





New Zealand is a special place, and everyone who lives and travels here has a responsibility to look after it. The Tiaki Promise is a commitment to care for New Zealand, now and for future generations.

**Nau mai, haere mai ki Aotearoa –  
Welcome to New Zealand.**

### **The opportunity**

Visitor Kiosk is a premium indoor digital display which presents you the opportunity to promote your business, save on marketing costs, easily maintain relevance year round and better engage with the visitor market.







# One platform for it all

## Premium Digital Display

This system has been developed to drive engagement and connectivity, located in key accommodation facilities and high-foot-traffic locations, offering a unique proposition...

Featuring intuitive touch-screen technology that enhances the user experience, a single Visitor Kiosk displays far more information compared with a traditional paper brochure stand. It delivers the viewers chosen content in a matter of seconds, allowing potential customers to discover, plan and experience the best of what Queenstown has to offer.

Digital content can be emailed to viewers and unique QR codes direct them to your website and google maps location. Video content is supported to further showcase your brand and drive better engagement and sales.

## Digital self service

Society is now widely accustomed to sourcing information and sorting through options via this technology – we know consumers feel comfortable using Visitor Kiosk. The functionality is intuitive and provides an efficient, user-friendly experience.

**BE DYNAMIC, BE GREEN, BE SEEN.**



# Benefits

Visitor Kiosk helps drive better return on investment for you, the advertiser. No printing costs, better leads generated through dynamic ads and the use of the latest smart technology mean you are putting your company at the forefront of new-generation resort marketing.



## Speed to Market

One upload to update the entire network



## Better value

Increase your display size for free



## Always on display

Never out of stock or waiting to be restocked



## Intuitive interactivity

Swipe navigation, touch to enlarge



## Connect with customers

With modern digital self-service technology



## Better content

Flexibility to manage content for no extra costs



## QR Codes

Transfer your business to the user's smart phone



## Rich Video

Stand out in the market via video display



## Lower risk

Eliminate costly re-printing due to human errors







## Our network

Our Queenstown network comprises of over 25 accommodation partners with a combined 2500+ rooms, taking in approximately 2million guests per year.\*

Visitor Kiosk provides the Queenstown market with an important out of home display solution. Offering premium visibility to the visitor market staying in this premier destination. Kiosks are centrally-located in high footfall areas in hotel foyers, near reception desks, entrances and elevators to maximise visibility.

\*Calculated based on an average of 2.1 people staying per room per night.





# How does it work?

The Visitor Kiosk interface is simple to use – once a guest has activated the system by touching the screen, our simple, stylish homepage presents the user with six main categories. Each category is then divided into six sub-categories, making your display easy to find in the relevant category. Once in the sub-category guests can scroll through the displays and decide to click on any which stand out to them. From first clicking on the screen, guests are never further than 3 clicks from your display.


Dynamic, interactive A4 displays are available throughout the system and offer increased profile and a useful shortcut directly to your Information and/or video display.



