



Tourism Tasmania

Summary of services for the Tourism Industry





Tourism Tasmania offers a range of programs and services to the Tasmanian tourism industry as well as providing support and funding to tourism associations and groups.

The current programs offered to the tourism industry in 2010-11 are outlined in this handbook under the following headings:

- Develop your skills and product
- Tell the world about your product
- Learn more about grants
- Improve your industry knowledge

In addition to these programs, Tourism Tasmania is proud to be the major sponsor of two key events on the tourism industry calendar: the annual Tasmanian Tourism Conference and the Tasmanian Tourism Awards.

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Develop your skills and product

Delivering Visitor Experiences

Tourism Tasmania offers a series of online tutorials on how to provide a rewarding experience for your visitors. In a highly competitive industry, the quality of the visitor experience is the key to success. It's what sets businesses, tourism products and regions apart.

To find out how to develop an experience that will last in the minds of your visitors long after they leave visit www.tourismtasmania.com.au/industry/experiences or contact Nicky McKibben on 6230 8154 or Nicky.Mckibben@tourism.tas.gov.au.

Digital Coach

Tourism Tasmania has engaged experts in the online environment to help you understand the opportunities available through improving your online capability. This includes improving your website, getting clever with social media, installing or maximising an online booking system and introducing you to free online tools that will be useful to your business. There is an e-forum so that you can post questions and share experiences with others to help you understand the new digital environment.

This coaching service is available to all sectors of the industry, but you must register to be a part of the program.

For more information please contact: Bridget Walch on 6230 8358 or Bridget.Walch@tourism.tas.gov.au

Event Development

Events Tasmania's Event Development Program presents a range of opportunities for organisations and individuals to develop new skills, new ideas and new approaches to existing events.

Whether you are involved in the delivery of an event as a commercial event producer, or as part of a local council or volunteer group, you are encouraged to explore the training provided by the Event Development Program.

These workshops, forums and webinars are delivered as a six-monthly program, which can be browsed online at www.eventstasmania.com.

The Events Tasmania team can also provide your event with advice in the areas of risk management, marketing, planning, communications, governance, business planning, creative expansion, product development and many other issues unique to event management.

Contact Events Tasmania for more information on info@eventstasmania.com or 03 6233 5946.

Learning and Development

Tourism Tasmania offers a range of learning and development opportunities for new and existing operators. These include industry workshops and briefings as well as more structured activities.

Workshops offer operators the opportunity to learn more about business and experience development. The workshops cover topics such as marketing and brand alignment, yield management, interpretation and business and environmental sustainability.

There are also online tutorials developed on a range of topics. This will allow you to learn specific business skills in your own time without the need to attend a structured training program.

For more information please contact: Nicky McKibben on 6230 8154 or Nicky.McKibben@tourism.tas.gov.au

Support for Starting a Tourism Business

Startpoint is an initiative of Tourism Tasmania aimed at providing potential, existing and new tourism operators with an online resource giving access to relevant information for starting and running a tourism business.

Learn more at www.tourismtasmania.com.au/industry/startpoint.



Tell the world about your product

Discover Tasmania Website

Tourism Tasmania's consumer website, www.discovertasmania.com is a valuable and highly effective marketing and distribution channel for Tasmanian tourism businesses.

As Tasmania's leading travel and tourism website, Discover Tasmania offers consumers everything they need to plan their complete Tasmanian holiday experience: they can search across experiences and check the availability and price of Tasmanian accommodation, tours and activities online, and then book and pay in real time with ease and confidence.

The TigerTOUR database feeds the search mechanism on the Discover Tasmania website.

Advertising on Discover Tasmania

Tourism businesses have the opportunity to enhance exposure on Discover Tasmania over and above the free TigerTOUR listing by purchasing advertising.

