

**For Immediate Release**  
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### **Jasons Launches On-line Listings Video for Travellers**

In a first for a major New Zealand travel website, Jasons Travel Media has today switched on its debut on-line video listings for travellers.

From today, travellers will be able to watch video of attractions and accommodation they are interested in from their own computer, on the newly upgraded Jasons website, [www.jasons.com](http://www.jasons.com).

"It's the ultimate way of previewing the country and what you can see here before you arrive", said Jasons CEO Steven Joyce. "With larger photos, slideshows, and now online video listings, visitors can have a real 'try before you buy' experience. And based on the quality of the videos we are being provided with, this can only enhance New Zealand's image both internationally and domestically as a must-see place to visit."

Joyce said that it was a fairly straight-forward decision to move into video listings. "We've all seen the success of you-tube and on-line video generally," he said. "It seems a logical step to us to preview what is in many ways a visual experience on-line, especially now that broadband roll-out is shifting up a gear."

The inspiration came at this year's TRENZ tourism conference in Rotorua. "As a person new to the industry, I was walking around viewing all the stands and watching all the videos and thinking wouldn't it be great if every New Zealander and every potential visitor had a chance to see this exhibition. They would be blown away with what the country has to offer. Well, we can't bring them all to a TRENZ-like event, so we thought we'd try and create an online version which they can visit any time, day or night, all year around. This is a big step in that direction."

All of Jasons web clients have the opportunity to provide their videos on their listings. "For some it's a small additional fee, but for power listing clients there is no extra cost", said Mr Joyce. "We are keen to have as many videos online as possible, as we gear up for the summer season."

The company is loading a large number of video listings over the coming weeks. Sample video listings can be found at:

- <http://www.jasons.com/New-Zealand/Taupo/Freefall!-Skydiving>
- <http://www.jasons.com/New-Zealand/Rotorua/Volcanic-air-safaris-Ltd>
- <http://www.jasons.com/New-Zealand/Queenstown/Inspire-restaurant-and-bar>

- <http://www.jasons.com/New-Zealand/kaikoura/Encounter-Kaikoura>
- <http://www.jasons.com/New-Zealand/Rotorua/Wai-O-Tapu-Thermal-Wonderland>

The release of the video listings is timed to coincide with the New Zealand Travel Industry Association conference in Auckland. "At these sort of events, a lot of pressure is put on Government agencies to help the industry", said Mr Joyce. "We thought it was an opportunity to show another way that the private sector is actively marketing New Zealand tourism".

"I think people will agree that this is a real step-up from the "slide-shows with music" that sites have been providing to date," Mr Joyce said. "With our new commission-free website we are committed to providing the best possible platform for our clients to advertise their businesses across New Zealand, Australia and the South Pacific. This is another step along that path."

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