

COMPLAINT NUMBER	18/346
COMPLAINANT	M Jenkins
ADVERTISER	Flight Centre (NZ) Limited
ADVERTISEMENT	Flight Centre (NZ) Limited, Television
DATE OF MEETING	12 October 2018
OUTCOME	No Grounds to Proceed

Advertisement: The Flight Centre television advertisement said "Fly to London with Air New Zealand return from \$399 when you book selected 2019 Europe guided holidays."

The Chair ruled there were no grounds for the complaint to proceed.

Complainant, M Jenkins, said: Flight centre travel agent advertising flights to uk for \$399. Catch being you have to book a \$5000 tour to get it. Deception. Waste time. Just get people to phone.

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 2;

The Chair noted the Complainant's concern the advertisement was misleading as there were conditions attached to being able to book advertised discounted flights.

The Chair carefully viewed the advertisement and confirmed the offer stated "Fly to London with Air New Zealand from \$399 when you book selected 2019 Europe guided holidays."

The Chair said the details of the offer in conjunction with guided tours was made clear in the advertisement's voice-over and the graphics on-screen. The Chair ruled the advertisement was unlikely to mislead or deceive the consumer and had been prepared with a due sense of social responsibility. The Chair said the advertisement was not in breach in of Basic Principle 4 or Rule 2 of the Code of Ethics.

Therefore, the Chair ruled there were no grounds for the complaint to proceed.

Chair's Ruling: Complaint **No Grounds to Proceed**

APPEAL INFORMATION

According to the procedures of the Advertising Standards Complaints Board, all decisions are able to be appealed by any party to the complaint. Information on our Appeal process is on our website www.asa.co.nz. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.