



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 (1040m)
New England
Armidale, NSW

Pinot grigio
Organically & dryland grown
750 mL

Walden Woods Farm
6772 8966

Wine hand-crafted organically by Scott Wright
of Wright Robertson Winery, NSW
(AVA producer 181257)
with Doug Hunter
Sulphite levels added
PRODUCT OF AUSTRALIA

PRODUCER 29366
AUSTRALIAN
CERTIFIED
ORGANIC

LEGEND
Vineyard
Winery
Cellar Door

Map produced by:
Mayne Maps
07 4683 4161
0409 800 211
www.maynemap.com.au
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TOURIST MAPS / TOURIST FLYER MAPS – Mayne Maps, Map Suppliers

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 numbers to the district and thus 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.

Contact Mayne Maps and tell Alan about your property and your requirements. He will provide an expected price or a quote and also send you samples of maps similar to your property that he has produced in the past.

Contact Details: alan53au@yahoo.com.au

(07) 4683 4161 / 0409 800 211

PO Box 95, Glen Aplin, Queensland, Australia 4381