

Tourism Australia's 'There's Nothing Like Australia' Aquatic and Coastal Campaign

Tasmanian Industry Opportunities

Since 2010, Tourism Australia's global consumer marketing campaign, 'There's Nothing Like Australia', has successfully attracted millions of international travellers by showcasing some of the best attractions and experiences Australia has to offer:

The campaign has evolved over time and now, from early 2016, the next phase will focus attention on one of Australia's key competitive advantages – the quality and variety of our aquatic experiences and our abundant, natural coastline.

Tasmania's aquatic and coastal offering

We are fortunate to live on an island at the edge of the world that presents contrasts along our many coastlines and inland waterways. With an abundance of fresh seafood at our fingertips; cruises that travel alongside the tallest sea cliffs in the Southern Hemisphere and take you up close to migrating whales, seals, and dolphins; premium coastal multi-day walks; world-class fly and ocean fishing; spectacular coastal drives; and a fascinating maritime history – Tasmania is perfectly positioned to shine in this campaign.

Consider your offering and how you can raise your product profile in this campaign. In brief, Tasmania's key advantages include:

- Fresh 'just caught' seafood experiences – marine farm tours to pluck and shuck oysters and an ocean-to-plate seafood cruise where you catch and then feast on board

- Home to the highest sea cliffs in the Southern Hemisphere, rising three hundred metres from the ocean
- Multi-day walks along the coast – some guided walks include cosy cabins, experienced guides and gourmet food and wine
- Encounters with wildlife – eco-cruises to see whales, seals and dolphins or dive off a sea platform in a dry suit and kiss a seal
- Scenic flights into the heart of Tasmania to explore protected waterways or spectacular coastlines
- Home to some of the best coastal golf courses in the world
- One of the world's last great fisheries for both fly and big game fishing
- Cruise the Gordon or Pieman River with mirror-calm waters reflecting the World Heritage Wilderness
- Explore the 334 islands off Tasmania's coast – with the best known being Flinders, King, Bruny and Maria
- Coastal drives – the Great Eastern Drive on the East Coast and many more around the island
- Kayaking, white water rafting and canyoning down natural waterslides and launching off waterfalls
- Australia's heaviest waves at legendary Shipstern Bluff
- Some of the best temperate diving in the world amongst shipwrecks and giant bull kelp forests
- Ancient glacial lakes and waterfalls at Cradle Mountain and other alpine areas

In Tasmania, anything is possible.



The Three Capes Track

www.tourismtasmania.com.au www.discovertasmania.com.au

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How Tasmanian businesses can get involved

Tourism Australia developed the campaign in collaboration with the tourism industry. Tourism businesses can get involved by:

1. Submitting aquatic and coastal videos and photos to be featured in the campaign through Tourism Australia and Tourism Tasmania's social media channels.

FACEBOOK

- Share your news and engaging aquatic and coastal images and videos with our fans by uploading photos and videos directly from your organisation's Facebook profile to Australia.com and Discover Tasmania Facebook pages.
- When posting your content to these Facebook pages, make sure the caption includes details about where it was captured and keep the text short, laid back and conversational.
- If you've been featured on Australia.com or Discover Tasmania's Facebook pages, ensure you join in the conversation by answering fan questions and posting comments on our wall. This will increase the visibility of your page.

INSTAGRAM

- Hashtag your aquatic and coastal Instagram photos and videos with #seeaustralia and #discovertasmania and tag @Australia and @Tasmania, for the opportunity to be featured on the Tourism Australia and Discover Tasmania Instagram profiles.
- Don't forget to incorporate your Regional State Tourism Organisation profiles and hashtags in your Instagram posts.

TWITTER

- Tweet your news or any interesting aquatic and coastal images and videos to @Australia and @Tasmania on Twitter.
- Join the twitter conversation by using #seeaustralia and #discovertasmania in your tweets.
- Don't forget to incorporate Regional State Tourism Organisation profiles and hashtags when using Twitter.

