

25 March 2010

Wightlink are delighted to announce its new Passport to the Isle of Wight.


Based on the traditional British standard passport, our new Wightlink version will welcome visitors to the Island via Portsmouth Harbour, Portsmouth Gunwharf and Lymington. We wish to provide Wightlink visitors with our recommendations on how to get the best value from their visit to the Isle of Wight by enjoying a range of exclusive discounts and special offers. Our team of dedicated staff will be handling these passports personally and offering them directly to our customers on arrival, so there's hardly a better way to influence their travel plans. For example when we sell a ticket at one of our mainland terminals they will be automatically given an Isle of Wight Passport.

The Isle of Wight Passport can also offer you the opportunity of placing your special offer right into the hands of our customers as they start their journey to the Island. We will be producing a minimum of 200,000 Passports for the first season and are able share this unique marketing opportunities with just 15 businesses. The passport will available from Spring Bank Holiday 2010 and also be promoted on our website www.wightlink.co.uk - being featured on the homepage with a full digitised version online. Our website attracts on average more than 300,000 unique visitors per month.

We see the Isle of Wight Passport as a long-term marketing asset and will be introducing more innovation and new ways to communicate with our customers over time. To be involved please contact David Brooks from Island Media Holiday who will be delighted to meet with you to discuss how your business could be involved.

We want the Isle of Wight Passport to demonstrate Wightlink's commitment to value and to enjoying a great experience on the Isle of Wight.

Best regards

A handwritten signature in blue ink, appearing to read "Kerry Jackson". The signature is stylized and fluid, with a long horizontal stroke extending to the right.

Kerry Jackson
Marketing Manager