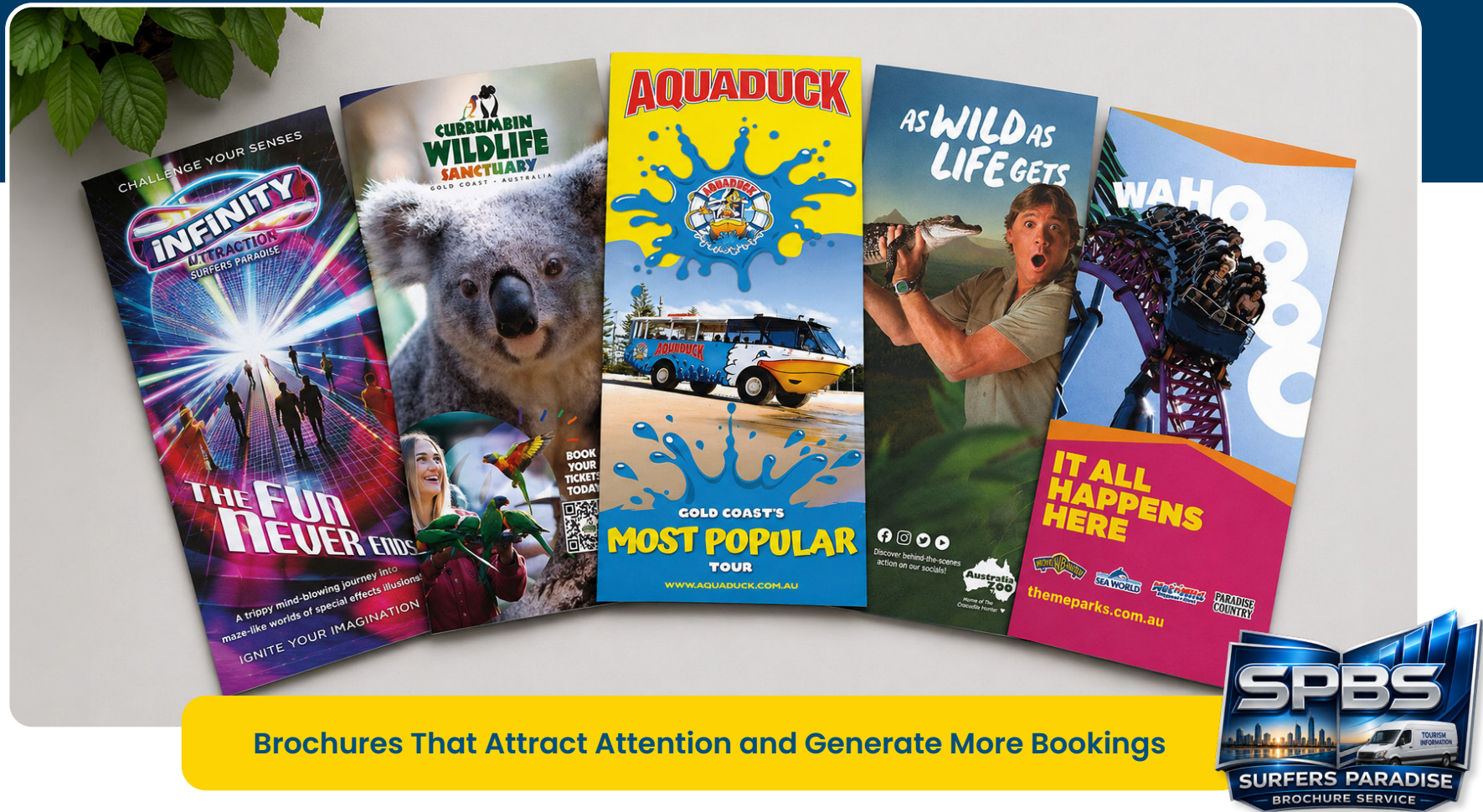


A Guide to Designing High-Performing Brochures



This guide helps advertisers create brochures that attract attention, build trust, and generate more enquiries and bookings when displayed in our hotel and resort brochure stands.



