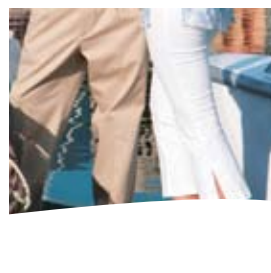


Tourism Tasmania



discovertasmania.com

Your global gateway to consumers



# Message from Tourism Tasmania CEO



As a tourism business operator in Tasmania you would be familiar with Tourism Tasmania's consumer website [discovertasmania.com](http://discovertasmania.com). Our intention with [discovertasmania.com](http://discovertasmania.com) is to provide every Tasmanian tourism business with the opportunity to be visible to as many potential visitors to Tasmania as possible. While we are proud of our success to date, we are constantly striving to do better.

Tourism Tasmania recognises that the digital environment is of vital importance to the Tasmanian tourism industry, with travel-related products and services sitting at the top of the most frequently purchased product categories online. Our tourism industry is entering a new phase of digital distribution. To be bookable online is a key requirement for success in today's market.

To that end, we intend to maximise the opportunities for Tasmania that are presented by these new digital marketing and distribution initiatives. This will provide our consumers with every new digital marketing and distribution opportunity that arises and provide consumers with the easiest way to find information on holidaying in Tasmania and importantly, to book their Tasmanian holiday.

As part of our Tas e-Connect initiative, Tourism Tasmania is excited to introduce the capability for tourism operators to appoint [discovertasmania.com](http://discovertasmania.com) as a distribution channel and in so doing, give consumers the ability to see real time availability and pricing, and the opportunity to make a booking immediately.

Within this document we are excited to present a range of options on how [discovertasmania.com](http://discovertasmania.com) can be your global gateway to consumers.

Felicia Mariani  
CEO Tourism Tasmania

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# Why discovertasmania.com?

There are countless travel-related websites on the internet, ranging from major international travel brands to more localised, specialist websites tailored to niche holiday destinations or interests.

Some are very good at providing consumers with last-minute deals and are known as the place to go to compare prices and find a great last minute rate. The primary objective of these websites is to sell accommodation and activities based on availability, location and perceived lowest price.

A much smaller number of travel websites provide visitors with high-quality information and imagery to motivate and inspire consumers to turn their interest into a booking, and are also supported by extensive traditional advertising.

Discovertasmania.com falls in to the latter category. Visitors to discovertasmania.com have a wealth of rich, motivating Tasmanian content at their fingertips. They can search across a myriad of fabulous experiences and compare the availability and price of Tasmanian accommodation, tours and activities online, and then book and pay in real time with ease and confidence.

This combination of motivational content and the ability to book quickly and easily online, combined with traditional advertising, is unmatched by any other Tasmanian travel website – making discovertasmania.com your global gateway to consumers.

The screenshot shows a Google search interface with the search term 'tasmania'. The search results are displayed under the heading 'Web'. The first result is 'Discover Pure Tasmania' from www.PureTasmania.com.au, described as 'Information on great destinations, holiday accommodation & packages'. The second result is 'Tasmania, Australia holidays - accommodation, travel activities ...' from www.discovertasmania.com/, with a description: 'Official resource for tourists interested in the state. Features activities, accommodation, wineries, what's on, history, information and agriculture.' This result includes a list of links: Accommodation, Activities and Attractions, Travel Information, Itineraries, Destinations, Flights, Launceston, Tamar and the North, and About Tasmania. The third result is 'Find accommodation in Tasmania - motels, hotels, bed and breakfasts' from www.discovertasmania.com/accommodation, with a description: 'Find accommodation in Tasmania - from hotels, motels and apartments to Tasmanian lodges, resorts, farm stays, camping, backpacker lodges and hostels.' The fourth result is 'Tasmania - Wikipedia, the free encyclopedia' from en.wikipedia.org/wiki/Tasmania, with a description: 'Tasmania is an Australian island and state of the same name. It is located 240 kilometres (150 mi) south of the eastern side of the continent, ...'. The fifth result is 'News results for tasmania', with a snippet: 'Tasmania left to fight for final berth - 20 hours ago. Brett Geeves stung Victoria with six wickets but his career-best bowling figures were not enough to keep Tasmania's chances of a win alive and the match ...'.

# Why discovertasmania.com?

Examples of the powerful, wide-reaching advertising activity undertaken by Tourism Tasmania.

