

VisitorPoint

WHAT TO DO • WHERE TO GO • HOW TO GET THERE



PROVEN, EFFECTIVE, RELIABLE
www.visitorpoint.com

ABOUT BROCHURE DISTRIBUTION

Brochures are fundamental to creating awareness of your product and attracting visitors to your business.

- Brochures are the most-used source of information visitors use.
- Brochures highly influence visitors in selecting which attraction/activity they will visit or make a purchase. Visitors often change plans as a consequence of information from a brochure.



"Displaying Flat Earth Tours in the Jasons brochures racks has expanded our presence in the local market of Wellington and has generated a significant level of business for us"
 Bryn Lloyd, Flat Earth New Zealand Experiences

Facts

Brochure distribution presents one of the most efficient marketing methods available.

- Product wastage eliminated as brochure distribution is a demand-driven service and visitors take only what interests them.
- Brochure distribution reaches a variety of visitors of all ages, interests and backgrounds.
- Brochures drive enquiries and bookings to your website, phone line or email.

However, without a clear distribution plan over 70% of brochures do not reach their intended market.

JASONS BROCHURE DISTRIBUTION

Jasons focused comprehensive brochure distribution is unrivalled.

- ✓ Largest and most comprehensive distribution service in New Zealand - over 2100 brochure displays.
- ✓ Targets both international and domestic travellers.
- ✓ Strategically placed VisitorPoint displays in a variety of outlets.
- ✓ Link to Front Counter Services at the outlet (bookings).
- ✓ 24/7 dedicated merchandising service.
- ✓ Clear distribution plan for your business – targets your key market.
- ✓ We introduce your business to the outlet through introductory letter.
- ✓ Simple cost-effective service.

Instructions

1. Choose which display "circuits" in which you want your brochure to be displayed.
2. Supply your brochures to us
3. Sit back and watch "new" business come to your door.

done



SPECIALIST LOCATIONS

Jasons VisitorPoint Brochure Distribution Service (including exclusive locations)



Jasons also provide a complete Brochure Distribution Logistics Management Service – if you wish to find out more about your options please call us or email.

CONTACT DETAILS

0800 BROCHURES (276 248) | brochures@jasons.com

NORTH ISLAND REGIONS



BROCHURE DISPLAY REGIONS

- 1 Northland
- 2 Auckland
- 3 Coromandel
- 4 Waikato
- 5 Bay of Plenty
- 6 Rotorua
- 7 Eastland
- 8 Hawke's Bay
- 9 Whanganui
- 10 Manawatu
- 11 Taranaki
- 12 Wellington
- 13 Wairarapa
- 14 Interislander/Bluebridge

SOUTH ISLAND REGIONS



BROCHURE DISPLAY REGIONS

- 1 Interislander/Bluebridge
- 2 Nelson
- 3 West Coast
- 4 Queenstown
- 5 Wanaka
- 6 Dunedin
- 7 Southland
- 8 Christchurch
- 9 Hanmer Springs
- 10 Kaikoura
- 11 Picton