

COMPLAINT NUMBER	19/301
COMPLAINANT	R Nicholson
ADVERTISER	Readers' Rail Tours
ADVERTISEMENT	Readers Rail Tours, Print
DATE OF MEETING	3 September 2019
OUTCOME	Settled – advertisement removed

Advertisement: The Readers' Rail Tours print advertisement appeared in the Dominion Post and said in part: "Readers Rail Tour. Explore the scenic South Island by train, ferry and luxury coach." The image in the advertisement was of a train in close proximity to a mountain range.

The Chair ruled the complaint was Settled.

Complainant, R Nicholson, said: The photograph suggests that you can see those mountains from a train. There is no railway in that valley. The valley depicted is to the south of Mount Cook/ Aoraki, which is shown in the background. The advertisement therefore suggests that you can see that scene from a train, and so is misleading. If I was a potential tourist looking at this I would be expecting that I could see this scene from a train on one of the tours offered.

Response from Media, Stuff Limited, said in part:

"As advised via email on the 29 August, Stuff wishes to respond to the abovementioned complaint on behalf of the Advertiser and Media. The Readers Tours is an event run by Stuff Limited, who also own the Dominion Post. Advertising for the Readers Tours was withdrawn immediately and is no longer in use. We have since developed new advertising material to replace this."

The relevant provisions were Advertising Standards Code - Principle 2, Rule 2(b);

The Chair noted the Complainant's concern the advertisement is misleading consumers about the train route and scenery on offer with the tour.

The Chair said the Media, Stuff Limited, responding on behalf of Advertiser had confirmed the advertisement had been removed from circulation.

Given the Advertiser and Media's co-operative engagement with the process and the self-regulatory action taken in removing the advertisement, the Chair said that it would serve no further purpose to place the matter before the Complaints Board. The Chair ruled that the matter was settled.

Chair's Ruling: Complaint **Settled – advertisement removed**

APPEAL INFORMATION

According to the procedures of the Advertising Standards Complaints Board, all decisions are able to be appealed by any party to the complaint. Information on our Appeal process is on our website www.asa.co.nz. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.