## 2008 Campaigns

### Tasmania The Movie



'Tasmania, The Movie' made headlines across Australia and around the world with the campaign website linked to discovertasmania.com

### Spring Gone To Tassie Campaign



The November 'Gone to Tassie' campaign in Queensland, New South Wales and Victoria grew our email database by 10,000 and directed consumers to discovertasmania.com during the campaign.

## 2009 Campaigns

### 2009 Autumn Campaign



The Autumn Campaign encourages more visitor contributions and interaction with discovertasmania.com

### Current TV Campaign



Tourism Tasmania's combined marketing efforts across all print and electronic media drive visitors to discovertasmania.com

# Why discovertasmania.com?

Examples of the inspiring, motivational content throughout the website.

Zone landing pages featuring interactive brochures, special deals and motivating editorial highlighting the unique experiences on offer in each of Tasmania's five regions.



East Coast and Flinders Island



Hobart and Surrounds



Launceston, Tamar and the North



North West Coast



Western Wilderness

# How do customers find discovertasmania.com?

## Search Engine Optimisation

As well as the substantial amount of traditional advertising driving visitation to discovertasmania.com, Tourism Tasmania undertakes significant work to ensure that whenever an online customer anywhere in the world is thinking of travel to Tasmania, they will find discovertasmania.com via search engines including Google.

You only have to search for Tasmania using Google to see this for yourself. Tourism Tasmania understands the importance of maintaining this search engine dominance and dedicates significant resources to the task.

In fact, more than half of all visitors to discovertasmania.com arrive at the site after using a search engine. The rest arrive either by following a link on another site or after seeing Tourism Tasmania's advertising and typing discovertasmania.com directly into their web browser.

## Electronic Direct Marketing

Another large proportion of visitors to discovertasmania.com arrive at the site after reading one of our bi-monthly email newsletters sent straight to the inboxes of 30,000 consumers throughout Australia and overseas.

The discovertasmania.com e-newsletter is one of the travel industry's best performing newsletters, with higher than average open and click through rates. These high open and click through rates indicate that a large proportion of recipients are interested in Tasmania's attractions and events and are motivated by the special deals on offer.

Within every edition of the discovertasmania.com e-newsletter there is editorial, advertorial and paid advertising content linking directly to discovertasmania.com as a source of further information.



# When potential customers arrive at the site, how do they find me?

Discovertasmania.com features user-friendly search tools to give you the best possible opportunity to be found amongst the nearly 1200 accommodation businesses and 700 attractions, tours, events and hire businesses represented on discovertasmania.com

Customers using discovertasmania.com can search for an operator by using the 'search all accommodation listings' or the 'search all activities listings' function, located prominently throughout the site.

The search results are presented in a consumer-friendly way, showing those products that are bookable online and in real time at the top of the list.

Discovertasmania.com also gives search result preference to businesses who are accredited with recognised tourism industry accreditation programs, including that operated by the Tourism Industry Council of Tasmania (TICT). To see the full list of recognised accreditation programs visit: [www.tourismaccreditation.org.au](http://www.tourismaccreditation.org.au) and click on 'TAAL web links.'

If you are listed and also bookable online via discovertasmania.com you will receive additional exposure to your potential customers. Visitors to discovertasmania.com will be able to search and book your product via a prominent search tool located throughout the site. This book-online search tool presents only those tourism products that are bookable online on discovertasmania.com (i.e. discovertasmania.com has been appointed a distributor by those operators).

Search products that can be booked on discovertasmania.com

Search by: All accommodation listings or All activity listings



# When a potential customer finds my business, what do they find?

Tourism Tasmania has designed discovertasmania.com to provide an excellent level of exposure to tourism operators with or without any additional marketing activity. As part of our Tas e-Connect initiative, discovertasmania.com will introduce enhanced consumer appeal for your product with improved design, navigation and search functionality.

The base product listing will remain free of charge and will provide you with simple imagery and a short description of your product.

From April 2009 onwards, your product page if you are online bookable will appear like this:



(Opportunity for potential customers to enter their preferred dates here then book online in real time)

Or like this if you are not online bookable:



(No opportunity for potential customers to book online in real time)

In order to deliver additional exposure and marketing opportunities, a special Premium Product Page will be introduced from 1 July 2009.

Our new Premium Product Page also brings with it access to the advice and assistance of a Tourism Tasmania digital marketing specialist. All of these features and benefits translate to a high level of value for a one-off annual cost as outlined below.



