

Monday 22nd February 2010

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New marketing opportunity for tourism businesses

Next generation HD displays target flyers

Monday, February 22, 2010

Take One Media, the leading provider of 'take away' literature display stands, has made a quantum step forward in helping tourism businesses better market themselves to incoming visitors to the UK. It has launched an innovative new range of stands at key UK airports which will offer High Definition (HD) digital displays within the units. Initially launching at Heathrow, Gatwick and Stansted, passengers are being targeted by tourism providers (i.e. accommodation, West End Shows and transport) who want to use the latest in eye-catching stand display technology.

The displays are a result of extensive research by Take One at Heathrow and Gatwick which shows over a third of all business and leisure travellers actively seek tourism and travel information in the form of leaflets, maps, guides and destination magazines when passing through airports. West End Shows, travel and entertainment are the most sought after materials collected by these groups. The new stands are a direct answer to this research.

Take One Media's next generation HD stands have digital advertising alongside 'take away' leaflets, which brings together high-impact brand advertising and detailed information for the first time. The stands have been placed in a variety of locations across all terminals at each of the three airports to give a spread of inbound and outbound customers.

The stands have been designed by Priestmangoode, a multi-disciplinary design consultancy specialising in transportation, environments and product design. Priestmangoode were the internal environment team leaders for the development of Heathrow T5. The stands were manufactured and built by Kesslers.

Some of the stands in Arrivals areas will be available on a solus basis enabling Take One to offer customers the ultimate branding opportunity. The stands in the Departure areas (near gates and lounges and on piers) are a new venture for Take One, and will be of interest to destinations, hotel groups and outbound operators in particular.

Take One Managing Director Philippa Harris says: "The unique look of these stands should appeal to marketing-savvy tourism businesses wanting to promote their brand effectively to an audience which is ready and willing to take away detailed information on specific attractions, events and services."

"Take One is constantly seeking ways to ensure that leaflets remain a key part of the marketing mix for tourism providers and we think this multi-media solution is a perfect answer to this. We are excited to see the pickup figures and have seen a real uplift at the stands."

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