

# Many Gold Coast Visitors Missed You Last Year



Last year nearly 1.2 million people flew into the Gold Coast from other states and countries. 17% being international visitors and 83% domestic travellers. According to Tourism Queensland only 44% of those coming from overseas were on actual package tours that included most of their accommodation in Australia. Only 8% of interstate visitors were on packages that included all their Queensland accommodation

## Almost 20,000 visitors per week!

Our experience from other Airports shows as many as 10% of travellers will make a B-line for the Freecall Information and Booking Centre. Therefore the advertisers on the Gold Coast Centre could jointly receive over 100,000 calls for the year.

And who knows how many of our advertisers brochures will be taken..

## Where will you be advertising?

This highly visible, brilliantly illuminated Freecall Information and Booking Centre is right in the middle of the Gold Coast Airport between the International and Virgin arrival lounges. It virtually hits our visitors, your customers, right in the face. Travellers look for information on booking facilities like this at airports across the world.

- Perfect to advertise your hotel.
- Great reference point for travel services (car rental, tours, tourist merchandise).
- Ideal for all accommodation, Budget to 5 Star.
- The first Point for Brochure Distribution.

Travellers see your advertisement, pick up the handset and voilà, they're hooked and you're booked.

Your multi-level touch-screen Advertisement allows your customers to pass through the front-page display to further visitor information.

Advertisements are **BIG**. A4 Landscape with multiple facings available.

Advertisements are **BRIGHT**. They incorporate the latest high intensity, full colour illumination technology.

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