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### **Jasons and Holiday Guide Combination Win-Win for Operators and Users**

The purchase of Holiday Guide and its associated websites by Jasons Travel Media should be a win-win all around according to Jasons CEO, Steven Joyce.

“Our view is that this is a genuine case of one plus one equals three”, he said. “The combination of Jasons as one of the most trusted names in Australasian travel over a long time, together with the more recent market success of Holiday Guide with online availability and bookings, will bring many positives for both sets of customers,” he said.

“The big benefit is the continuation and further development of commission-free bookings,” Mr Joyce said. “Holiday Guide has carved out a big niche as the first and largest supplier of commission-free on-line booking services in New Zealand.” “This fits well with Jasons approach. We are proud to be assisting with the development of commission-free bookings as a true alternative for operators to reach their customers direct” he said.

Soon after the completion of the transaction at the end of this month, Jasons website clients who are already Holiday Guide subscribers will be able to have their room availability shown on their Jasons listing for no extra charge. “They can link across to Holiday Guide right now” said Mr Joyce, “and as soon as our web teams can link the two together, that service will become available.”

After that, Holiday Guide clients seeking an additional online presence will be able to do so through Jasons.com, while Jasons clients seeking online booking functionality without paying commission will be able to sign up for Holiday Guide at their very reasonable rates.

Jasons intends continuing to run Holiday Guide and the Duty Motel websites separately from the Jasons.com website and will also continue to operate the advisory group which allows key stakeholders a direct input into the operational aspects of the Holiday Guide business, something which has historically proved a big factor in the success of the websites.

Previous owner Nick Hill of Wellington’s Strait Solutions will continue to manage the Holiday Guide group of websites for Jasons and this will provide continuity for Holiday Guide clients. “I’m personally pleased to be staying involved and seeing the project through” said Nick. “Holiday Guide and Duty Motel have been a big part of my life for the last few years”, he said. “I’m looking forward to seeing it perform to its maximum potential with the support of Jasons sales and marketing team,” he said.

“For Holiday Guide clients everything is the same”, says Nick. “Same phone numbers, same emails, same logons – clients shouldn’t notice any change.”

Nick is ready to talk to Jasons clients that want a commission-free on line booking solution for their accommodation properties. "We can start doing on-line bookings for them quickly and easily," he said. "For one annual fee, properties can receive their bookings on [www.holidayguide.co.nz](http://www.holidayguide.co.nz), [www.roomsearch.co.nz](http://www.roomsearch.co.nz) (Holiday Guide's website for information centres), their own website, and shortly at the updated [www.jasons.com](http://www.jasons.com). On top of that MANZ members can choose to participate in the on-line Duty Motel site [www.dutymotel.co.nz](http://www.dutymotel.co.nz) for a very minimal fee."

The Holiday Guide system also feeds the Motel Association of New Zealand websites, so moteliers can support their inventory on the MANZ listing as well, all by entering their data just the once.

Mr Joyce said that one of the advantages of the acquisition is the close relationship between the Holiday Guide website and the Motel Association. "Jasons has always enjoyed a strong relationship with New Zealand moteliers, going back to the origins of our Motel Directory", said Mr Joyce. "This purchase will strengthen that relationship further, to the benefit of all parties."

Mr Joyce said he was keen to extend the usage of Holiday Guide into other types of accommodation properties, at an industry level. "We have a number of hotels, holiday parks, bed and breakfasts and others using Holiday Guide already", he said. "We are keen to talk to other industry associations about the successful MANZ/Holiday Guide model, and how they could do something similar."

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