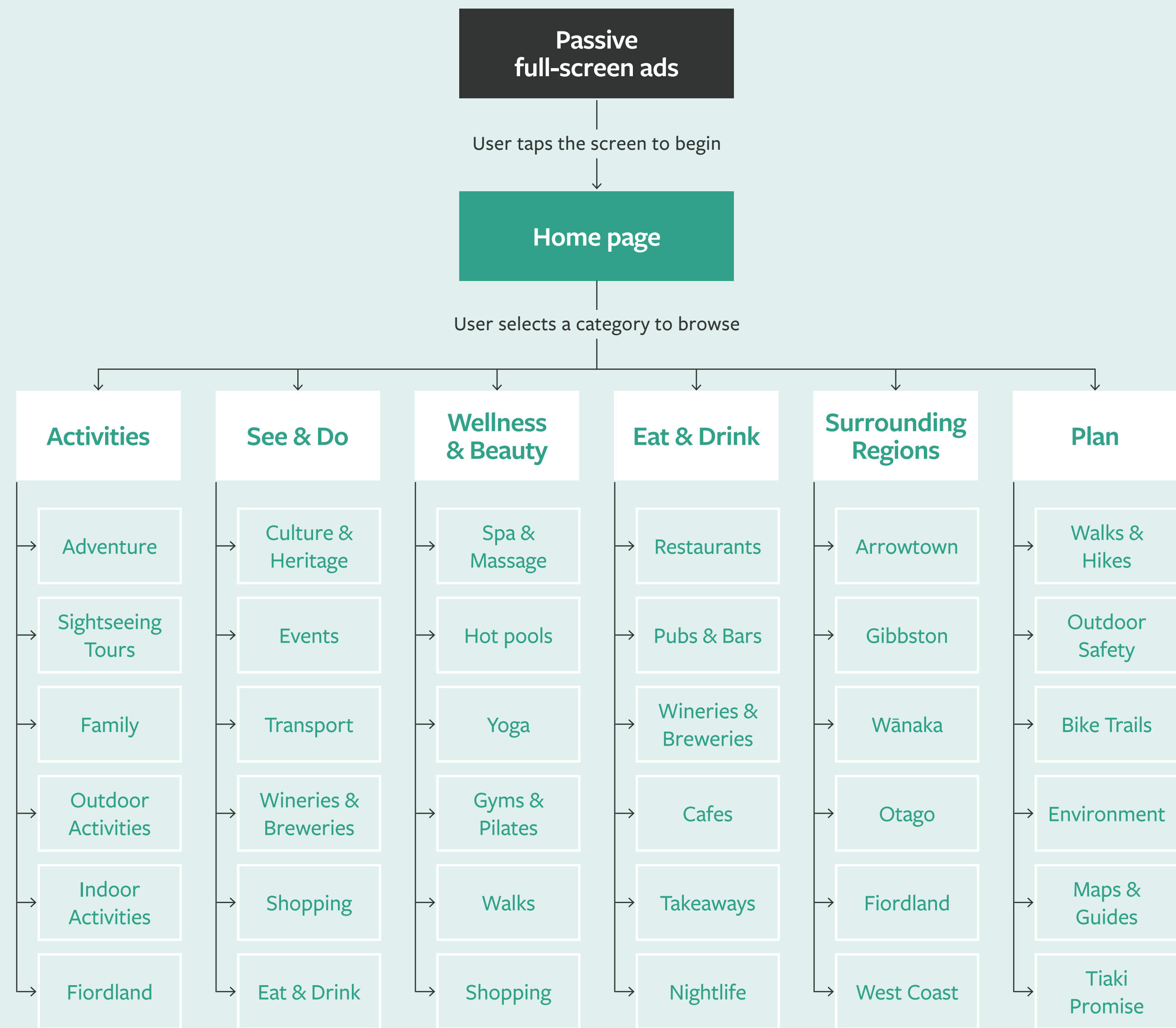
**Scrolling Duration**  
8 seconds per rotation



**Screen Size**  
70cm x 40cm



**Full screen images & videos**  
1920 x 860 pixels





# Display Placement Options

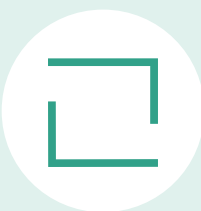
## Premium Full-Screen Display

Full screen video or image display giving your brand the maximum brand visibility. These figures represent individual impressions across the network.

- **Daily:** 37,800 impressions
- **Weekly:** 264,600 impressions
- **Monthly:** 1,058,400 impressions
- **Yearly:** 13,797,000 impressions



**Scrolling Duration**  
8 seconds per rotation



**Rendered size**  
70cm x 40cm (32")



**Artwork resolution**  
1920 x 860 pixels





# Display Placement Options


## A4 Homepage Display

Prominent A4 size video or image display on the homepage. This is the first page seen once the Kiosk is touched. It is also the most popular page used during a user session to go back and browse other categories.

