

The Informed Tourist Company Profile



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Company Profile

The Informed Tourist is Sydney's leading distribution company specialising in tourism literature. Since 1988 we have become recognised leaders in our field through innovation and our commitment to providing outstanding business solutions.

We are experts in our niche and will provide you with the highest possible service standards with an unmatched commitment to quality through people, processes and technology. Our impressive client base covers all major tourist attractions, harbour cruise operators and day trip experiences in Sydney and beyond. With over 150 clients and up to 600 outlets, The Informed Tourist is the only solution that delivers maximum exposure in a targeted, cost-efficient manner.

Here is a small sample of our clients:

- BridgeClimb
- SkyTour and OzTrek
- Metro Monorail & Lightrail
- Powerhouse Museum
- Sydney Aquarium
- Luna Park
- State Transit Authority
- Australian Museum
- Taronga Zoo
- Sydney WildlifeWorld
- Sydney Opera House
- Maritime Museum
- Sydney Olympic Park
- Captain Cook Cruises
- Sydney Harbour Foreshore Authority
- LG Imax
- Sydney Paddy's Markets
- Sydney Ferries

We also distribute Sydney's leading guide books – This Week In Sydney, What's On In Sydney, Sydney The Official Guide, The Official Shopping Guide and Pocket Where .

Benefits of Our Service

- The Informed Tourist can distribute your literature to up to 600 outlets throughout the city and metropolitan areas.
- Experienced people who know which hotels will work best for you will maximize your distribution reach.
- Neat, professional people who are fully conversant with your product will represent you.
- A stock report will be forwarded to you each month so you can keep track of your brochures. We include any relevant comments useful to the future development of your product.
- The Informed Tourist website offers a quick and easy way to order brochures, keep up to date with clients news, functions and special events.
- Opportunity to accompany The Informed Tourist representatives and be introduced to the concierge of Sydney. Available to both new and existing clients.
- Great printing and design benefits through our printing syndicate.
- Concierge workshops – The Informed Tourist runs informative concierge events twice a year, providing great exposure for our clients.



Distribution Network

The Informed Tourist offers a comprehensive distribution network to over 600 outlets throughout the Sydney metropolitan area.

- All major 2–5 star hotels and motels
- Major serviced apartments
- Tourist information centres in CBD and metro areas
- Backpacker hostels
- Sydney Ferry and City Rail information centres
- Educational institutions
- Cafés
- Car rental offices
- Major tourist attractions
- Leading department stores



Our Distribution Options

Hotel Distribution

This is for display in our Sydney Attractions racks (DL size only) which are in the majority of outlets, approximately 230. In addition to rack display your brochure will also be distributed to hotels that do not have any racks (mostly 5 star hotels) In these cases your brochure will be shown to the concierge and brochures will be left as requested.

Hotel Distribution – Limited

This is for display in our Day Tour racks (DL or A4 size only) which are in a select range of outlets, approximately 130. In addition to rack display your brochure will also be distributed to hotels that do not have any racks (mostly 5 star hotels). In these cases your brochure will be shown to the concierge and brochures will be left as requested.

Backpacker Distribution

The Informed Tourist also offers a unique distribution specifically aimed at targeting backpackers and free independent travellers. If this demographic segment suits your product, then the Backpacker Distribution will be perfect for you. We service more than 95 hostels around the city and surrounding suburbs.

Café Distribution

We currently have 330 outlets in our café distribution, covering areas such as the Inner West, North Shore, Eastern Suburbs and the City. The Café Run is a monthly service, which helps keep your product/event top of mind. The distribution covers cafés, leading department stores, educational institutions, information outlets and hotels. This is the best way to target the Sydney Leisure Market.

One-Off Distribution

If you feel that none of the above packages exactly meets your requirements, we can tailor one for you. One-Off Distribution runs are mainly used by clients on our waiting list for hotel distribution or for a “one-off” special event. A “one-off” run is a great way to get your product into the marketplace fast. We target the hotels, cafés, educational institutions and information outlets for you, based on your requirements.



Testimonials

"A key component of any successful tourism business is most certainly brochure distribution. The Informed Tourist experience and understanding of the tourism industry has proven to be a valuable asset for all of our clients. They know how the tourism industry works and the key players who work within it. Their experience and the level of commitment they provide, to insure desired client outcomes, are truly admirable."

Piers Harding, Director, Representing Tourism

"The Informed Tourist provides a wonderful service to our hotel and guests. With regular checks and replenishment of our brochure racks the hotel staff and guests are kept up to date and informed with tours and services within Sydney and its surrounding districts."

Casper McDonald, Assistant Manager, Hotel Ibis World Square

"Mark, I certainly appreciate your efforts and value your contribution. Thank you for distributing our brochures in a timely and professional manner. You have always provided 100% support and commitment to ensuring our promotional needs are met. Your can do attitude and willingness to adapt to an ever changing environment and tight deadlines has proven beneficial for all. Thanks again for providing the level of customer service that is so necessary for survival through these difficult economic times."

Jacqui Ritchard, Senior Marketing Manager, State Transit

"The Informed Tourist provides a brochure distribution service to a number of our properties around Sydney, and we are extremely pleased with the service they provide. Their service is extremely reliable and the brochure racks are frequently serviced and always well stocked. We also find that they are helpful to our staff and new product information is always well presented. I have no hesitation in recommending their service."

Michael Stern, Group Sales and Marketing Manager, Oaks Hotels & Resorts

"We are pleased to recommend The Informed Tourist who has been distributing our publications This Week in Sydney for over seven years and the Official Guides to Sydney for over two years. Over the years the presence of our publication in the market has been greatly enhanced. Mark and his team have been very helpful in working on new distribution initiatives with us. With this and the relationships that The Informed Tourist fosters with the concierges of the 3, 4 and 5 star hotels and the staff of visitor and commuter information centres, our publications are the most widely read visitor guides in Sydney. We appreciate the service that has been provided by The Informed Tourist and look forward to a long working relationship with them."

Colin Ritchie, Publisher, Hardie Grant Magazines

"The Informed Tourist team provide an outstanding service to the Sydney Visitor Centres both at The Rocks and Darling Harbour. With their frequent brochure distribution and their easy brochure re-order system we can always rely on having plenty of brochures for the thousands of visitors we receive everyday."

Cindy Gross, Business Development Coordinator, Sydney Visitor Centres - The Rocks & Darling Harbour

"Through providing informative materials, an extensive distribution network and ever reliable service to Sydney's hotels, 'The Informed Tourist' is the 'one stop shop' to suitably equip Concierge and Front Office staff with the right tools of our trade. In focusing the spotlight on Sydney's enviable tourist attractions and services, 'The Informed Tourist' empowers our staff to impart timely and accurate information to our discerning guests, further enhancing their Sydney experience. An invaluable resource for both hotel guests and staff alike!"

Chris Traill, Chief Concierge, Park Hyatt Sydney



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