Quality brochure displays across the Gold Coast and Northern NSW.



EXAMPLE: Below is a formula for effective brochure design.

Front of Brochure

1

Special Offer

2

QR CODE
Bookings

3

Secondary
images of the
experience

FREE PHOTO PACK with every tour!

Unforgettable WHALE WATCHING TOURS

SEE. CONNECT. NEVER FORGET.

Scan to Book Now!

EXPERT LOCAL GUIDES | SMALL GROUP TOURS | AMAZING PHOTO OPS | WHALE SIGHTINGS GUARANTEED*
*or come again FREE!

Tripadvisor Travellers' Choice 2024 | ECO CERTIFIED TOURISM | OCEAN QUEST WHALE WATCHING | 2023 TOURISM AWARDS GOLD WINNER

Special Offer!
10% OFF
WHEN YOU BOOK TODAY!
LIMITED TIME ONLY - BOOK NOW!

CALL NOW OR BOOK ONLINE
1300 123 456 | oceanquesttours.com.au

Thank you for supporting local and sustainable tourism.
We can't wait to welcome you aboard!

4

PRIME REAL ESTATE

Top third of brochure should clearly state your service or promotional offer

5

Awards or
Accreditations

6

CALL TO ACTIONS

Special Offer
Contact and Booking
details

Back of Brochure

7

BUILD THE DREAM

Provide inspirational
text that supports
the experience

8

HOW TO BOOK

Make it easy for your
customer to get in
contact or find you.

Unforgettable WHALE WATCHING tours

Experience the Giants of the Ocean

Join our award-winning team for an unforgettable whale watching adventure. Get up close to these magnificent creatures in their natural habitat with expert guides who are passionate about marine life.

WHY TRAVEL WITH US?

PASSIONATE LOCAL GUIDES | SAFETY & COMFORT OUR PRIORITY | ECO FRIENDLY TOURS | 100% LOCALLY OWNED & OPERATED

FIND US

123 Ocean Drive, Harbour Town
Look for the Ocean Quest flags!

HOW TO BOOK

1300 123 456
oceanquesttours.com.au
info@oceanquesttours.com.au
Scan the QR code to book instantly!
@oceanquesttours

MEMORIES THAT LAST A LIFETIME

Thank you for supporting local and sustainable tourism.
We can't wait to welcome you aboard!



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QR Codes

Make it easy for customers to take immediate action.

A QR code allows potential customers to instantly access your website, booking page, menu, tour information, social media profiles, or special offers using their smartphone. QR codes eliminate the need for customers to manually type web addresses and can significantly increase enquiries and bookings. Ensure the QR code is large enough to scan easily and is positioned in a prominent location.

Best Practice: Link directly to your booking page or a dedicated promotional landing page.

Awards or Accreditations

Build trust and credibility at a glance.

Customers are more likely to choose a business that demonstrates quality and professionalism. Displaying recognised tourism awards, industry certifications, memberships, or review achievements helps reassure potential customers that they are making a reliable choice.

Examples:

- Tourism Awards
- TripAdvisor Traveller's Choice Awards
- Eco Certifications
- Quality Tourism Accreditation
- Industry Association Memberships

Company Logo

Strengthen brand recognition.

Your logo should be clearly visible and professionally presented. A strong logo helps customers remember your business and creates a sense of confidence and legitimacy. Consistent branding across your brochure, website, signage, and social media helps reinforce your business identity.

Tip: Ensure your logo is high resolution and placed where it can be easily recognised without dominating the brochure.

Special Offers & Call-to-Action

Give customers a reason to act now.

An attractive offer can dramatically increase response rates. Include a compelling incentive that encourages immediate action, such as a discount, bonus, free upgrade, or exclusive package.

Every brochure should include a clear Call-to-Action (CTA) telling customers exactly what to do next.

Examples:

- Book Today and Save 20%
- Kids Paddle Free
- Free Drink with Every Meal
- Scan to Book Instantly
- Call Now to Secure Your Spot

Remember: A brochure without a CTA is a missed opportunity.

