



Finding Walden Woods Farm in the New England Australia Wine Region

www.newenglandwines.org.au

Print this page as a sample of a **Tourist Flyer Map**



Walden Woods Farm
Higher altitude (800m)
New England, Australia, NSW

Pinot grigio
Organically & dryland grown
750 mL

AGRICULTURAL CERTIFIED ORGANIC
PRODUCT OF AUSTRALIA

Walden Woods Farm
6772 8966

Map showing route from Armidale to Walden Woods Farm via Uralla and Grafton.

Map produced by: Mayne Maps 07 4683 4161 0409 800 211 www.maynemap.com.au Absolute accuracy not implied or guaranteed 12/10/2008

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MAYNE MAPS – TOURIST FLYERS

Alan from Mayne Maps produces tailor-made tourist flyers.

Many successful tourist venues produce their own Tourist Flyers such as these using Mayne Maps rather than depending entirely on the local tourist body.

In this way, the venue can have complete control of what is displayed. They can print the flyers themselves or use a professional printer of their choice.

This avoids the costs imposed by the Tourist body and the need to involve outside advertising.

The flyers may also serve as a location map for the venue.

As an added bonus, the venue can promote other local venues which may increase business for the venue.

If this occurs, then the other venues that are displayed on the flyer can share the cost of the flyer.

The cost of a flyer depends on the amount of work needed. If Mayne Maps has already produced maps of the area, then the cost of a new flyer could be as little as \$50.

If a map of a new area is to be created, then the cost will probably increase to a few hundred dollars.

The charge is a once-only cost as Alan does not charge an annual fee to use the map.

Many visitors to a venue ask the hosts what else they should see while they visit. Flyers such as these are ideal for this. When these flyers are left in the vehicle, they have the potential to create return visits.

Jim Miller, from Mt Stirling Olives, often places a flyer in orders of produce that he is sending to clients. Jim finds that many of his customers have visited before and he knows that these flyers help bring guests back.

Alan asks that you find a map from the samples similar to your property. Give him a call and he will provide a quote.

Contact Details: alan53au@yahoo.com.au

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