



Tourism Tasmania
Summary of Services
for the Tourism Industry



*The Agrarian Kitchen
started with a grant
from Tourism Tasmania*

This booklet is a guide to the key services offered by Tourism Tasmania to help support and enable tourism operators.

The current work being undertaken is outlined under the following headings:

- « Starting and running a tourism business page 3
- « Develop your skills and product page 4
- « Tell the world about your product page 6
- « Learn more about grants page 9
- « Improve your industry knowledge page 10

Everything in this booklet and much more is available on our website

www.tourismtasmania.com.au

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Starting and running a tourism business

Starting up

Startpoint is 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.

From deciding if a tourism business is right for you, to regulations and accreditation, the web pages compile reams of useful material and further resources to help you. Plus it makes an excellent checklist for getting started.

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

If you are starting a tourism business, make sure you register on TigerTOUR our free distribution database. See page 6 for more information.

Helping industry groups support tourism

Within Tourism Tasmania there are three co-ordinators of industry development (CIDs) who are based in different areas around Tasmania. CIDs work with operators, regional and local tourism associations and local government collaboratively, on destination and product development projects. CIDs ensure the regions know the broad range of services and initiatives available, including the current Digital Coach Program.

The CIDs are:

South: Dan Sapier: phone 03 62308285, email dan.sapier@tourism.tas.gov.au

North and West: Tanya Trost: phone 03 6434 6241, email tanya.trost@tourism.tas.gov.au

North and East: Liz Schibig-Edgar: phone 03 6336 3212, email liz.schibig@tourism.tas.gov.au

Tasmanian Tourism Investment Guide

The Tasmanian Tourism Investment Guide helps potential investors decide if a tourism business is viable, right for you and if so to help you plan its development.

It covers product design, concept planning, planning approvals. Although it is aimed at medium to large investors, it is also useful for small operators.

It can be downloaded as a PDF from www.tourismtasmania.com.au/publications/investment_guide

More information for start-ups

There is more information about starting a tourism business in this booklet under:

- « Develop your skills and product on page 4
- « TigerTOUR database on page 6
- « Learn more about grants on page 9
- « Keep informed on page 11

The Tourism Industry Council of Tasmania manages tourism accreditation. See their website for details: www.tict.com.au/accreditation

The Department of Economic Development, Tourism and the Arts, has general information about setting up a business in Tasmania that is not specific to the tourism industry but may be useful: www.development.tas.gov.au

Develop your skills and product

Developing 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 critical to success. It's what sets businesses, tourism products and regions apart.

Find out how to develop an experience that will last in the minds of your visitors long after they leave: www.tourismtasmania.com.au/industry/experiences

Contact Nicky McKibben on 03 6230 8154 or email Nicky.Mckibben@tourism.tas.gov.au

Developing your online skills and presence

Tourism Tasmania's online experts help you understand the opportunities online marketing can offer. 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 could be useful for 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 free coaching service is available to all sectors of the industry, but you must register to be a part of the program.

Contact Bridget Walch on 03 6230 8358 or email Bridget.Walch@tourism.tas.gov.au

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.

Contact Tas e-Connect help desk on 1300 303 259 or email taseconnect@tourismtasmania.com.au

Event development

Events Tasmania's Event Development Program gives organisations and individuals opportunity to develop new skills, new ideas and new approaches to existing events.

Whether you are involved in delivering an event as a commercial event producer, or as part of a local council or volunteer group, the training provided by the Event Development Program can help.

These workshops, forums and webinars are delivered as a six-monthly program. Have a look at what's on offer at www.eventstasmania.com

The Events Tasmania team can also provide you with advice on 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 03 6233 5946 or email info@eventstasmania.com



Workshops and online learning

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 give operators the opportunity to learn more about business and experience development. They 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.

View the online calendar of upcoming workshops and events at www.tourismtasmania.com.au/industry/workshop_calendar

Contact Nicky McKibben on 03 6230 8154 or email Nicky.McKibben@tourism.tas.gov.au

Tell the world about your product

Discover Tasmania website

Tourism Tasmania's consumer website, discovertasmania.com is a valuable and highly effective marketing and distribution channel free to all 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.

Add or update your details on the TigerTOUR database which feeds the search mechanism on the Discover Tasmania website and upwards to other market-leading travel websites.

Advertising on Discover Tasmania

Tourism businesses can buy advertising 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

Join our marketing and advertising campaigns

Tourism Tasmania offers targeted marketing opportunities on a local, national and international level. Marketing campaigns and activities, conducted throughout the year, focus on Tasmania's target audiences and include many opportunities for you to be involved.

Focusing on the most lucrative markets who are most likely to visit ensures we get the most out of our marketing campaigns. The markets we target are affluent older and younger couples without dependent children in Victoria, New South Wales and Queensland, especially the capital cities.

Secrets Revealed

5 locals reveal their Secret **Tasmania**

Win a **Secret Escape**

My favorite place to recharge

Download a **Secrets map**

FIVE TASMANIA'S TOP EXPERIENCES
From \$599 per adult share
Call 1800 235 226

Five Experiences Above All Others
From \$560 per adult share
Call 1800 235 226

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From \$560 per adult share
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Promotions and campaigns can include print, online and television advertisements, advertorials and articles/programs. We ensure we have a positive strong online presence through many channels including social media and discover Tasmania and we generate positive media coverage in travel trade publications and consumer magazines through our Visiting Journalist Program.