Location Maps & Directions

Make it easy to find you.

Many visitors are unfamiliar with the local area. A simple location map helps customers understand where you are and how to get there. Including key landmarks, nearby attractions, parking information, or transport options can further increase visitation.

Best Practice: Keep maps simple and easy to read rather than cluttered with excessive detail.

FUN FACT!

Research shows that **95% of travelers** have their plans directly influenced by a physical brochure they picked up, and a massive **78% of people** will completely change their travel plans based on one!



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Booking Information

Remove barriers to making a reservation.

Customers should never have to search for your contact details. Clearly display all booking methods, including:

- Phone Number
- Website Address
- QR Code
- Email Address
- Physical Address
- Social Media Accounts (if relevant)

The easier it is to book, the more likely customers are to convert into paying customers.

Quality Images Showcasing the Experience

Sell the experience, not just the product.

Images are often the first thing people notice. High-quality, professional photography helps customers imagine themselves enjoying your service or experience. Use bright, engaging images that create emotion and excitement.

Effective images should:

- Show real customers enjoying the experience
- Highlight the unique aspects of your business
- Be professionally photographed
- Reflect the quality of the experience being offered
- Feature vibrant colours and strong visual appeal

Avoid: Dark, blurry, low-resolution, or generic stock photos that fail to showcase your unique offering

Final Tip: Keep It Simple

The most effective brochures communicate their message within a few seconds. Use clear headings, concise text, strong imagery, and a clear booking pathway. A well-designed brochure should quickly answer three key questions:

- ✓ What is it?
- ✓ Why should I choose it?
- ✓ How do I book?

If customers can answer those questions at a glance, your brochure is far more likely to generate enquiries and bookings.

Have Questions about our Brochure distribution service?

Contact: Craig Snodgrass
Surfers Paradise Brochure Service

Unit 1, 15-17 Dover Drive, Burleigh, QLD, 4220

☎ (07) 5576 3066

✉ marketing@spbs48.com

🌐 www.gcbrochures.com.au



Quality brochure displays across the Gold Coast and Northern NSW.



Standard DL 100 W x 210 H (mm)	Trifold Standard DL 297 W x 210 H mm	
	Folds down to 100 mm W x 210mm H - Double sided	

Tall DL 100 W x 245 H (mm)	Trifold Tall DL 297 W x 245 H (mm)	
	Folds down to 100mm W x 245mm H - Double sided	

A4 Brochure 2 SIDED 210 W x 297 H mm	4 PAGE A4 Brochure 2 SIDED 420 W x 297 H mm
Folds down to 210mm W x 297mm H - Double sided	

BROCHURE SIZES:

Standard DL 100mm W x 210mm H (Double sided)

Standard Trifold DL 297mm W x 210mm H (Double sided)

Tall DL 100mm W x 245mm H (Double sided)

Tall Trifold DL 297mm W x 245mm H (Double Sided)

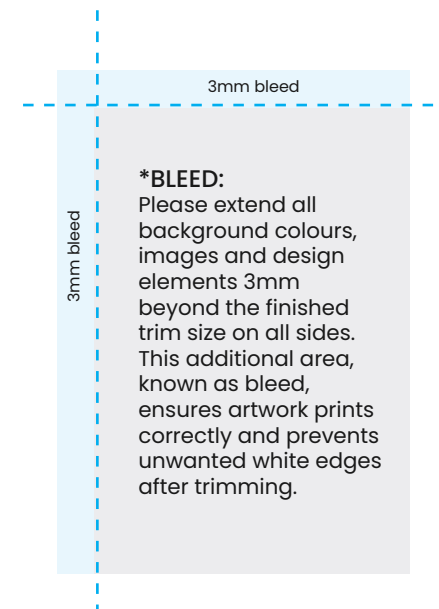
A4 210mm W x 297mm H (Double sided)

