



FLIGHT CENTRE GETS A WIGGLE ON

FLIGHT Centre Limited has taken flight with an Aussie icon in a strategic partnership to boost family holidays.

The company has moved to capitalise on the strong ongoing growth in family travel by becoming the official travel partner of The Wiggles.

Together, the two Australian companies will combine their respective strengths in travel and childhood development to encourage families to take more holidays together, both in Australia and overseas.

The exclusive travel partnership will see Flight Centre Limited create a range of unique family-friendly holiday packages to be sold through its family of travel brands, including Flight Centre and Escape Travel.

Flight Centre Limited will also be the official travel agent of The Wiggles for booking flights, accommodation and holiday packages.

Flight Centre Limited's executive global marketing manager Colin Bowman said the partnership was in line with the company's corporate social responsibility strategy and its goals to boost domestic and short-haul family travel.

"Family holidays continue to increase in popularity, as parents seek new experiences for their children and look to make the most of shared time away together," said Mr Bowman.

"Whether you're loading up the boot or landing at a location overseas, we are able to offer a wide range of child-friendly holiday options to suit all budgets, family sizes and preferences."

Mike Conway, Managing Director of The Wiggles Pty Ltd added, "We are absolutely delighted to have the Flight Centre group of companies as a strategic partner of The Wiggles. Their leadership in the travel industry and their interest in driving meaningful socially responsible messages to encourage families to spend more time together resonate strongly with our own brand. We are genuinely excited about the opportunities we can drive together and look forward to working with them to bring many memorable family experiences to our collective audiences."

Mr Bowman said the partnership came at the perfect time, with The Wiggles celebrating their 20th birthday this year and the launch of their upcoming national tour.

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