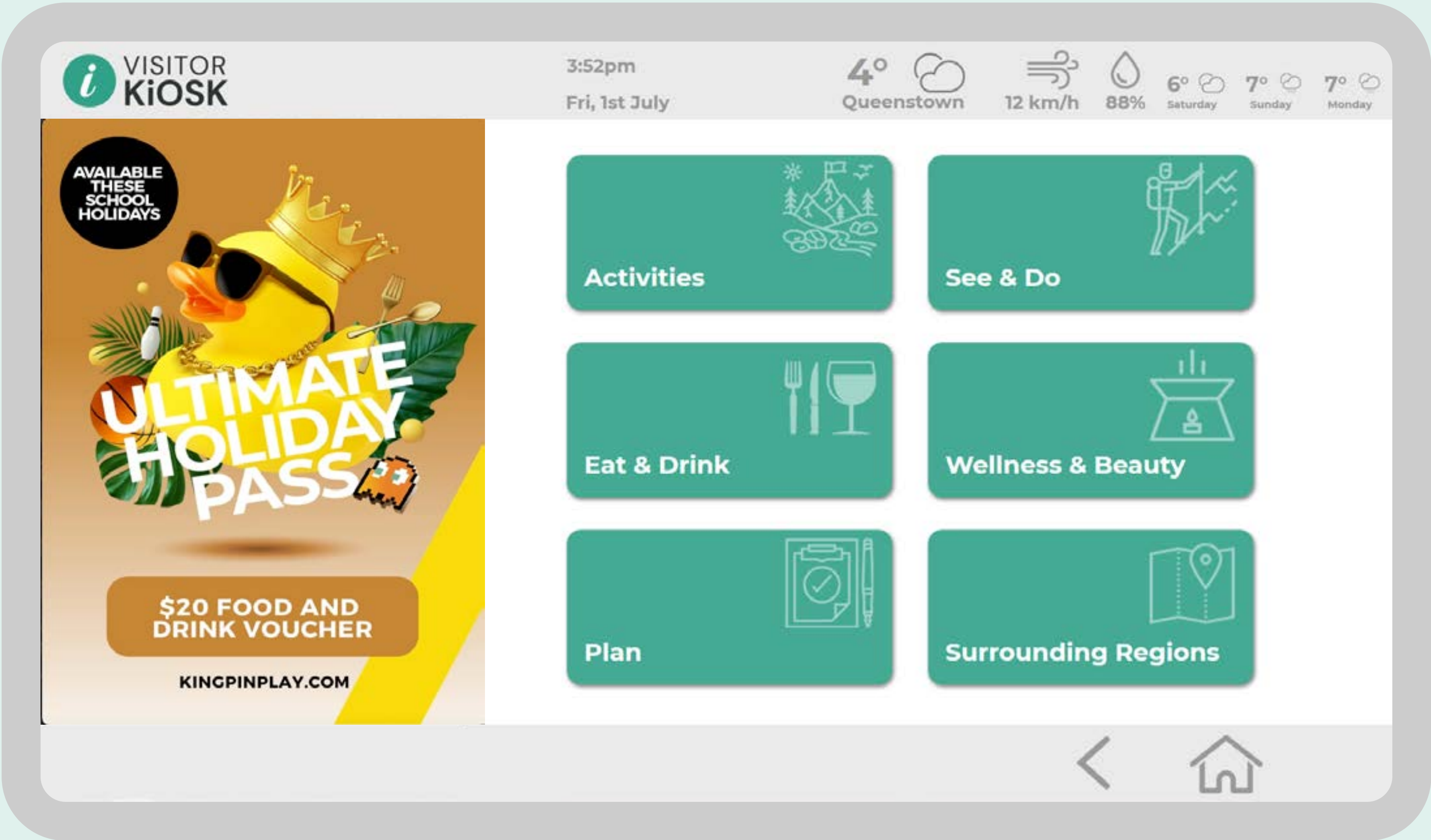
This is a more economical, general brand display. Perfect for broad appeal brands.

A4 display is interactive, guests can touch the ad and are directed straight to your Information & Video display.

 **Scrolling Duration**  
8 seconds per rotation

 **Rendered size**  
21 x 29.7cm (A4)

 **Artwork resolution**  
600 x 860 pixels





# Display Placement Options

## A4 Category Display

Prominent A4 size video or image display on a particular category display. This is the first page seen once a particular category (such as ‘Activities’ or ‘Eat & Drink’) is selected from the homepage.

This is highly targeted and perfect for brands looking for extra profile in their category.

A4 display is interactive, guests can touch the ad and are directed straight to your Information & Video display.