Advertising opportunities include:

- Tasmanian Experiences Website – Tourism Tasmania's latest addition to the consumer digital marketing channels – advertise your unique Tasmanian experience in the latest offer section of Tourism Tasmania's new online travel community
- Premium page advertising – boost your existing TigerTOUR profile with more text, additional photographs and videos and special offers which you can theme to any of Tourism Tasmania's marketing campaigns to achieve maximum impact
- Sponsored listing – limited to 100 operators at any time, sponsored listings appear randomly throughout search results
- Holiday Deals – promote your specific deals by taking one of only five bi-monthly prime homepage spots.

Remember that the base product listing on www.discovertasmania.com remains free of charge.

Tourism Tasmania staff will work with you to determine the size, placement, timing and style of additional advertising based on your individual business needs.

For further information on digital advertising, rates and rebates for accredited operators, please phone: 6230 8235 or email tigertour@tourismtasmania.com.au.

Tas e-Connect

Tas e-Connect provides a digital distribution platform to allow you to have your products distributed through a wide range of travel websites, display real time availability and pricing to consumers, and receive payment directly into your bank account.

To take advantage of Tas e-Connect, you must use an inventory management system that is integrated to the Open Booking Exchange. See the Tas e-Connect section on www.tourismtasmania.com.au for further help with how to get e-connected.

For further information contact: Tas e-Connect help desk on 1 300 303 259 or email taseconnect@tourismtasmania.com.au.

Team Tasmania – Tourism Tasmania’s International Team

Team Tasmania is a program that enables ‘export ready’ operators to work with Tourism Tasmania on a range of international marketing opportunities. The program offers participants international business development, travel trade access and other opportunities.

Members are required to commit to a number of aspects of the program such as participation in activity focused on international travel trade and media, offering an online bookable product, being accredited through TICT, and engagement in formal events and communications through Tourism Tasmania. Membership is free for those who meet the criteria.

For further information, please contact: Gill Parssey in Tourism Tasmania’s International Marketing Unit
Phone: 6230 8288 or email Gill.Parssey@tourism.tas.gov.au.

TigerTOUR Database

The TigerTOUR database is an excellent, highly-effective free way of gaining exposure for your business.

The database contains extensive information on Tasmanian accommodation providers, tours and attractions. Listing your business in TigerTOUR provides instant exposure on discovertasmania.com and upward to the Australian Tourism Data Warehouse, which in turn feeds a number of market-leading travel websites.

Once you’re listed in TigerTOUR, Tourism Tasmania provides further opportunities to increase your chance of being seen even more by potential customers. These include a range of paid advertising, special offers themed to one of Tourism Tasmania’s major marketing campaigns, and joining the Tas e-Connect program to access the benefit of real time e-commerce on the Discover Tasmania website.

For further information or to update your details, contact: TigerTOUR Team on 6230 8229 or email tigertour@tourismtasmania.com.au.

Visiting Journalist Program

Our Visiting Journalist Program (VJP) brings carefully selected media from key national and international markets to Tasmania to experience our tourism products firsthand, and in turn to publish valuable editorial. Operators who host media through the program often see significant coverage for their product in high-quality publications and online, which drives higher awareness and an increase in business.

Tourism accreditation is a pre-requisite, but for further information please contact Shellie Vincent, Manager Consumer Communication on 6230 8174 or email mediainfo@tourism.tas.gov.au.

Zone Marketing

Zone Marketing is a cooperative marketing program that provides Tasmanian destinations with new growth opportunities and consumers with accessible holiday offers.

There are five Zone Marketing Groups: Hobart and Surrounds; Launceston, Tamar and the North; The East Coast; The North West Coast and The Western Wilderness. Each group is responsible for managing the marketing of its region and is made up of industry representatives from across the destination. The groups meet monthly and, in partnership with representatives from the local Regional Tourism Authority and Tourism Tasmania, are responsible for the development and implementation of their zone’s individual annual marketing campaigns.

Tourism Tasmania matches the funds committed by industry to marketing its zone on a dollar-for-dollar basis. Over the coming 12 months, each zone will continue to undertake individual marketing campaigns with the support of Tourism Tasmania, to build the awareness and visitor numbers to their destination.

