

SWIFT FLYER



LDS Tourism Services Ltd - Premier Leaflet Distribution in North West Britain
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Moving Ahead in 2008

Leaflets are universally acknowledged as one of the most effective ways to communicate. Indeed, in our "online" world, they continue to be used more than ever as an integral part of the tourism and leisure industry's marketing activity.

Regular consultation with our clients gives us an understanding of their marketing objectives and ensures we ultimately research, develop and execute a campaign that meets their aims.

Now in our 16th year, we make weekly trips to the busiest locations, and check even the smallest establishments on a regular basis. We've built relationships with hundreds of people involved in the tourist industry, and they appreciate us keeping their displays organised and up to date.

During 2008 our clients will continue to enjoy our usual high standards and exclusive display sites in addition to brand new services such as the **Holiday Fun Packs**, a self service **TIP** at **Broughton Shopping Park** (in association with the local authorities) and enhanced Network Distribution.

Cadw & LDS Continue To Work Together



Jenny & friend at the '07 Group Leisure & Travel Show

We are delighted to report that during 2008 LDS will continue to work with **Cadw** – the historic environment service of the Welsh Assembly Government – distributing their literature and promoting their work at major local and national events. Look out for us at various travel and trade shows throughout the year

LDS Are Batty For Wildlife

The **Border Distribution Centre** overlooks the River Dee and, although we are based on an industrial estate, we frequently glimpse foxes, herons, kestrels and other wild creatures through our office windows.

Director of Research and Marketing, Paula Bardell-Hedley says, "it's important that we all do our bit for the environment, so we are busy erecting bat boxes, putting food out for the birds and planting native trees and shrubs around the building."

"So many species are heading for extinction

because of loss of habitat and lack of food," she continues. "But if all businesses did something similar, it would make an enormous difference to our indigenous wildlife."

"For instance, leaving a small corner for nettles and wild flowers can help with the survival of butterflies, moths and other insects. Nest boxes are also a great idea and we intend to put a couple of them around the place in the very near future."

LDS will also continue to collect used stamps for the RSPB's **Save the Albatross** appeal during 2008.

Bedroom Packs Hit Chester

This year we are offering **Holiday Fun Packs** to hotels, guest houses, B&Bs and self catering establishments in and around Chester. This service is entirely FREE to participating outlets and the packs will contain an assortment of leaflets and flyers advertising local attractions, events, restaurants and businesses.

Our clients are able to reach up to 20,000 tourists in Chester via this new scheme. Their promotional print is placed in a quality, branded information pack, which promotes places to visit & things to do throughout the region.

The **Holiday Fun Packs** go into guest rooms all



Holiday Fun Packs will be delivered to hotels in Chester

over the city for visitors to read and keep. We then restock for each new guest as required.

There has been enormous interest in our packs from hoteliers in Chester. Indeed, many of them have been placing their orders via our online form at www.ldsts.co.uk/holiday_fun.html.

If the **Holiday Fun Packs** take off in Chester, we'll be running the scheme in other towns and cities in the future.

The SatNav Revolution

When designing your promotional leaflets and brochures, it is extremely important to include a **Post Code** with your contact details.

These days, a great many vehicles are fitted with Satellite Navigation systems (and of course, a wide range of portable SatNavs are available in the shops), which means that drivers are becoming far more dependent on their TomToms and Navmans than once they were.

Holidaymakers and day trippers are starting to

ditch their maps and rely on the latest high-tech gadgets to get them from A to B. Therefore, a **Post Code** leading them straight to your main entrance will ensure that you don't lose business.

If your **Post Code** is general and doesn't lead directly to your premises, then it is vital that you make this plain on your marketing materials.

Don't 'lose' visitors and customers – include a **Post Code** on all your promotional print!

Reducing Our Environmental Impact

We are now distributing 'environmentally-friendly' cardboard leaflet dispensers made by a locally-based company with a strong Environmental Policy. The holders are made from recycled material and are produced with regard to the potential environmental impact of the product. Look out for the recycled logo on these new boxes.



New display at Charnock Richard Services on the M6 Motorway