### Scrolling Duration

8 seconds per rotation



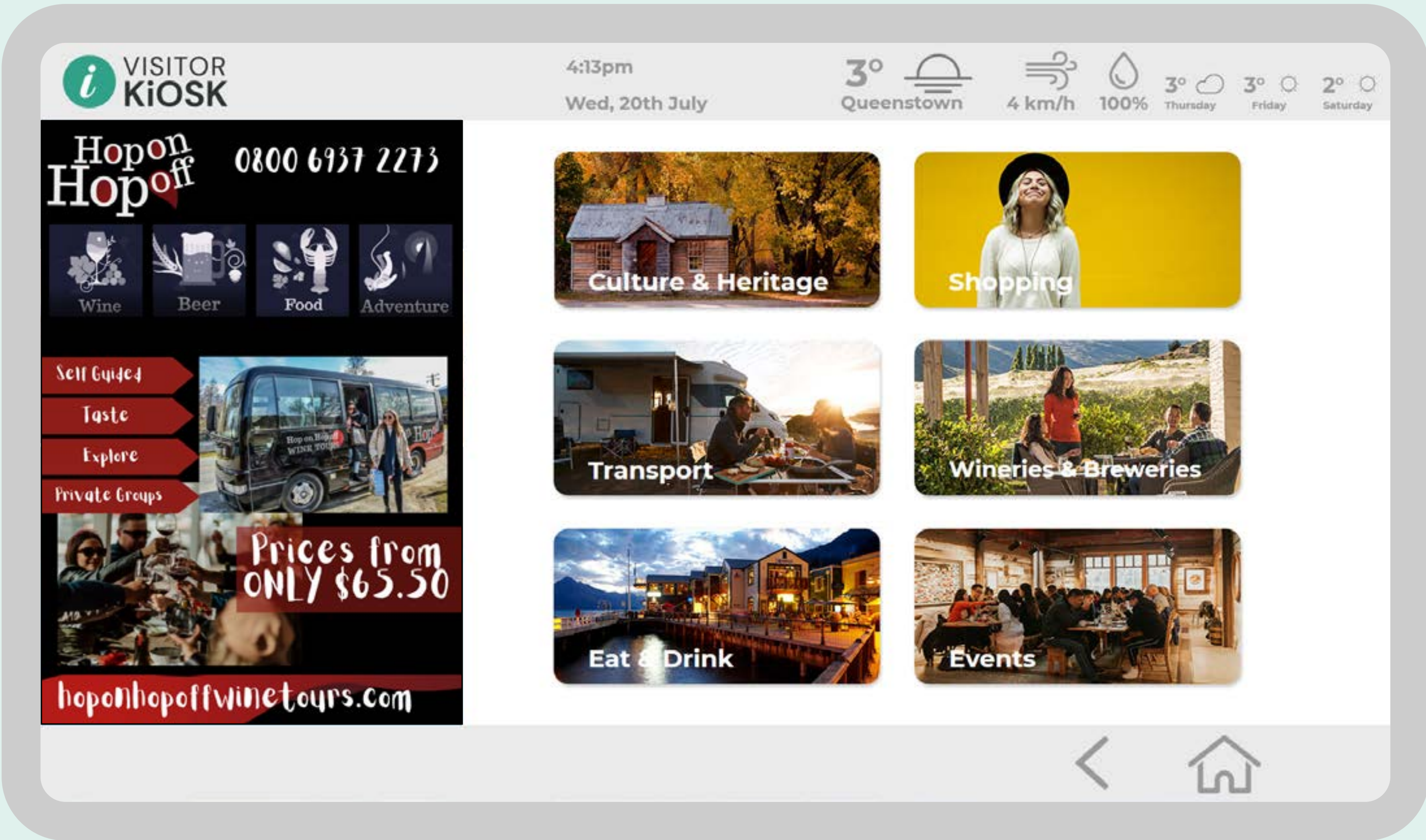
### Rendered size

21 x 29.7cm (A4)



### Artwork resolution

600 x 860 pixels





# Display Placement Options

## Information & Video Display

Display video, Images & information. Unlimited artwork pages available. QR codes to your website and Google Maps location. User sessions are saved for ease of navigation back to previously browsed content.

Save on printing with sustainable, paper-free display.



### Viewing Interactivity

Swipe to scroll through pages



### Rendered page size

10cm x 29.7cm (DLE)