2. Access new campaign assets from Tourism Australia's and Tourism Tasmania's image and video galleries for use in your own marketing activities for aquatic and coastal from January 2016. Tourism Australia will have a range of assets for use including virtual reality footage, 360 footage, a broadcast ad, aquatic and coastal imagery and user generated content.
3. Sending Tourism Australia and Tourism Tasmania news and story ideas on aquatic and coastal products and experiences. These can be submitted to media@tourismtasmania.com.au and internationalmedia@tourism.australia.com. These story ideas and latest news may be used in:

- **Australian Stories** – Tourism Australia's weekly product and destination newsletter that keeps international media and travel industry partners informed on what's new and trending in Australia.
- **Media itineraries** – Be featured in aquatic and coastal itineraries for media and influencers who are travelling to Australia as part of Tourism Australia's International Media Hosting Program and Tourism Tasmania's Visiting Journalist Program.
- **The Aussie Specialist Program** – Provide ideas and suggestions to Aussie Specialist travel sellers to help them design aquatic and coastal itineraries and better serve the needs of their customers. Other opportunities to showcase your product via the Aussie Specialist Program include being part of the Travel Club and providing a two minute product update video. For more details visit www.tourism.australia.com/programs/aussie-specialists-program.aspx
- **Australia.com** – Appear in the latest product and destination news on Australia.com. Business listings should be submitted to the Australian Tourism Data Warehouse through your relevant state or territory tourism organisation.



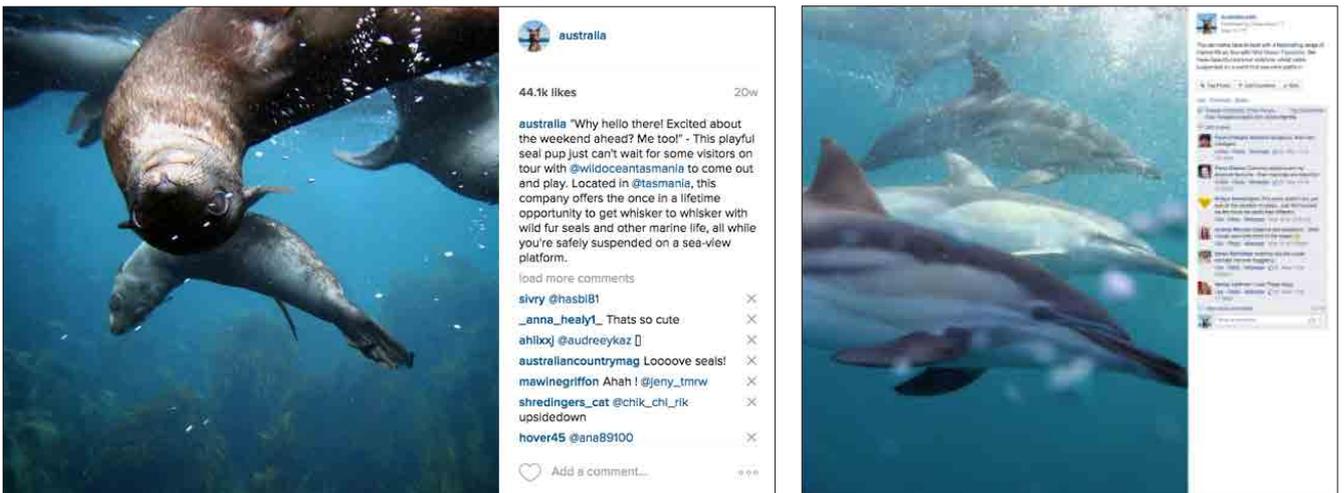
Best practice examples

Below are a few examples of aquatic and coastal videos and photos that have been submitted to Tourism Australia and featured on their social channels.