Online bookable businesses can maximise the quality and marketing effectiveness of their content by purchasing a Premium Product Page. This new way of presenting your product on discovertasmania.com will allow you to include extra text and imagery and allow you to feature special offers. The costs are:

- \$500 per 12 months for accommodation businesses.\*
- \$250 per 12 months for Tours, Attractions and Hire businesses\*\*
- Events – Free of charge.

\*\$200 rebate for accredited operators

\*\*\$100 rebate for accredited operators

# How can I achieve greater visibility on discovertasmania.com?

## Paid advertising opportunities

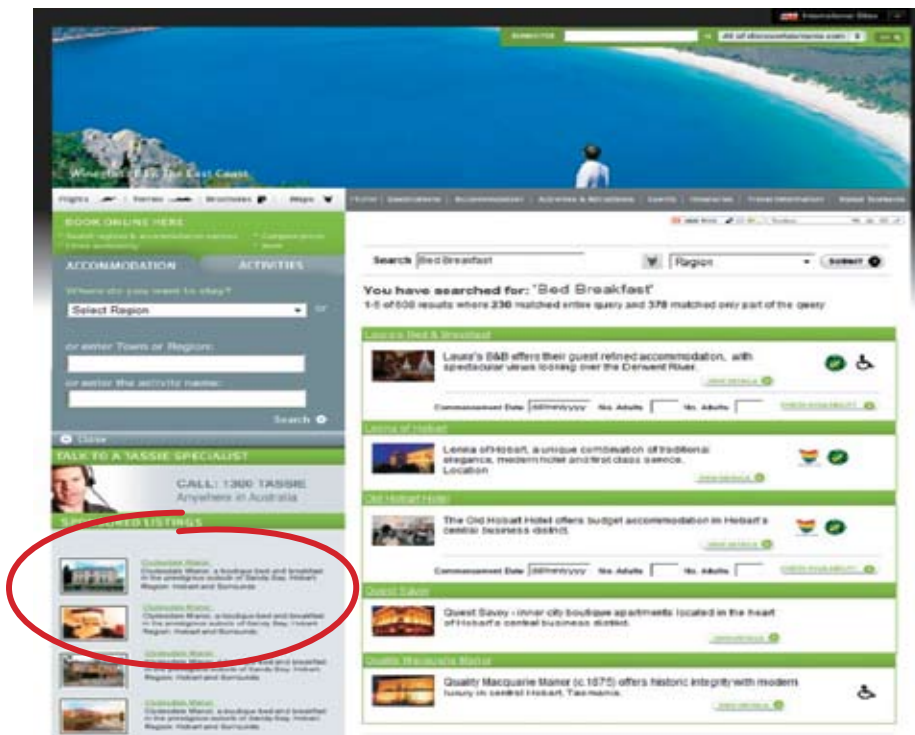
Tourism Tasmania has designed discovertasmania.com to provide an excellent base level of exposure for your product free of charge. Tourism Tasmania also provides the opportunity for all tourism businesses to purchase targeted and relevant advertising space in high visibility sections of the website.

These opportunities start from \$300 and provide different types of exposure based on your individual business needs.

Tourism Tasmania staff will work with you to determine the size, placement, timing and style of advertising based on discussion and consultation with you.

As part of the total cost of advertising, Tourism Tasmania can design the advertising for you and provide a direct link from the advertisement to your product page on discovertasmania.com or directly to your booking page with your distributor of choice, giving consumers on discovertasmania.com the easiest pathway to purchase your product.

The current paid advertising opportunities are as follows:



### Sponsored Listing

Limited to 100 operators at any given time, these appear randomly throughout all search result pages and provide a high level of exposure to all visitors to discovertasmania.com as they search and explore the site deciding where to stay and what to do.

\$700 for a 12 month period with a rebate of \$200 for businesses accredited with a recognised tourism accreditation program.

# How can I achieve greater visibility on discovertasmania.com?

## Paid advertising opportunities *continued*

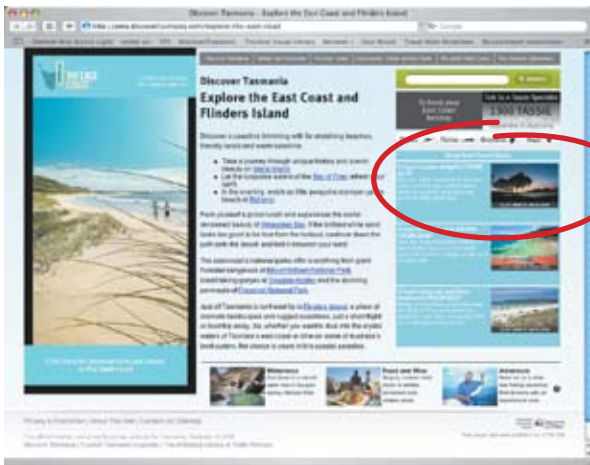


### Top 10 Holiday Deals

Prime home page real estate.

