



TRAVELLERS AUTO BARN HONOURED WITH ASIA PACIFIC REGIONAL AWARD

Sydney - In February 2010 Travellers Auto Barn, Australia's leading [campervan rental](#) specialists, set themselves a task to identify and produce a raft of new marketing material for distribution to their worldwide network of preferred agents and tour desks. The brief was simple; produce a range of attractive, eye catching but above all useful material which will not only bring greater awareness of the Travellers Auto Barn name but also provide a valuable tool for everyday use by the agents themselves.

After several visits to local agents and talks with overseas agencies it was apparent the travel agents loved the idea of an Australia map which they can use for giving customers a better understanding of their Australian adventure. After some research Travellers Auto Barns Marketing Manager, Bastian Graf engaged the services of Cartodraft Australia to assist in design and production.

Cartodraft Australia is the #1 supplier of Australian maps in the Australian market and has a strong reputation for delivering quality products.

Within a few weeks and after a number of designs were produced an Australia map had been developed focusing not only on the locations of Travellers Auto Barn around Australia, but also on the distances between the key cities, size comparisons of Europe, the US & Japan in relation to Australia and of course, the main roads & highways around Australia. Also included were inspirational photographs from Travellers Auto Barn customers to help agents sell the great adventure that is a self drive Aussie holiday.

The success is apparent: IMTA, the International Map Trade Association, which is the foremost worldwide organization of the mapping, geospatial and geographic information industry, awarded the Travellers Auto Barn map with the Asia Pacific Region Silver Award 2010 in the category of "*Best Tourist/Free Publication*".

When interviewed Mr. Graf was very excited about this success: "It was important for us to not just create traditional marketing material which simply said "buy Travellers Auto Barn" but rather to listen to what the market wanted. Nowadays travel agents are getting swamped with all manner of marketing material almost daily and in the end it's money down the drain for suppliers if it has no effect.

There's a limit to the number of stress balls shaped like a van, novelty Koalas, ill fitting t-shirts and cheap pens an agent can safely stow in their workspace and the last thing we needed to inflict on our agents was yet another unwanted bit of tat for them to fling in a draw and forget about. In our Australia map what we have produced is

practical, informative and will be used every single day. The best part is it's not specific to the self drive/campervan market. It's being used by agents worldwide for any Australian enquiry and as a result bringing the T.A.B name to the attention of many who may not have considered a self drive holiday"

Cartodraft Australia are reportedly very proud of their achievement with a spokesman saying "We are excited to have received this award for our work with Travellers Auto Barn. It was great to be able to produce a map which will inspire so many people to get out and see the real Australia, to get off the beaten track and get a bit lost – not too lost though as they will always have our map to help them home!"

Travellers Auto Barn is a 'one stop shop' for backpacker and budget traveller planning their own trip around Australia. Travellers Auto Barn offers a range of [campervans](#), cars & stationwagons for hire as well as for sale (including 4WDs).

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