4 Page A4 420mm W x 297mm H (Double sided)
(Folds down to 210mm W x 297mmH)

** 8, 12 & 16 Page A4 Brochures also welcome



**Acceptable file types: Pdf only.

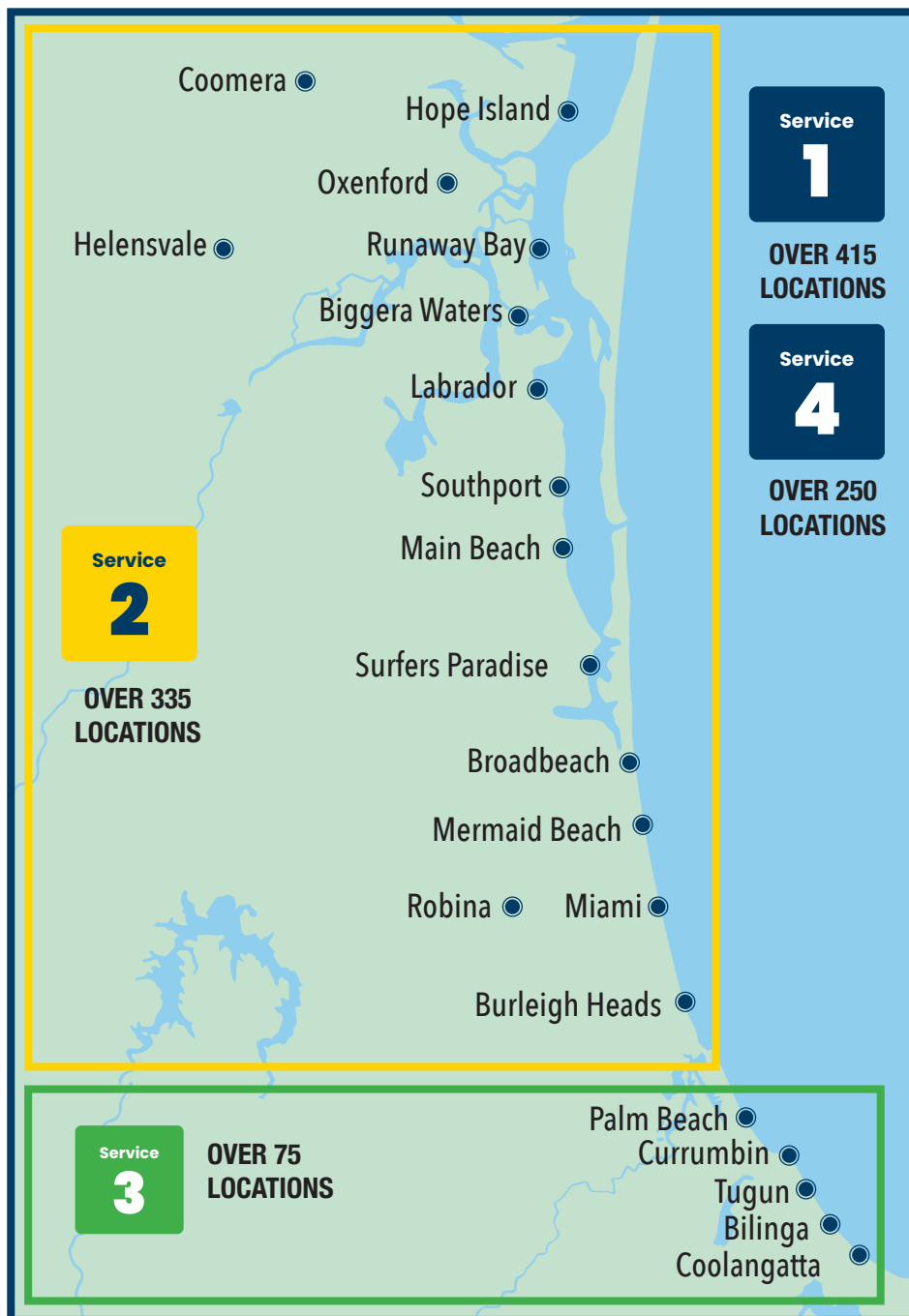




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W. gcbrochures.com.au



Service

1

OVER 415
LOCATIONS

Service

4

OVER 250
LOCATIONS

Service

2

OVER 335
LOCATIONS

Service

3

OVER 75
LOCATIONS

Surfers Paradise Brochure Service Area

Service 1

Over 415 locations

Full Coast: Coomera to Coolangatta
Brochure Qty: Initial 25,000 (first month)
2,000 per month - there after

