

SEALINK MEDIA RELEASE 13 May 2011

SEALINK LAUNCHES “GREAT WINTER ESCAPES” CAMPAIGN

SeaLink’s 2011 “Great Winter Escapes” marketing campaign commences next week with a new pricing strategy designed to encourage island visitation over the quieter months of the year.

Priced at just \$149 per person for a two night Waiheke Island package, customers will save up to 54% off regular package prices.

Packages include travel for two people in their car on the ferry and two night’s accommodation at selected properties, providing the perfect excuse for a quick winter breakaway. “It’s a great time to escape and enjoy the islands at a more relaxed pace” said marketing manager Jean Goodbrand, “there’s nothing nicer than a walk along the beach on a blustery day, a glass of Waiheke Wine and a delicious meal in a cosy restaurant and a sleep-in the following morning to recharge the batteries!”

Great Barrier packages are also available at \$199 per person for two nights and \$239 per person for three nights.

SeaLink’s “Great Winter Escapes are on sale now and valid for travel from Tuesday 7th June until Sunday 11th September 2011.

For further information please contact:

Jean Goodbrand, Marketing Manager
Tel (09) 300 5914 or (027) 297 5505
SeaLink Travel Group NZ Limited



The SeaLink logo, consisting of the word "SEALINK" in a bold, white, sans-serif font with a red underline under the letter "A", set against a blue background with a wavy red and green border above it.