



**TASMANIA**  
Make Yourself at Home  
Campaign introduction



# Supporting industry during early stages of recovery

- New intrastate marketing campaign while traditional interstate and international markets not available.
- On 15 June, restrictions on accommodation due to be lifted and intrastate travel permitted.
- The safety of the community, businesses and staff is priority and Covid-Safety plans required.
- Separate but complementary campaign to encourage Tasmanians to support our hospitality businesses under development.



# Why?

- To rebuild industry confidence and help support the phased re-opening process.
- To encourage Tasmanians to support the economic recovery of tourism and hospitality businesses over the next year.
- To prime Tasmanians to travel around their own state and have a stay-cation.
- To build confidence in the safety of tourism and hospitality businesses and grow positive sentiment for the sector.

# Will Tasmanians travel?

- Our community has followed instructions with behaviour changes aligning to restrictions and avoiding non-essential travel.
- As restrictions start to ease, consumer confidence is improving with more people feeling positive about the possibility for travel.
- Safety and trust are important consideration for consumers.
- Opportunity to redirect Tasmanians to holiday within the state.

# What do we know about the market?

## Previous travel behaviour:

Between July to September 2019,

- Tasmanians took 339,000 overnight trips within the state (NVS)
- Around 1.85 million day trips were taken during the same period (NVS)
- Between July to September 2019, Tasmanians took 273,000 trips out of the state (mostly domestic) and the average trip length 10.1 nights (TVS).

More research is underway and will be shared in June.





# The decision to reopen rests with you

- The decision whether to reopen your business for the intrastate market is one that only you can make.
- Tourism Tasmania and your RTOs will provide as much information as possible in the next few weeks to inform your decision making.

A dark, atmospheric landscape featuring a mountain range under a cloudy sky and a body of water in the foreground. The scene is monochromatic, with shades of blue, grey, and black. The mountains are silhouetted against a lighter, misty sky. The water in the foreground is calm, reflecting the light from the sky. The overall mood is serene and mysterious.

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**MAKE YOURSELF AT HOME**





# Make yourself at home

- We'll show Tasmanians that their home state is the perfect place to relax in safe, familiar surroundings.
- We'll speak to the restorative qualities that can be experienced across the state.
- It will encourage day trips, weekend getaways and stay-cations.
- It's resonated with Tasmanians across the state.

*"It's an effective use of an everyday expression of hospitality"*





# What Tasmanians will see and feel...

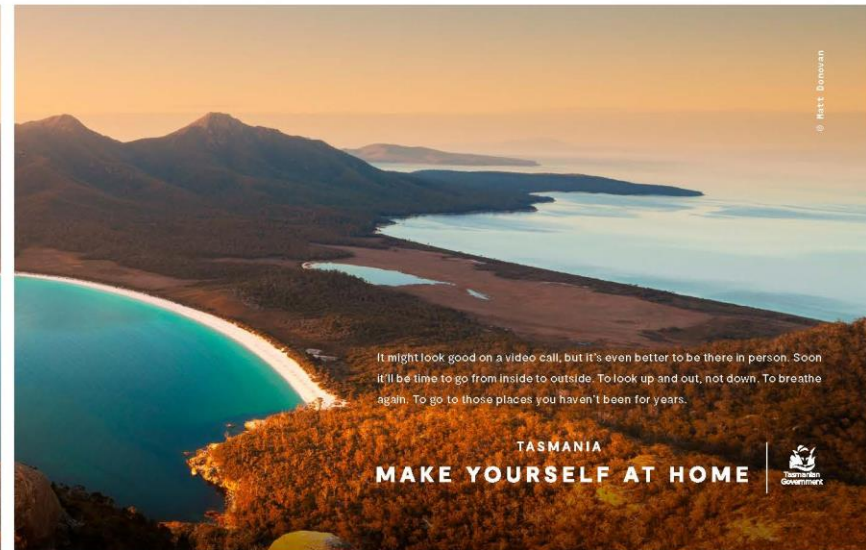
1. Advertising in print, TV, radio and digital to remind Tasmanians of what makes the state so special and encourage travel and holidays within the state.
2. Content and stories on specific regions, experiences or products online, in newspapers, regional tourism websites and social channels to help build itineraries or trips.
3. Tasmanians will be encouraged to book accommodation and experiences directly with operators via the Buy Something Tasmania website.

# Our new Tasmanian campaign revealed -



Showcasing our regions eg. west coast





Showcasing our regions eg. east coast



IT'S NICE TO GET DRESSED UP  
AND GO OUT.

© Tourism Australia & Graham Fozman

Only in Tasmania can we be close to home and a million miles away. Recharging, relaxing, feeling alive again. There's no better time to do it than now. And there's no better place to do it, than right here.

