



# TASMANIAN DRIVE JOURNEYS FREQUENTLY ASKED QUESTIONS



Taylors Beach,  
Bay of Fires Conservation Area  
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Tasmanian  
Government

— The Tasmanian Drive Journeys have been developed to encourage locals and visitors to get out and about and explore Tasmania's regions. To complement the existing Western Wilds and the evolved Great Eastern Drive, the new Journeys will be known as Southern Edge, Northern Forage and Heartlands.

Discover the Tasmanian Drive Journeys at [www.discovertasmania.com.au/journeys](http://www.discovertasmania.com.au/journeys)

## Frequently asked questions (FAQs)

### Q HOW IS A JOURNEY DIFFERENT TO A TOURING ROUTE?

A Unlike a traditional touring route, a Journey does not follow a prescribed or linear route. It encourages people to create their own experience their way. A Journey includes stopping overnight in multiple

locations outside of Hobart or Launceston, and is a way for operators to be part of the self-drive touring offering in Tasmania.

### Q WHAT ARE THE AREAS COVERED BY THE JOURNEYS?

A **Northern Forage** takes in the top of the State, from Marrawah in the west through to Derby in the east.

**Southern Edge** includes the Kingborough and Huon Valley municipalities. All roads end here – Cockle Creek is the southernmost point you can drive to in Australia.

**Heartlands** covers the centre of the State between the Highland Lakes, Meander Valley, Ben Lomond, Avoca and Brighton.

**Western Wilds** starts as you travel through New Norfolk to the west coast, and includes Waratah and Wilmot as well as Cradle Mountain.

**Great Eastern Drive** takes in the east coast from Buckland to Ansons Bay as well as Weldborough and Fingal.

**Q HOW DO VISITORS PLAN A JOURNEY?**

**A** Detailed information including suggested itineraries and a planning tool can be found at [www.discovertasmania.com.au/journeys](http://www.discovertasmania.com.au/journeys)

**Q WHY HAS THE GREAT EASTERN DRIVE CHANGED?**

**A** The Great Eastern Drive was originally established as a traditional point-to-point touring route, following the Tasman Highway. It has been in market for about five years and as part of the Journeys Project, it has been evolved to be more aligned with the other Journeys and our current target markets, which have changed over time.

**Q WHY IS THE TASMAN PENINSULA NOT PART OF A JOURNEY?**

**A** The Southern Journey (Southern Edge) is focussed on Tasmania's far South.

- There are a number of reasons for this. The Tasman region benefits from having the Port Arthur Historic site which is one of the top visited attractions in the state, demonstrating the region's ongoing appeal to visitors now and into the future.
- Tourism Tasmania's marketing strategy aims to position Tasmania as a leading global self-drive touring destination. As an integral part of the state's product offering, the Tasman region will play an important role.
- The Tasman region also plays a leading role in Tourism Tasmania's Unordinary Adventures program where the state's world-class walking experiences such as the Three Capes Track are promoted to visitors who travel for their passions.

**Q WHY ARE THE JOURNEYS BEING LAUNCHED TO TASMANIANS FIRST?**

**A** The Make Yourself at Home campaign encourages Tasmanians to holiday at home safely, and supports the local tourism industry while traditional markets are unavailable.

Make Yourself at Home presents the ideal opportunity to encourage Tasmanians to road test the new Journeys before we begin marketing touring holidays to domestic visitors in early 2021.

Research insights from agencies including Tourism Australia and Facebook show that consumers are looking to undertake localised self-drive touring with their families. As such, we are competitively placed in Tasmania to offer this to our local market first, followed by the domestic market early next year.

**Q HOW ARE THE TASMANIAN DRIVE JOURNEYS DIFFERENT TO TASMANIA'S REGIONAL TOURISM BRANDS?**

**A** The Tasmanian Drive Journeys are a suite of five signature self-drive touring holiday products. They will be used by Tourism Tasmania and the regional tourism organisations to market self-drive touring to consumers under the master brand of Tasmania: Come Down for Air.

Tasmania has four regional destination brands – Hobart and Beyond, East Coast Tasmania, Visit Northern Tasmania and Tasmania's North West.

The regional tourism organisations use these as platforms to market the full range of products and experiences in their regions.

**Q IS THE WESTERN WILDS PART OF THE SUITE OF TASMANIAN DRIVE JOURNEYS?**

**A** Yes. The Western Wilds was launched in October 2018 and was the first of four new Tasmanian Drive Journeys. Since then, the Southern Edge, Northern Forage and Heartlands have been established. Together with the Great Eastern Drive, they form the suite of five signature self-drive touring holiday products.

**Q IS THE SOUTHERN EDGE REPLACING SOUTHERN TROVE?**

**A** The Southern Edge Drive Journey will be used by Tourism Tasmania and Destination Southern Tasmania to promote self-drive touring in the southern region to locals and interstate markets under Tasmania's destination brand: Come Down for Air. The Southern Trove brand and associated marketing campaigns will be phased out.

**Q WHAT DO TOURISM OPERATORS HAVE TO DO TO BE INVOLVED IN THE TASMANIAN DRIVE JOURNEYS?**

**A** The Journeys will encourage people to visit regional Tasmania, so operators should do what they do best and provide the best possible experience. This will encourage community and visitor advocacy for Tasmania as a road trip destination, and encourage repeat visitation.

Familiarise yourself with the Journeys and offer advice to your visitors. Establish a free listing with the [Australian Tourism Data Warehouse \(ATDW\)](http://www.australian-tourism-data-warehouse.com.au) so your business is discoverable for visitors at [www.discovertasmania.com.au](http://www.discovertasmania.com.au)

More information and tips on how to get involved can be found in the [Industry Handbook](#).