



Lake Wakatipu. Courtesy of Gary Chan



Welcome to the first edition of Jasons Business Update, a series of regular updates about our latest developments as a business, as well as any observations regarding our industry that we consider to be worthy of your time.

First let me say how much I look forward to the role as Jasons Executive Director, stepping in for our outgoing CEO as we guide our business to new growth and development in the new financial year.

While we have had a tough trading year over 2012/13, we have bank support and our entire team has rewritten and supported the reinvigorated Jasons purpose statement:

The purpose of Jasons Travel Media is to be the leading provider of quality travel and leisure information focusing on New Zealand, the South Pacific Islands and Australia. Our innovative team delivers trusted information and travel planning tools to connect the tourism sector with its target markets, allowing travellers to dream, plan, book and share their travel experiences.

What will be Jasons strategic focus in the year ahead?

First, we want to make the most of our core strength around New Zealand and the South Pacific Islands. Wherever they go in the South Pacific, travellers will be able to find information provided by Jasons, delivering relevant and current content for their travels.

Secondly, we will provide comprehensive avenues for our clients to reach these travellers in a compelling and, wherever possible, measurable way.

While we are clearly focused on building our presence through both traditional and digital travel channels, we are also about taking greater ownership of New Zealand's "point of sale" with regard to tourism. At Jasons, we are expanding beyond our 4000 national distribution points for media related to traveller information; we will provide contract publishing opportunities to our clients from design through to distribution; thus giving you an end-to-end solution to attract more consumers.

We have many other exciting mutually beneficial growth opportunities that we look forward to sharing with you in forthcoming *Jasons Business Updates*.

Thank you for taking time to read this update, I would very much welcome your feedback. Please feel free to drop me an email at james.h@jasons.com.

Best Regards
Jamie Hall

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Jasons and Tourism Bay of Plenty sign 3 year \$1M agreement

Jasons Travel Media has partnered with Tourism Bay of Plenty in a mutual agreement to promote the Bay of Plenty region over the next three years: Tourism Bay of Plenty and creative partner Wave Design will work alongside Jasons to design, sell, print and distribute the *What's On Bay of Plenty Visitor Guide*, *RoutePlanner Bay of Plenty*, the *Bay of Plenty Conference and Events Planner*, and tear-off map pads of the region with publication dates expected as early as this winter 2013.



"We were looking to find a partner that could professionally manage our collateral design, print production, selling of advertising, and distribution management. Given Jasons' leadership in this area, we are confident that this partnership will enable a more efficient use of our internal resources and a better reach of our print products", says Rhys Arrowsmith, General Manager at Tourism Bay of Plenty. "This will result in a better promotion of our tourism businesses to domestic and international visitors and in an enhanced destination image".

Tourism Bay of Plenty is the first Regional Tourism Organisation (RTO) to commit all four of its key print marketing collateral to Jasons, and discussions are underway with other RTOs to replicate this model. Tim Cantlon, General Manager Commercial at Jasons, says "this is a very exciting time for Jasons because many organisations want to capitalise on the value of our publishing strength combined with our unparalleled distribution network. We must acknowledge the efforts of Mike Gibbons, our Mid North Island Regional Sales Manager, who intimately understands the needs of RTOs and has done an exceptional job in formalising this partnership with Tourism Bay of Plenty."

To find out more about these publications or to advertise in them, contact Mike Gibbons, Regional Sales

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Popular *What's On* publications have a new look

The popular Jasons *What's On* guides have had a revamp. Distributed free to the public, Jasons *What's On* guides are pocket-sized (DLE) brochures containing extensive information, maps and vouchers showcasing the main centres and regions. This revamp will make the guides more useful, vibrant, interesting and inviting for our readers. The layout is designed to be more dynamic, less advertorial and more like the useful one-stop-guide that everyone wants at their fingertips.

Auckland What's On (a monthly publication) and *Queenstown What's On* (published 10 times a year) are the first of the *What's On* series to receive this fresh treatment. Rotorua, Wellington and Christchurch (quarterly publications) will be given the fresh look from June. Content will be relevant and reconfigured to highlight the best of the destination. Already popular with travellers, we're really looking forward to seeing them leaping off the shelves even faster at visitor information centres and *Jasons Brochure Distribution* units across the country.