Service

1

Service 2

Over 335 locations

Part Coast: Coomera to Burleigh Heads
Brochure Qty: Initial 15,000 (first month)
1,000 per month - there after

Service

2

Service 3

Over 75 locations

Part Coast: Palm Beach to Coolangatta
Brochure Qty: Initial 6,000 (first month)
800 brochures per month - there after

Service

3

Service 4

Over 250 locations

Moderate: Coomera to Coolangatta
Brochure Qty: Initial 10,000 (first month)
1,000 per month - there after

Service

4

Service 5 - Gift Bags

Over 190 locations

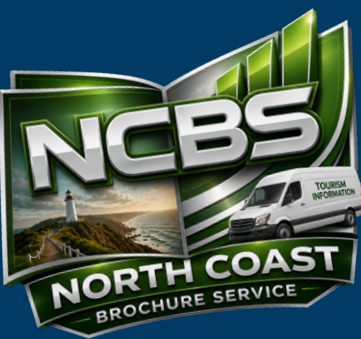
Gift Bags: Labrador to Coolangatta
Brochure Qty: 2,000 per month
*Handed to guests upon arrival



Service

5

Please Note: Prices quote are for DL brochures only. A4 brochures POA. All services are subject to availability. Application form required before production. Although we strive for perfection, can cannot guarantee placement in every location. We reserve the right to reject unsuitable brochures.



Quality brochure displays across the Gold Coast and Northern NSW.

Full Service
4

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North Coast Brochure Service Area

Service
1

60 locations

Service Area: Tweed Heads to Wooyung
Brochure Qty: Initial 3,500

Service
2

56 locations

Service Area: Billinudgel to Suffolk Park
Brochure Qty: 3,500

Service
3

33 locations

Service Area: Lennox Head to Ballina
Brochure Qty: Initial 2,000

Full Service
4

149 locations

Full Distribution Area: Tweed to Ballina
Brochure Qty: 9,000

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High-Visibility Brochure Displays

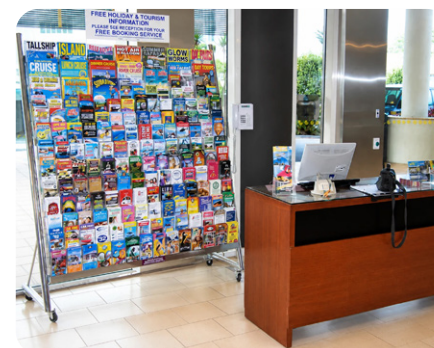
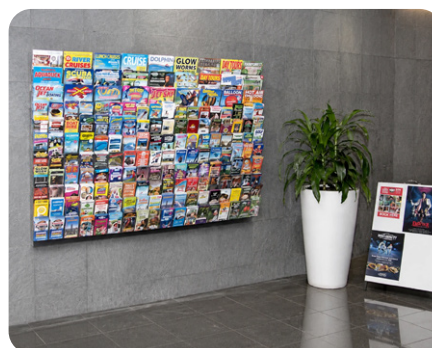
From compact wall-mounted displays to large carousel stands, our professionally maintained brochure network is designed to maximise exposure and put your tourism business in front of travellers throughout the Gold Coast and Northern NSW.



OVER
415+
GOLD COAST
LOCATIONS



OVER
149+
NORTHERN NSW
LOCATIONS





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Gold Coast and Northern NSW

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Surfers Paradise Brochure Service (SPBS) is a family owned business which has been operating since 1987. SPBS covers a large range of locations as far north as Coomera, all the way down to the QLD/NSW border, where our sister company North Coast Brochure Service starts its distribution and goes as far south as Ballina. Our head office is based in Burleigh Heads where we operate Monday – Friday, 8am-4pm.