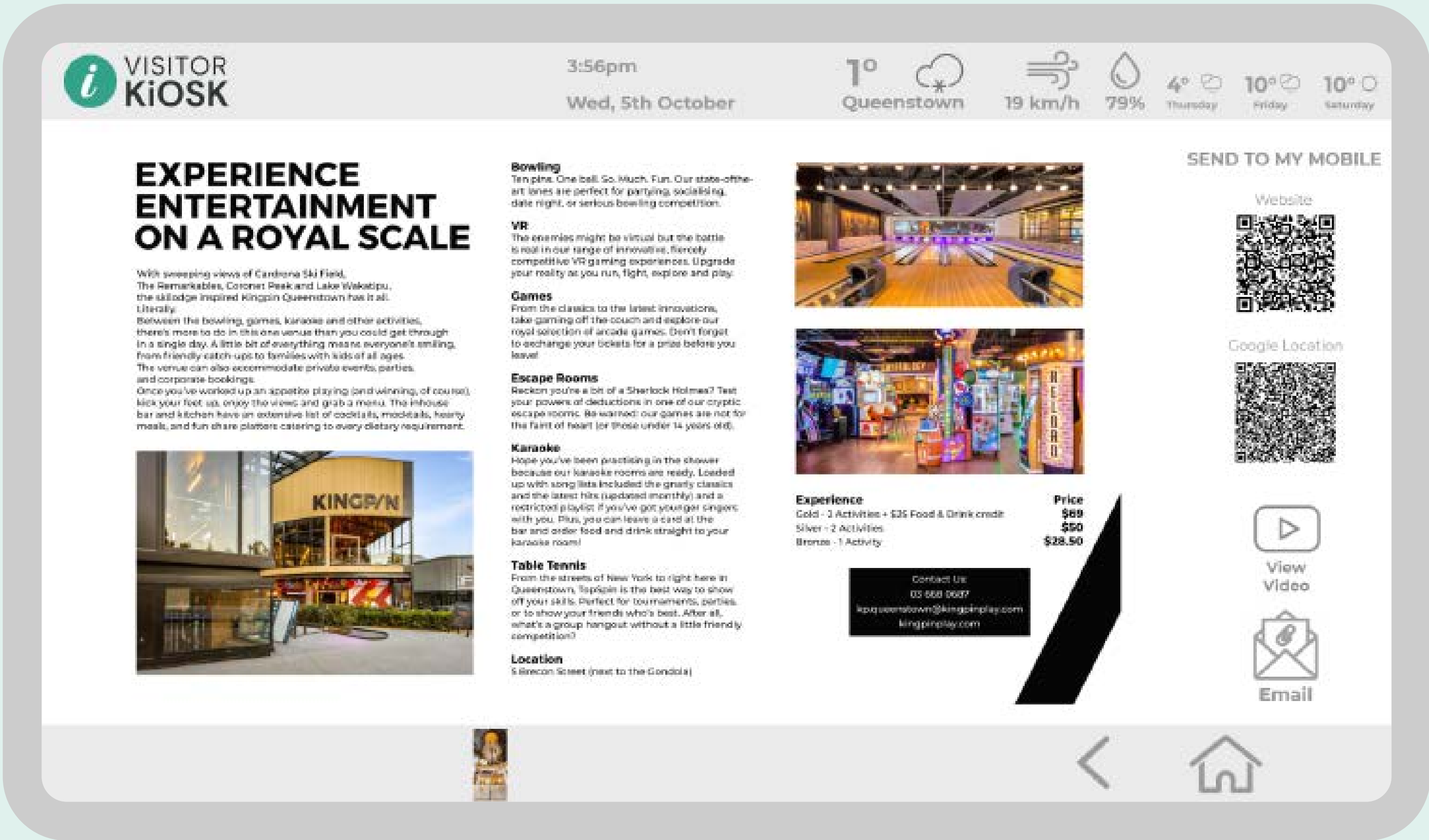
### Image resolution

275 x 575 pixels



### Video resolution

1360 x 768 pixels





# It's time to go paperless

Millions of brochures are being printed every year, contributing to the deforestation of the planet.

Visitor Kiosk uses smart technology to enable positive change for the environment by removing the need to print.

Visitor Kiosk provides an all-new, high-quality digital alternative that is intelligent and better for the environment.





# The Tiaki Promise

The Tiaki Promise is a commitment to care for New Zealand now and for future generations.

Use these simple guidelines while exploring Aotearoa:

Care for land, sea and nature, treading lightly and leaving no trace. Travel safely, showing care and consideration for all. And respect the culture and local communities, travelling with an open heart and mind.

Be guardians, be protectors. Tiaki, care for New Zealand.

# Children's Bay Farm Park

Children's Bay Park is a 200-hectare peninsular of land located in Akaroa Harbour just 80 minutes from Christchurch. It is a beautiful piece of land surrounded by sea. Approximately 100-hectares is in native bush. The other half of the land is an operating farm running a small high-quality herd of Angus cattle that graze the grass faces and ridges.

Visitor Kiosk is proud to be part of the ongoing planting, free walking trails and conservation work at the park. Over 20,000 plants have been planted with plans for another 20,000 over the years ahead.

