotel city centre, great location and fantastic for January Sale Shopping
- From 79.900kr
- Test of local market – if sells well we will add additional options
- Available exclusively via Akureyri Travel (aktravel.is) and operated by Super Break
- Tell your friends and family

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QUESTIONS

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