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0800 Research - Print is Alive!

Jasons wanted to test the assumption that larger ads get more attention and in order to do so, Jasons placed 60 trackable 0800 phone numbers in motel ads featuring in its latest *Motels, Hotels and Apartments* guide published in November 2012.



This is how it works: travellers pick up the free guide, browse through the pages and make a phone enquiry when they are interested in an offering in an advertisement. Jasons records the number and duration of phone calls that each dedicated 0800 number generates and then shares this data with its advertisers.

Data first showed that all the advertisers with Jasons trackable 0800 numbers received phone calls, proof that print is alive and working hard. Second, size does matter, indeed! Advertisers who purchased a half-page advertisement got a massive increase of 60% more phone calls than advertisers who purchased a quarter-page ad. In fact, in this particular case, the percentage increase in individuals noticing a larger ad is much higher (60%) than the value increase in the price of the larger ad (27%). This means that if you have the money in your budget, it's better to buy a bigger ad. Larger print advertising will draw more interest and attention.

Jasons will extend this ongoing research to its other print publications and is encouraging advertisers to track the performance of their print advertising by requesting a dedicated 0800 number. Just [click here](#) to contact your sales rep to find out more.

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Register for the Jasons SMART award

Running your campground/holiday park has its challenges and to be successful it's all about being SMART.



As part of our commitment to support the Holidays Parks & Campgrounds sector in New Zealand and highlight innovation and growth, Jasons Travel Media and the sector's trade association, HAPNZ have an annual award for businesses that are working smarter. So if you have done something this year that has helped your holiday park/campground grow, tell us what you did, and be in to win \$1000 worth of Jasons advertising (online, print or distribution), as well as raising the profile of your business in the industry and in the media. The judging panel includes representatives from Jasons Travel Media and HAPNZ.

- First prize: \$1000 worth of advertising with Jasons.
- Second prize: \$500 worth of advertising with Jasons.
- Third prize: \$250 worth of advertising with Jasons.

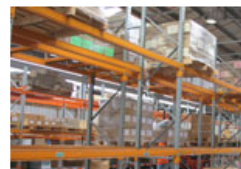
To get yourself in the running, just click the link below and fill out our form!

[Register here for the the Jasons SMART award.](#)

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Queenstown brochure distribution service success

Since September last year, Jasons has offered contract warehousing to tourism brochure distribution clients in the Southern South Island. During that time there has been investment in additional pallet and racking at *Jasons Queenstown Distribution Centre* plus additional staff hired to cope with demand. Manager, Grant Aitken puts the success of the service down to Jasons Warehouse Management System, which gives clients detailed reporting on their tourism brochure activity. Grant says "we can record all client volumes of titles distributed, and notify them when stocks are low". Another reason for the success is that client titles are distributed both through *Jasons Brochure Distribution* network, as well as iSites, enabling clients to focus on looking after their customers and running their business.



customers and running their business.

If you are interested in letting Jasons look after your brochures in the Southern Region, contact Grant Aitken on (03) 409 0788 or email grant.a@jasons.com, but be quick, he reckons the warehouse will be full by the end of this year! To find out more about *Jasons Brochure Distribution*, [click here](#).

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Measuring and Improving our Performance Metrics

We believe in providing great returns on investment for our clients. We only succeed in our business by ensuring our clients succeed in theirs. This is why we are deeply committed to monitoring and improving our performance metrics. We are the only company of its kind in New Zealand to have introduced Txt2Check® and trackable phone numbers in our print ads. Analysing those metrics has



helped us understand that our print solutions are a very efficient and economical way to reach travellers in this mixed media world. Likewise, we are committed to improving our website performance and booking conversions. We are currently taking action to both improve the accuracy of our statistics and to increase website traffic and usability. Our web team is currently creating new optimised content for the website and implementing a more comprehensive Search Engine Optimisation (SEO) strategy. We will implement a complete revamp of the user experience in www.jasons.com the next few months.

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Jasons Travel Media, Level 1, 2 Ngairi Avenue, Newmarket, Auckland 1051
PO Box 9390, Newmarket, Auckland 1149
Phone: 0800 JASONS Email: admin@jasons.com

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