

**For Immediate Release – 27 November 2007**

### **Now I Can Save My Places with My Jasons**

Jasons Travel Media has launched a major new section of its popular new **www.jasons.com** website. “My Jasons” gives every user a unique site log-in, which they can use to create their own lists of favourite accommodation properties and activities, and perform a whole host of other site functions quickly and easily.

The most powerful part of the new functionality is “My Places” which is a trip planner and information store all in one.

“My Places allows users to generate and manage their own lists of favourite properties in locations throughout New Zealand, Australia and the South Pacific”, Says Jasons CEO Steven Joyce. “It is very flexible. You can very easily save, shuffle, print and email your lists. Users can search their favourite properties in a town once and they are always there in My Places to come back to”.

My Places is a step up on most “saving favourites” functionality. “Every property in a list is automatically plotted on a map of that list, so you can create your own maps of a town with your key places on them”, says Mr Joyce. “It also automatically notes what you last did with that property on the site. So if you have sent a booking enquiry, the date of that enquiry is noted, and you can click on it and see what you wrote”.

“My Jasons brings together all the current site functions into one unique login” says Jasons CEO Steven Joyce. “From this week onwards site users can order their print guides, make booking enquiries, manage their e-letter subscriptions and use My Places without doing anything more than logging in once” he said. “The site follows them wherever they go, filling out their forms and making the whole experience much easier and faster.”

The launch of “My Places” marks Jasons first shift into user-generated content. “We are rolling out further initiatives in this area over the next few months” says Mr Joyce. “We are determined to provide independent travellers to New Zealand, Australia and the South Pacific with the most useful method of researching and making their trips. Between our print guides and the All-New Jasons.com we think we are well on the way”.

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