

Wellington Upgrade Means Business



Last year some 3.5 Million people landed on the North Island through Wellington Airport, some 15 % of those arriving from overseas. Now according to Tourism Research as many as 70% may be travelling without all their accommodation pre-booked, that's almost 2.5 million visitors.

Well over 45,000 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 new upgraded centre in Wellington could jointly receive over 200,000 calls for the year.

And who knows how many of their brochures will be taken..

Where will you be advertising?

This highly visible, brilliantly illuminated, Freecall Information and Booking Centre, right in the centre of the International and Domestic Arrival area, 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.

- A great way to top up last minute bookings from the Airport.
- Allows you to easily adjust your daily stand-by rates

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.

For further detail contact:

Airport Media Pty Ltd
Phone +61 2 9387 8055
Fascimile +61 2 9387 6587
Freecall: 0800 000 086
e-mail:
nick@airportmedia.com.au



www.airportmedia.com.au