5 available bi-monthly.

\$700 with a rebate of \$200 for businesses accredited with a recognised tourism accreditation program.



### Zone Landing Page

Each of the State's five zones is represented by a landing page, accessed via the zone navigation map on the home page of the site, and also supported by targeted search keyword activity to drive consumer traffic directly to each landing page.

Highly effective for operators who wish to take advantage of the extensive zone marketing activity undertaken by Tourism Tasmania in conjunction with the Zone Marketing Groups.

3 available per zone.

3 month duration.

\$3,600 with a rebate of \$600 for businesses accredited with a recognised tourism accreditation program.

# How can I achieve greater visibility on discovertasmania.com?

## Paid advertising opportunities *continued*



### discovertasmania.com e-newsletter Display Advertisement

3 available per bi-monthly edition.

30,000 recipients.

Travel industry leading click-through and open rates indicating that these email newsletters are a highly engaging and powerful environment for you to advertise your business.

\$400 with a rebate of \$200 for businesses accredited with a recognised tourism accreditation program.



### discovertasmania.com e-newsletter Advertorial

Our advertorial opportunity provides greater scope to offer customised motivational content that tells a story about your product and encourages click-through to your product page and online booking opportunity.

\$750 with a rebate of \$250 for businesses accredited with a recognised tourism accreditation program.

# How do I obtain real time bookings on discovertasmania.com?

For consumers to be able to purchase your tourism products on discovertasmania.com your e-commerce booking system must be connected to the Open Booking Exchange.

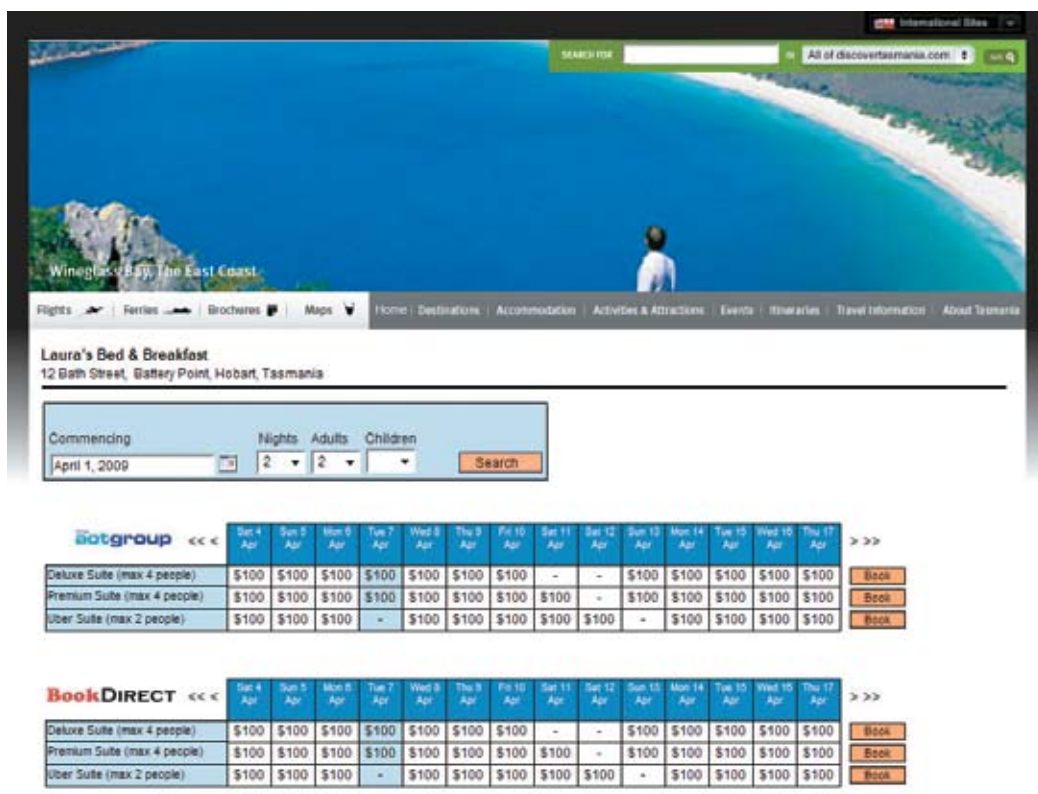
The Open Booking Exchange allows online distributors such as discovertasmania.com to present your real-time availability and pricing to potential customers to make a booking.

