

Getting stressed about which print media works?

It's never been more important to interact with consumers and convert them to customers. This requires successful communication and engagement through various channels and media.

At LeisureCom we have created a number of marketing strategies that will enable you to easily and intuitively create a relevant, targeted campaign that deeply engages current and prospective customers.

LeisureCom Group services close to one million club members throughout the year including 200,000 within it's own travel clubs and 800,000+ for corporate travel club members.

The Club Member programs consist of Hightide Holidays, Escapes Club, Ambassador Card and Champions Youth Soccer. Corporation Travel Clubs consist of Surf Life Saving, AGL, Penrith Panthers, Bank West and some 20 others.

Advertisements in LeisureCom print media provide an opportunity to reach many prospective customers as the publications and flyers are designed and produced to attract interest while being read or scanned.

The reader is receptive to new product and services due to the high quality, presentation and informative layout.



escapesclub.com

refresh

hightide
HOLIDAYS

LeisureCom
Travel Group

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CLUB MEMBERSHIP CATALOGUE

LeisureCom produces two A4 full colour, high quality catalogues for Escapes Club and Hightide Club members every six months with a production run of 25,000. The catalogue produced by LeisureCom represents a selection of holiday resorts and hotels and related travel services available. The catalogue is designed for maximum impact with excellent quality images, limited number of pages and advertisements. This is a unique opportunity to both build a brand awareness or sell a product. Listing sizes of 1/6, 1/3, 1/2 and full page are available. Prices start at \$595.



A4 MAILER

On a quarterly basis LeisureCom produces an A4 four page mailer of a high quality in full color with a distribution run of 10,000 sent to Hightide and Escapes Club travel club members. They are designed to inform the club members about the great benefits of their membership as well as promoting a limited number of feature resorts and travel services. The A4 mailer augments the monthly e-newsletter and targets members that do not utilise electronic marketing thus driving club members to make a booking on the featured resorts and services.

Advertisement opportunities are limited, in sizes of 1/6, 1/3, 1/2 and full page. Advertisement prices start at \$375 per listing, per edition.

DIRECT MAIL PROMOTIONAL FLYERS

LeisureCom's direct mail flyers, single or double of various sizes up to A4 can be added as an insert in the A4 Mailer or mailed separately to selected targets. Promotional material can be supplied for insertion or compiled by LeisureCom Marketing and distributed to meet demographic profile requirements. Prices are per project requirement. Call us for a price on 5555 1800.



WHO ARE WE?

The LeisureCom Group is one of the leading accommodation wholesale aggregators and direct marketers in the Asia Pacific Region offering multi-distribution channels including membership and corporate travel clubs, rewards based programs, special events, retail accommodation websites, online and offline marketing.

All of the Company brands, programs and products are supported by experienced staff with an infrastructure that includes inbound reservations, IT & web development, product and marketing, corporate accounts and operations.

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