

**Media Release from VisitorPoint
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TRENZ stand number 2602

VisitorPoint makes TRENZ debut showcasing new client reporting products

New Zealand's largest and most successful distributor of travel and tourism information is attending the country's biggest annual business-to-business travel and trade event for the first time.

With more than 30 years' experience in brochure distribution, VisitorPoint will showcase its new client reporting products at TRENZ 2018 in Dunedin, sharing its success stories with new operators and re-connecting with existing clients.

VisitorPoint currently distributes over 3,500 brochure titles from New Zealand tourism operators the length and breadth of the country. It has over 2000 physical display outlets nationally and operates 36 distribution circuits supported by its 30-strong staff.

Business development manager Jenni Powell said the 300 operators attending TRENZ made it an "obvious choice" for them to attend.

"After listening to the tourism and travel industry about the need for data, we've made significant investment into development of our warehousing and distribution systems to create a one-stop-shop for operators' print collateral management needs," she said.

The system being unveiled for the first time at TRENZ will enable tourism operators to manage their print marketing investment in real time using the live VisitorPointOnline Reporting Suite.

Thanks to the innovative system, operators can access live reporting to review existing distribution contracts and costs, and monitor their national stock holding at the click of a mouse.

Most importantly, and in real time, they can track activity through VisitorPoint's network of merchandised circuits as well as warehouse dispatches to trade.

"It's vital information for a business to access so they can improve performance marketing to advertisers, as well giving them an invaluable insight into feeder markets and product demand," said Jenni.

"This in turn helps predict accurate print runs to minimise wastage and maximise return.

"As the largest national distributor of travel information in New Zealand, we have great data to share with the industry which is extremely valuable to help ensure businesses are making the most of their print investments."

VisitorPoint is currently celebrating its biggest year ever, with over 11 million tourism brochures distributed into market.

"Our new online reporting suite could not have come at a better time, giving operators national visibility on demand for tourism products."

Leisure and business tourism is now contributing \$1.5 billion into the regional economy annually, with Queenstown and Christchurch leading the charge ahead of Wellington, Auckland, and Hamilton and Waikato.

“Printed tourism brochures are certainly not a thing of the past in New Zealand,” said Jenni.

Picture captions:

1/ VisitorPoint’s distribution services have hit a record high. Image credit: Colin Walkington

2/ VisitorPoint warehouses in Queenstown and Christchurch and Auckland are now highly systemised with new client reporting systems

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