

WELLINGTON AND PICTON TERMINALS, ON BOARD FERRIES



JASONS TRAVEL MEDIA AND INTERISLANDER HAVE JOINED FORCES TO PROVIDE THE TOURISM INDUSTRY WITH A UNIQUE OPPORTUNITY TO SHOWCASE YOUR PRODUCT TO A VERY LARGE AUDIENCE WITH THE PROVISION OF BROCHURE DISPLAYS AT THE TERMINALS AND ON BOARD THE FERRIES

KEY ADVANTAGES

Interislander annually carries around 1 million passengers (New Zealanders and international) and 250,000 vehicles, both southbound and northbound. This represents one of the largest visitor audience corridors in New Zealand tourism in which to promote your product or service.



HIGHLY VISIBLE

Your brochure is displayed at the Interislander Arrival / Departure lounges in both Wellington and Picton terminals, and on board the three Interislander ferries – *Kaitaki*, *Aratere* and *Arahura*. Passengers have full and unrestricted access and, with an average travel time of around 4hrs, they have a great opportunity to browse and plan their ventures, whether heading to the South or North Island. Demographics of Interislander customers are available on request.

SERVICE

On board displays are serviced regularly by Interislander staff. Jasons undertake similar maintenance of displays at the terminals to ensure you have maximum exposure to your market.

COST EFFECTIVE

The Interislander outlet represents high quality, high traffic locations targeting the independent traveller. With visitors travelling to both North and South Islands there is a strong demand for information as they plan the next stages of their journey. Be seen.

RESEARCH

Market research* on visitors and information sources highlights:

- 98% of visitors pick up brochures before or during their trip.
- Brochures out-perform all other media as a source of visitor information while travelling.

For further information on this unique and exclusive opportunity please call Jasons Travel Media.

*The International Association of Professional Brochure Distributors – researcher Dr P Tierney



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INTERISLANDER PASSENGER DEMOGRAPHICS

AGE GROUP:

Under 20	7%
20 to 29	19%
30 to 39	15%
40 to 49	17%
50 to 59	19%
60+	23%

ANNUAL HOUSEHOLD INCOME:

Less than \$20,000	12%
\$20,000 to \$39,999	16%
\$40,000 to \$79,999	29%
\$80,00 to \$119,000	19%
\$120,000 to \$159,999	11%
\$160,000 to \$199,999	5%
Over \$200,000	8%

NATIONALITY:

New Zealand	62%
International travellers	38%

PURPOSE FOR TRAVEL:

Visiting family or friends	23%
Short getaway holiday	14%
Longer touring holiday	41%
Business purposes	6%
Other	16%

Source: *Figures from 2007-2008 Interislander survey