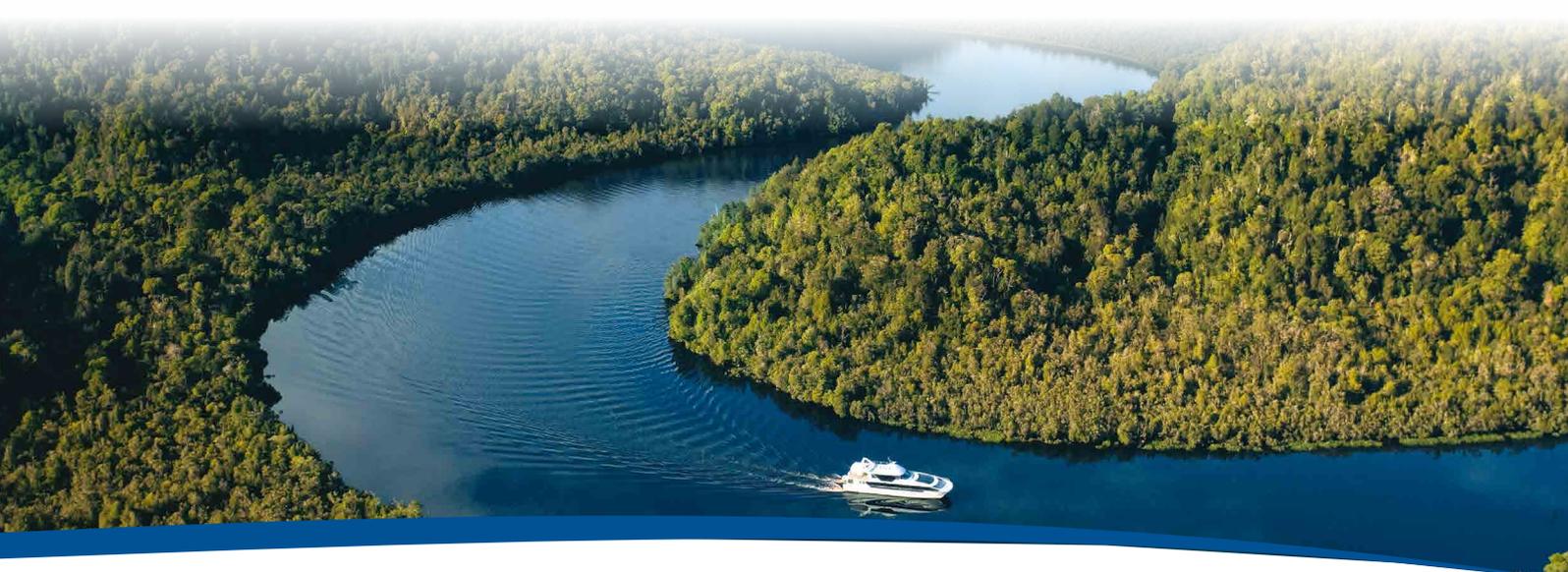
This first one is from Par Avion tours which features a Facebook album and then an Instagram shot. Par Avion engaged a social media influencer to experience their South West flights and then used their shots across social media – tagging Tourism Australia to share the content.



The next two examples are from a Wild Ocean Tasmania Facebook album and Instagram post. These are images that Wild Ocean Tasmania has captured themselves and shared on their social media channels as well as tagging Tourism Australia.



Both examples show that even though each experience has captured content in a different way – both are effective in showcasing the coastal and aquatic experience of Tasmania.





Cradle Mountain Canyons

Stay updated

For updates on how to get involved and when assets will be available for use, subscribe to Tourism Tasmania's e-newsletter *Tourism Talk* at www.tourismtasmania.com.au/talk and Tourism Australia's weekly e-newsletter *Essentials* at www.tourism.australia.com/subscribe

The latest information about the campaign will be published on Tourism Australia's corporate web site, www.tourism.australia.com



Bangor Wine & Oyster Shed



Lake St Clair