



Launceston Travel and Information Centre **2010/2011 ADVERTISING PROSPECTUS**



Launceston Travel & Information Centre:

Leading the way with innovative visitor servicing.

The new team and exciting changes at the Launceston Travel & Information Centre are providing an innovative, fresh and dynamic approach to servicing visitors to Tasmania.

Building on our reputable, information-based service at our City Centre, we now provide a reliable and efficient booking service to visitors before they leave home, through our destination website www.visitlauncestontamar.com.au. As visitors arrive in our state through the Launceston Airport, our new information desk and booking service is well placed to assist travellers plan and book their visit.. And we're also providing travel booking and assistance to large groups planning significant trips to our region for large-scale conferences and key events.

Our aim is to link our preferred operators' product with the right traveller in easy, bookable steps that result in higher yield and more business.

We are excited to offer you a range of advertising options this financial year which will put your business in front of travellers at optimal promotion points which are:

- Our **City Centre**, located in the Cornwall Square Transit Centre
- The new **Launceston Airport Visitor Booking Service**
- Online through our **destination booking website** – www.visitlauncestontamar.com.au
- At **special events** and significant conference group meets

Advertising places are limited so make sure to get back to us as soon as possible for prime placement. Advertising period 1st July 2010 – 30th June 2011.

Fill out the accompanying booking form and return with payment to:

Launceston Travel and Information Centre
Cnr Cimitiere & St John Streets
PO Box 396, Launceston TAS 7250
P 03 6336 3133 F 03 6336 3118
Email: travelcentre@launceston.tas.gov.au

ADVERTISING OPTIONS

City Centre

Over 90,000 visitors per annum visit our City Centre, for information on events, attractions, accommodation, tours and more.

Brochure Display

- DL - \$150.00
- A4/A5 - \$200.00

Additional brochures will receive 50% discount

**** For an additional \$40.00, promote your business on our website.**



Poster Display – internal or external

- 6 month - \$390.00
- 12 month - \$700.00

Datatrax Tourism Touchscreen

(for dining and retail businesses)

Promote your business in over 240 visitor centres through Australia and New Zealand.

**** FREE when you purchase a business page on our website for just \$50.00**

Special of the Week Board

Provide us with a weekly special to promote on our 'Special of the Week' board at the City Centre.

- Cost \$40.00 per week



Product displays at Travel Centre networking events

Promote your business and products with your own display at industry functions hosted in our Centre. (Approx. 3 events per year.)

- Cost \$60.00 per event



Airport Visitor Booking Booth

Our new Launceston Airport Visitor Booking service is in prime location to attract the attention of over 480,000 visitors, locals and corporate travellers entering our region.

'Welcome to the Region' Promotional Bags

- Travel Centre staff will distribute welcome bags to visitors as they disembark flights.
- Include your business' DL brochure (limit 15 operators)
- Cost \$50.00 per month



BOTH City Centre & Airport

Reach 90,000 visitors through our City Centre and 480,000 passengers arriving through Launceston Airport each year.

Plasma Screen

- 20 second clip/4 still images, and free production
 - Minimum 40 operators needed
 - \$690.00 - 12 months
- ** Offer for Special Events - \$160.00 for 3 months**

Dining Guide

Full-page menu or advertisement for your restaurant, café, deli or cellar door.

- Cost \$50.00
- ** FREE when you purchase a business page on our website**

Promotion at special events

A great way to generate bookings without even having to leave your business – we'll do all the hard work for you! We will provide a travel booking service through our 'mobile office' at a range of local events such as at special conference meets, AFL games and Agfest, and are giving you the opportunity to receive bookings and promotion direct from these events.

Simply set up a live booking page on our website with bookable products for us to sell.

Destination Website

www.visitlauncestontamar.com.au

Individual Business Page

Promote your product online and start receiving direct bookings.

- Live booking page for accommodation and tours
- Promotional page for attractions, dining, cellar door and retail businesses
- Cost \$50.00

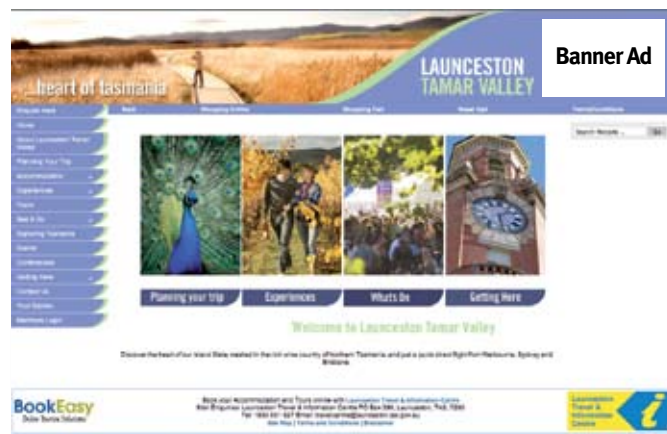
*** Dining and retail businesses receive a FREE business listing accessible from all Datatrx Tourism Touchscreen locations.**

**** In addition Dining businesses who purchase a web page receive free listing in our Dining Guide.**

Banner Ads

Promote your business or upcoming special event on the Visit Launceston Tamar website in the banner section of every page!