Tourism Tasmania's Tas e-Connect program can assist your tourism business to get connected to the Open Booking Exchange. To find out how, visit [www.tourismtasmania.com.au/taseconnect](http://www.tourismtasmania.com.au/taseconnect)

There are two ways product can be purchased by a consumer on discovertasmania.com:

1. Your tourism business is connected to the Open Booking Exchange and you select discovertasmania.com as an online distributor of your product.
2. You supply your tourism product to an online retailer, who is connected to the Open Booking Exchange and has appointed discovertasmania.com as one of their digital distribution partners.

Tourism Tasmania displays these options for booking and payment to the consumer on a page that appears like this:



To see a demonstration of how potential customers interact with this page, go to [www.tourismtasmania.com.au/taseconnect](http://www.tourismtasmania.com.au/taseconnect) and follow the links to the animated demonstration.

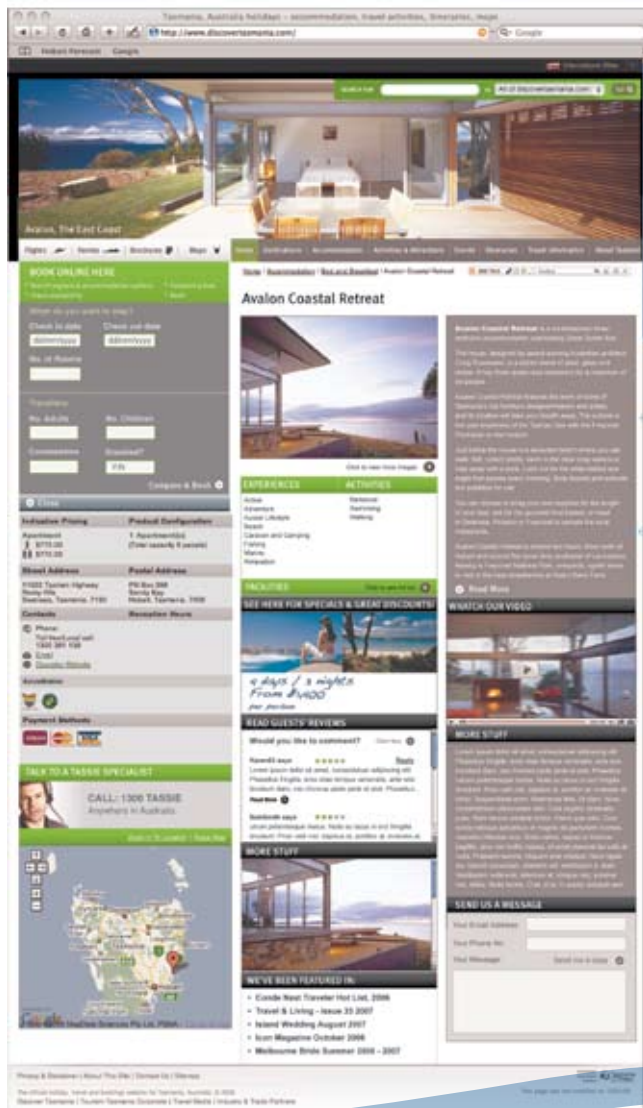
# What will it cost me to receive real time online bookings on discovertasmania.com?

Like other tourism distributors, Tourism Tasmania will charge a commission on all successful bookings made through discovertasmania.com. The rate of that commission is 9%.

- Payment will be made to your bank account by the Open Booking Exchange immediately on being received from the customer's credit card transaction. The commission will be direct debited from your bank account monthly.

If you do not select discovertasmania.com to distribute your tourism product, you will still be visible on discovertasmania.com, however there will be no ability for a consumer to book online in real time from within our site. Customers wishing to book your product will see your basic contact details on your product page and be able to contact you directly regarding reservations.

Premium Product page shown



Contact the Tas e-Connect Help Line on 1300 303 259  
or email [taseconnect@tourismtasmania.com.au](mailto:taseconnect@tourismtasmania.com.au)  
to discuss how you can take advantage of  
[discovertasmania.com](http://discovertasmania.com)

