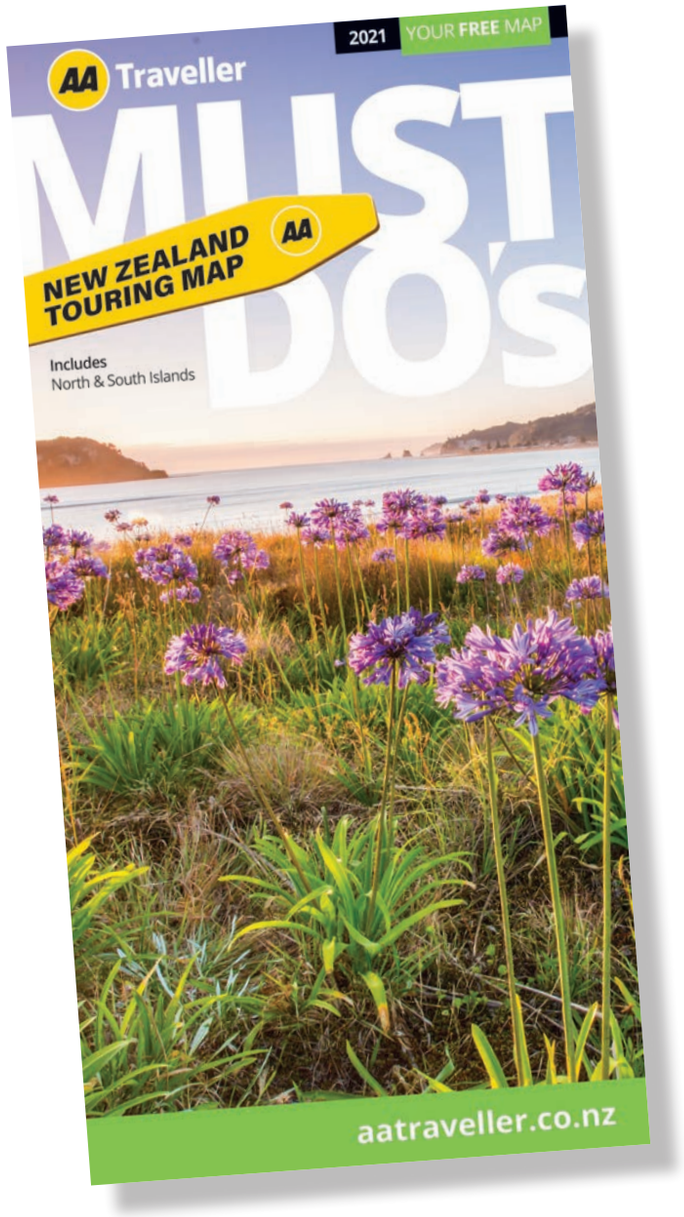
“Travel is making a comeback – Get ready for it!”



New Zealand
Must-Do’s Map 2022

Put your business
in front of an audience
of thousands.

Distributed in October 2021

100,000 copies Minimum

Circulated throughout New Zealand to Information Centres, i-SITEs, AA Centres, Airports, Accommodation Providers, Tourist Attractions and more...

Media Kit 2022

KEY INFORMATION

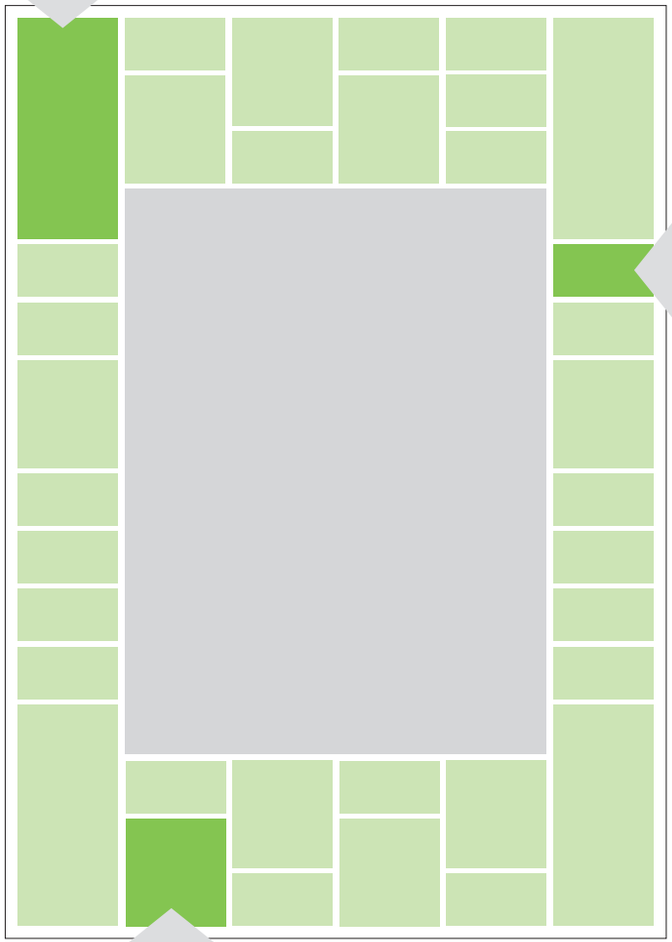
- **Nationwide Distribution**
- **Location Reference on Map**
- **Popular Touring Routes, City Centre Maps, Regional Information, AA Centres & i-SITES**

Out of 1401 AA Members who picked up AA guides and maps, only 2% didn't end up using them. 61% primarily used them for information or ideas **while planning a trip**, 57% used them for information or ideas **while at a destination** and 53% for information or **ideas en-route**.*

**Online survey sent out by AA Digital Marketing & Analytics team in December 2020 to a random sample of AA Members aged 18+. 3564 usable survey responses were received by 11 Jan 2021. Survey responses were weighted to be representative of the age, gender and region profile of current financial AA Members.*

PICK YOUR SIZE

FULL panel
90mm W x 200mm H
$4100



QUARTER panel
90mm W
x 47mm H
$1430

HALF panel
90mm W x 98mm H
$2450

SUPPLY YOUR ARTWORK

Either do it yourself

Supply print-ready pdf (300dpi) at the correct dimensions.
Full Specifications Sheet available on request.

Or let us do it for you

Supply us with a rough layout, copy, logos/hi-res images.

Queries

Email all material and any questions regarding your booking to: **tourism.images@aa.co.nz**

KEY DATES

Material Required

WITHIN 14 DAYS AFTER SIGNING
unless an alternative date is supplied

Anticipated Delivery

OCTOBER 2021

Survey of AA Members - 2020

> **Despite competition from the internet I find the AA guides and maps to be very relevant and helpful.**
> AA MEMBER

When we sent a survey to a random sample of Members aged 18+ from all across New Zealand to ask specifically about AA maps and travel guides, we were heartened to learn that a third of Members have used one in the last 12 months. Most (**59%**) picked them up from an AA Centre. Most used them for travel planning; a bit over half used them while travelling.

And get this: more than **80%** of those who have used an AA Traveller guide made an enquiry with an advertiser, searched online for more information or made a booking as a result of seeing an ad in the guide.

KATH WEBSTER,
EDITOR AA TOURISM PUBLISHING LTD

ESS 29-03-21