- Cost \$200.00 per month (maximum 4 operators per month)



What's On Guide

List your upcoming event on our regional events calendar for free! Simply email details of your event to events@launceston.tas.gov.au and receive promotion on the destination website www.visitlauncestontamar.com.au and on the Launceston City Council corporate site www.launceston.tas.gov.au

Launceston Travel and Information Centre 2010-2011 BOOKING FORM

City Centre

Brochure Display

- DL \$150.00 A5 \$200.00 A4 \$200.00 Additional brochures will receive 50% discount
 YES, I would like to promote my business on the destination website for an additional \$40.00

Poster Display

- SIZE: DURATION:
 A2 A1 Other _____ 6 months \$390.00 12 months \$700.00

Datatrax Tourism Touchscreen

- FREE, because I am purchasing a business page on the destination website for \$50.00
 Attractions Food & Wine Local Shopping

Special of the Week Board*

- 1 week \$40.00 (*limit 1 week per month per operator*)

Product display at Travel Centre networking events*

- 1 event \$60.00

Airport Visitor Booking Booth

Welcome to the Region Promotional Bags*

- \$50.00 per month Number of months required _____

BOTH City Centre and Airport

Plasma Screen*

- 12 months \$690.00 3 months \$160.00
**special local events only*

Dining Guide

- 12 months \$50.00
 FREE, because I am purchasing a business page on the destination website for \$50.00

Online - Website

Individual Business Page

- CATEGORY:
 Accommodation Tours Attractions Food & Wine (including Dining) Local Shopping
 12 months \$50.00

Banner Ad*

- 1 month \$200.00

What's On Guide

- FREE

Promotion at special events

- Yes, I am interested in promoting my business through the mobile office at special events, as I have a current Bookeasy web page with saleable product.

*** Please note, a minimum number of participants is required for each of these options to proceed.**

Advertising places are limited so make sure to get back to us as soon as possible for prime placement.

Please print and return this form to:

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PO Box 396, Launceston TAS 7250
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Please turn over for Terms & Conditions and payment details

Launceston Travel and Information Centre

ADVERTISING TERMS AND CONDITIONS

In consideration of the Launceston Travel & Information Centre accepting the Operator's application and entering into this agreement, the operator hereby agrees that:

1. It will hold and continue to hold a minimum of \$10 million public liability insurance in the name of the Operator.
2. It will hold and continue to hold the necessary licences and permits as required by the relevant local, state and federal governments in order to conduct business.
3. It agrees to indemnify the Centre in respect to any liability or claim that may be made against the Centre for any breach of the above terms and conditions contained herein.
4. It will pay the Centre a 15% commission or 12% commission for online operators, for bookings initiated by the Centre.
5. The Centre is under no obligation to book any of the products or services provided by the operator.
6. The Centre reserves the right at any time to cease displaying and remove the Operator's advertising material from the Centre and terminate the agreement by written notice to the Operator.
7. The Centre takes no responsibility for the content of the advertising material, or the supply of advertising material to the Centre.
8. The Operator's application, upon acceptance from the Centre becomes an agreement between the Operator and the Centre.

DECLARATION

I, _____ (name), do declare I am the proprietor/manager of
_____ (registered business/trading name)

ABN _____

TCIT Tourism Accreditation held

I have read, understood and agree with and will meet the terms listed above in order to enter into this agreement with the Launceston Travel & Information Centre.

Signed _____

HOW TO PAY

Cheque

Please make cheque payable to:
Launceston City Council

Credit Card

Card type: Visa Mastercard American Express

Card Number:

Expiry Date: /

Total Amount: _____

Name on Card _____

Signature _____

Direct Bank Deposit available – please contact Travel Centre staff for details.



Interested?

Please return the accompanying booking form to us, along with your payment details and any expression of interest for additional advertising opportunities we are offering.

For further enquiries or assistance please contact the Launceston Travel and Information Centre on 03 6336 3133.