For further information, contact: Jennifer Fitzpatrick, Tourism Tasmania’s Regional Cooperative Marketing Coordinator on 6230 8172 or email Jennifer.Fitzpatrick@tourism.tas.gov.au.

Learn more about grants

Business Grants

There are a number of grant programs available for tourism businesses. Grants and other funding programs are available from the federal and state governments and in some cases from local councils.

Grants and other assistance are available to tourism operators looking to expand their business, for research and development and for innovation and exporting.

Information and contacts to the various grant programs can be found on the Tourism Tasmania corporate web site www.tourismtasmania.com.au/industry/grants.

Events Tasmania Grants Program

Grant funding is available for events held in Tasmania which return significant economic, social and cultural benefits to the state. Funding is calculated on the number of interstate and international visitors that come to Tasmania to attend the event and who stay in registered accommodation. The Events Tasmania Grants Program includes: National Championship Grant 2012; Touring Grant 2012; Special Event Grant 2012 and Your Club Our Island 2011.

We encourage you to contact Events Tasmania on info@eventstasmania.com or (03) 6233 5946 and speak to a member of our team if you have any questions about the program or your event's eligibility, or wish to discuss your application.

Improve your industry knowledge

Business Intelligence

Tourism Tasmania is developing a business intelligence program which will provide operators with interpretation of existing research data and information. The program will support you to make informed business decisions about your business by providing knowledge and insights of current trends.

One new area will be a monthly digital web monitor: The monitor will include data and information about people searching the web for travel information on Tasmania. For example, it will track the top five key words consumers are typing into search engines, which search engines they are using, and their use of social media.

In addition to the monitor will be a 'how-to' guide to help you access your own web data, interpret the information and make informed business decisions. The monitor will be available on Tourism Tasmania's corporate website, www.tourismtasmania.com.au.

For further information, contact: Amanda Walsh, Tourism Tasmania's Coordinator Infrastructure and Industry Development on 6230 8181 or email Amanda.Walsh@tourism.tas.gov.au.

Industry News and Insights

Share your news and keep up to date – sign up to Tourism Tasmania's fortnightly industry e-newsletter on www.tourismtasmania.com.au/talk/get_our_emails.

Everyone listed on the TigerTOUR database should also receive Industry Advisories; detailed industry information on major news and initiatives.

Tourism Tasmania's corporate website, www.tourismtasmania.com.au, is the major repository for all industry information, projects and initiatives undertaken by Tourism Tasmania.

Research

Tourism Tasmania undertakes a range of data gathering and analysis activities including running a comprehensive ongoing visitor survey, the Tasmanian Visitor Survey (TVS). Statistics and reports, including the latest figures from the TVS, are available on the corporate website, www.tourismtasmania.com.au. The research aims to help you make informed decisions about your business.

Regular reports on the latest tourism statistics are presented in the:

- Tasmanian Tourism Snapshot - quarterly
- International Tourism Snapshot - quarterly
- Cruise Ship Survey - annually

Tourism Tasmania also publishes detailed information on our website on consumer behaviour and market trends, social impacts of tourism on Tasmanian communities and a range of market reports. The website also provides access to comprehensive data from the TVS via WebReporter at <http://www.tourismtasmania.com.au/research/webreporter> as well as links to a range of data sources and other useful research websites.

Email the research team at statistics@tourism.tas.gov.au if you have any queries.

Visual Library

Tourism Tasmania's visual library is always on the look-out for new images of tourism products to add to its extensive image database. If you have quality images that capture the essence of your experience, Tourism Tasmania may be able to use them for publicity. If you register, you can also use the library images for your own marketing and promotion materials.

Please get in touch to find out more about submitting images of your tourism experience: contact Alanna Rolph on 6230 8165 or email Alanna.Rolph@tourism.tas.gov.au.

You can also find out more about the Visual Library online at www.tourismtasmania.com.au

