

DISCOVER TASMANIA APP

The Discover Tasmania app gives visitors an on-ground guide to exploring Tasmania. As a tourism operator, you can use the app's Trip Planner to build and share curated itineraries with your guests, adding real value to their experience before they step out the door.



What it does for you

The app lets you build recommended itineraries and share them directly with guests. Instead of answering the same 'what should we do?' questions, you can hand guests a ready-made plan that reflects your local knowledge and extends their experience beyond your front door.

With a shared itinerary, your guests can:

- explore nearby experiences, events, and places relevant to their location and interests
- get driving times and distances between stops, synced to Google Maps
- save and edit the itinerary on their own device without changing your original; and
- access their trip offline when mobile coverage is limited.

TO APPEAR IN THE APP, YOUR BUSINESS NEEDS AN ATDW LISTING.

Australian Tourism Data Warehouse (ATDW) listings are free. If neighbouring businesses you want to include are not yet listed, encourage them to sign up. You can also add custom stops for locations without a listing.

How to get started

Follow these five steps to create and share a trip with your guests.

1 DOWNLOAD THE APP AND CREATE AN ACCOUNT

Available free on Google Play and the Apple App Store. Search 'Discover Tasmania'. Tap the profile icon, complete sign-up, and allow location access and notifications for the best experience.

2 EXPLORE AND START BUILDING YOUR LIST

Use the explore and what's on tabs to find places, experiences and events across Tasmania. Tap the heart icon to save favourites. When you find a stop you want to include, tap 'add to trip'.

3 BUILD YOUR ITINERARY IN THE PLANNER

Name your trip and it will save automatically to your planner. Add multiple days, reorder stops and include custom locations. Travel times and distances calculate between each stop. You can also access and edit your itinerary on a desktop via DiscoverTasmania.com.au using the same account.

4 SHARE A COPY WITH YOUR GUESTS

From the planner or your trip page, tap share and choose 'share a copy'. Send via email, a link or a QR code. Guests receive a read-only version, which they can save and personalise when they create an account, without affecting your original itinerary.

5 GUESTS SAVE AND USE THE TRIP

Guests open the trip in the app (or on the website if they don't have the app yet). If they download the app later, the trip will appear automatically in their account.



Share a copy or share an invite?

There are two ways to share a trip. For operators, sharing a copy is almost always the right choice.

Share a copy

RECOMMENDED FOR OPERATORS

Guests receive a read-only version of your itinerary. They can save it to their own planner and edit it to suit them, without affecting your original. Your master itinerary stays intact, no matter how many guests you share it with.

Share an invite

BEST FOR COLLABORATIVE PLANNING

Invitees can add stops and make changes that update your version of the trip in real time (like a shared Google Doc). This works well when planning a trip with others, but is not suited to sharing with guests.

Practical tips

- Build one master itinerary per experience type (eg a food and drink trail, a nature day trip) and share the same copy with multiple guests.
- Add custom stops for locations without an ATDW listing, so the itinerary reflects exactly what you want guests to experience.
- Encourage neighbouring businesses to create a free ATDW listing so they appear in app search results.
- Include your own business as a stop on the itinerary so guests can easily find you, book or return.
- Share the trip link or QR code on your booking confirmation emails or pre-arrival communications.

GETTING THE MOST FROM YOUR ATDW LISTING

Your business profile in the app is drawn from your ATDW listing. Keep your listing up to date with current images, descriptions, opening hours and contact details to make the best impression on visitors exploring nearby.

Planner features at a glance

FEATURE	HOW IT WORKS
Multiple days	Add and reorder days within a single itinerary
Stop reordering	Drag and rearrange stops at any time
Travel times	Automatic driving distance and time estimates between each stop
Directions	Tap to open driving directions in Google Maps
Custom stops	Add any location, even without an ATDW listing
Offline access	Most features work without mobile coverage
Desktop sync	Access and edit itineraries at DiscoverTasmania.com.au using the same account
Auto-save	All changes save automatically

Where to go for help

Download the app at DiscoverTasmania.com.au or search 'Discover Tasmania' on Google Play or the Apple App Store.

For questions about your ATDW listing or how to make the most of the app for your business, contact your Tourism Tasmania industry representative.