We also partner in marketing campaigns with most of the key wholesalers, retail agencies, online travel providers and airlines to reach as many potential visitors as possible.

Opportunities are available to any individual business or marketing group in Tasmania, and we use our website, newsletter and direct email to advise of opportunities.

For more information contact Tory Ross on 03 6230 8175 or email tory.ross@tourism.tas.gov.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 they publish valuable editorial stories. 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 on 03 6230 8174 or email mediainfo@tourism.tas.gov.au



Zone holiday planners

Zone marketing

Zone Marketing is a cooperative marketing program that provides Tasmanian destinations with new growth opportunities and consumers with accessible holiday offers. By showcasing all that an area has to offer, Zones aim to encourage visitors to stay and explore a region more thoroughly.

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, with representatives from the local Regional Tourism Authority and Tourism Tasmania.

Tourism Tasmania matches the funds committed by industry to marketing its zone on a dollar-for-dollar basis.

Contact Jennifer Fitzpatrick on 6230 8172 or email Jennifer.Fitzpatrick@tourism.tas.gov.au

Team Tasmania – international marketing opportunities

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 and travel trade access.

Membership is free for those who meet the criteria which includes having TICT accreditation and offering online booking. 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 and engagement in formal events and communications through Tourism Tasmania.

Contact Gill Parssey on 03 6230 8288 or email Gill.Parssey@tourism.tas.gov.au



Free database listing

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, attractions and events. 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.

To list your business or update your details contact the TigerTOUR team on 6230 8229 or email tigertour@tourismtasmania.com.au

Once you're listed on TigerTOUR, Tourism Tasmania provides further opportunities to make your product more visible. These include a range of paid advertising, special offers themed to 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.

Distribution partners

An important part of having a successful operation in tourism is how you sell your product.

Three basic ways people can buy your product are:

- « buy direct with you either by phone, internet or fax, or just walk in
- « go to a travel agent (you pay commissions and you will need a wholesaler)
- « through websites that you subscribe to (eg quickbeds, wotif, discovertasmania.com etc).

Tourism Tasmania works with many distribution wholesalers and retailers to develop their knowledge and understanding of what Tasmania has to offer. We have an ongoing program of activity to inform and help wholesalers and retailers up-sell and extend people's visits.

Our new trade website, launching late in 2010, is one tool we will use to do this. The information on the trade website will come from the TigerTOUR database – make sure your information is on TigerTOUR and up to date.

Also get directly in touch with distribution agents to get on their books and involved in their campaigns to increase visibility of your product.

Contact David Cox on 03 6336 3156 or email david.cox@tourism.tas.gov.au

Learn more about grants

Business grants and funding

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 website 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; Touring Grant; Special Event Grant and Your Club Our Island.

We encourage you to contact Events Tasmania by email, info@eventstasmania.com or phone 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

Understanding and using research data

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.

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/research

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 Web Reporter at 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.

Keep informed

Subscribe to Tourism Talk, our free, fortnightly e-newsletter and you'll get all the latest news on what's happening in our industry, upcoming marketing opportunities, information on workshops and seminars, the latest visitor statistics and lots more – all delivered straight to your inbox.

To subscribe go to www.tourismtasmania.com.au/talk - make sure you click the link in the confirmation email that will be sent to you – otherwise you won't be subscribed.

To contact the editor with feedback please email talk@tourism.tas.gov.au

We also send special announcements – Industry Advisories – by email to all businesses listed on our TigerTOUR database. These special announcements include invitations to attend our major events.

Tourism Tasmania's website, www.tourismtasmania.com.au is the major repository for all industry information, projects and initiatives undertaken by Tourism Tasmania. The search function is very good if you can't see what you are looking for:

Keep an eye on key upcoming dates through our new Business Activities Calendar. Workshops, zone and international marketing dates, roadshows, research report launch dates and more will be listed at www.tourismtasmania.com.au/calendar

Visual library

Tourism Tasmania's visual library is always on the lookout 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 03 6230 8165 or email Alanna.Rolph@tourism.tas.gov.au

You can register for free or take a sneak peak at <http://visuals.tourismtasmania.com.au/>



The screenshot shows the 'Visual Escapes' section of the Tourism Tasmania website. At the top left is the 'Tasmania' logo with the tagline 'Australia's most beautiful island'. A navigation menu includes 'Home', 'Search', 'Basket', 'Orders', 'Lightbox', 'Useful Info', and 'Contact Us'. The main content area features a large landscape photograph of a coastal area with mountains and a rocky foreground. Below the image is a welcome message: 'Welcome. Tourism Tasmania provides a range of images and video footage for use by media and the travel industry for the promotion of Tasmania as a destination. The library will allow you to search, select and download digital files. Images can be browsed by category, keywords or from a 'Mini Collection' group. The lightbox feature lets you create selections for review or email them to colleagues. To order images, place them in the basket and proceed to order. All orders are subject to approval by Tourism Tasmania and may take up to one business day. Fees and copyright restrictions may apply. We look forward to sharing our beautiful state with you.' On the right side, there is a 'Lightbox' panel with a search bar, a 'Log In' button, and a 'Register' button. Below the search bar, there are fields for 'Email' and 'Password', and a 'Log In' button. At the bottom of the lightbox, there is a 'Search' field with a dropdown menu set to 'All of these sites' and a 'Go' button.



*Award winning product gains media coverage
and word of mouth recommendation*