 Bathurst Harbour  
Southwest National Park

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 Tourism  
Tasmania

Showcasing our national parks



SOON IT'LL BE TIME TO TAKE THE  
FAMILY OUT FOR SOME AIR.

© Flow Mountain Bike

Backyard jumps are all well and good, but for a real ride with the family, why not pack the bikes on the car and get away for a weekend, and explore the bigger, more rewarding backyard of Tasmania.



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Showcasing our Unordinary  
Adventures

# Examples of the breadth of the campaign




Showcasing our businesses





THERE'S NOTHING QUITE  
LIKE A MEAL THAT ISN'T  
HOME-COOKED.

It's not just that you're eating exceptionally well-cooked food by someone else. It's the  
warm, therapeutic serenity of a meal with others that stretches out over a whole night  
and leaves you with a full stomach and a sore face from talking and laughing too much, all  
enjoyed in a place that makes you feel right at home.

 Stillwater Restaurant  
Launceston

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[makeyourselfathome.com.au](http://makeyourselfathome.com.au)

Showcasing our food and wine



Showcasing our producers and events



# Digital and social ads



FRAME 1



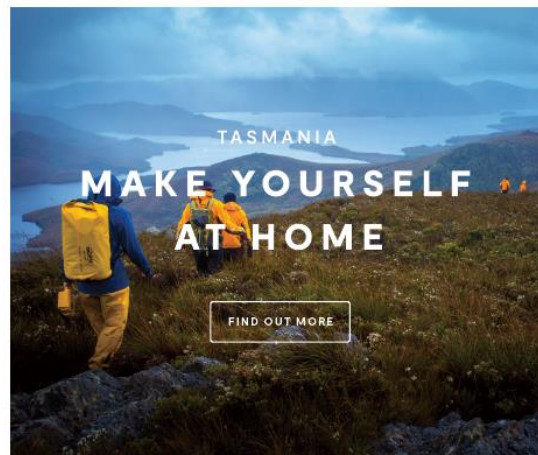
FRAME 2



FRAME 3



FRAME 4



FRAME 5

# Printed lift out



Cover mockup



Inside spread mockup

There will be three printed lift-outs placed in the state's main newspapers across the next three months.

Tourism Tasmania and the RTOs are working together to develop the final content to feature regional experiences.



# Make yourself at home – Buy Something Tasmanian



- The Buy Something Tasmanian website will be used to aid planning and direct booking.
- The portal already has over 900 businesses listed and is a simple and accessible tool.
- Further developed to support the tourism industry with enhanced functionality and campaign landing pages.
- Campaign call to action:

[www.makeyourselfathome.com.au](http://www.makeyourselfathome.com.au)

# What you can do now to prepare:



- List your business at [buysomethingtasmanian.com.au/add-listing](https://buysomethingtasmanian.com.au/add-listing)
- Registration is easy, if you already have a listing on the site, there's no need to register again, you're ready to go.
- For tips or help to create and tell your brand story on your listing, get in touch with Brand Tasmania.
- An industry toolkit and campaign assets will be available for your use prior to the campaign launch.



# What you can do in your business:



- Determine if there are special experiences or value adds that you can offer Tasmanians.
- Look at ways you can convert existing, encourage past or engage new customers.
- Activate your own marketing activity, get creative and leverage the campaign awareness for your business.
- Share videos on your social media platforms showing how guests can they make themselves at home.
- Optimise your website for organic search and make sure your Google for Business and ATDW listings are up to date.
- Share new products and business updates with your regional tourism organisation.

# Campaign toolkit

A toolkit for industry that will provide tips, tricks and resources for you to use to leverage the campaign for your business.

There will also be campaign assets you can use in your tactical marketing activity including:

- Newsletter banners and templates
- Downloadable posters
- Email signature banners for use in your business
- Tips for social media posts and videos



# When will we be in market?

- Current restrictions on accommodation are due to be lifted and intrastate travel permitted on 15 June, subject to Government confirmation.
- Informed by that timeline, the intrastate campaign will begin at the end of the week beginning 8 June.
- The campaign will run over the next year.

# Stay connected



You will receive updates through:

- Tourism Talk newsletter
- TICT – Talking Tourism podcasts
- Regional tourism organisation Zoom meetings
  - Destination Southern Tasmania
  - East Coast Tasmania Tourism
  - Tourism Northern Tasmania
  - WxNW
- [www.tourismtasmania.com.au](http://www.tourismtasmania.com.au)



Questions?

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## Campaign partners

Tourism Tasmania is developing the campaign in partnership with the four regional tourism organisations, the Department of State Growth, the Tasmanian Hospitality Association and the Tourism Industry Council of Tasmania.

