

DISCOVER TASMANIA APP

THE WHAT, WHY AND HOW



OCTOBER 2025

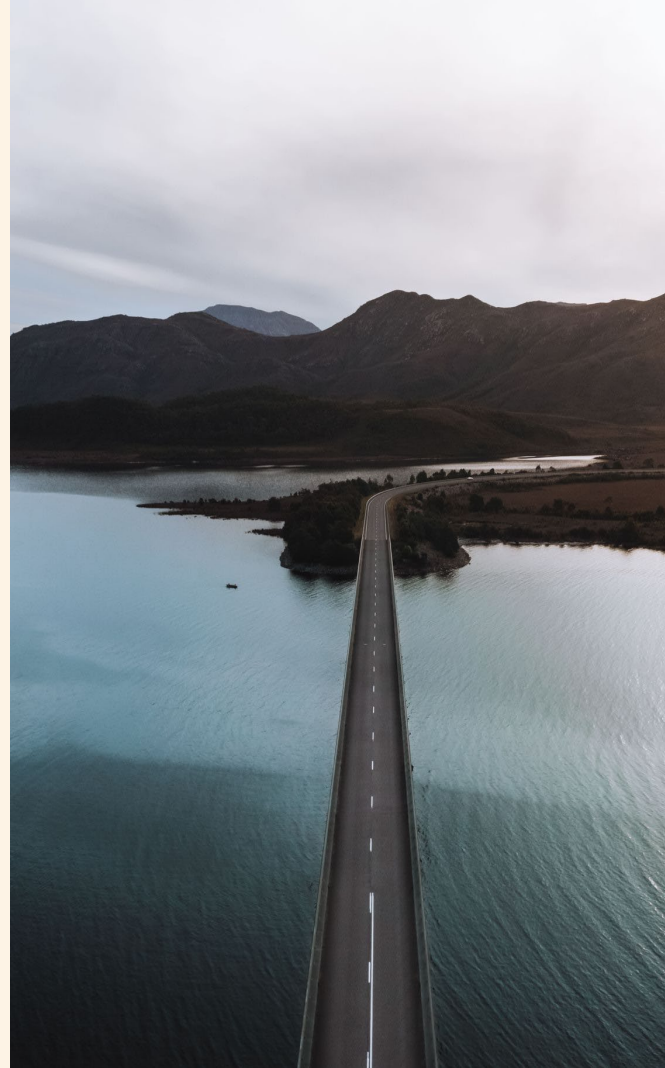
TASMANIA
COME DOWN FOR AIR



PURPOSE

To enhance visitors' on-ground experience in Tasmania.

Help them discover things to do, places to stay, events and services relevant to their location and interests.



APP STORY SO FAR IN NUMBERS

120,000+

Lifetime downloads

87%

Would recommend the app to a friend, family member or colleague.

82.5%

Engaged sessions

77%

The app helped me find interesting things to do nearby.

4 stars

App Store rating

62%

The app inspired me to try something I hadn't planned.

FEATURES AND BENEFITS

Discover Tasmania app is FREE to download



Explore recommendations for what to do near you: think road trips, top spots to eat and drink, outdoor activities, tours and stays.



Curate your Favourites list, then add the best picks to your very own itinerary.



Build and edit your itinerary on the go with the Planner and get travel times and distances between locations.



Find events, markets, festivals, national parks, historical sites, and hidden gems nearby.



Receive real-time updates and insider tips relevant to wherever you are.



No bars, no worries. Access most of the app's features while you're offline.

WHAT'S NEXT?

We are currently conducting research into the app's value proposition, and exploring AI opportunities for conversational and predictive experiences.

WHAT CAN IT DO FOR YOU?

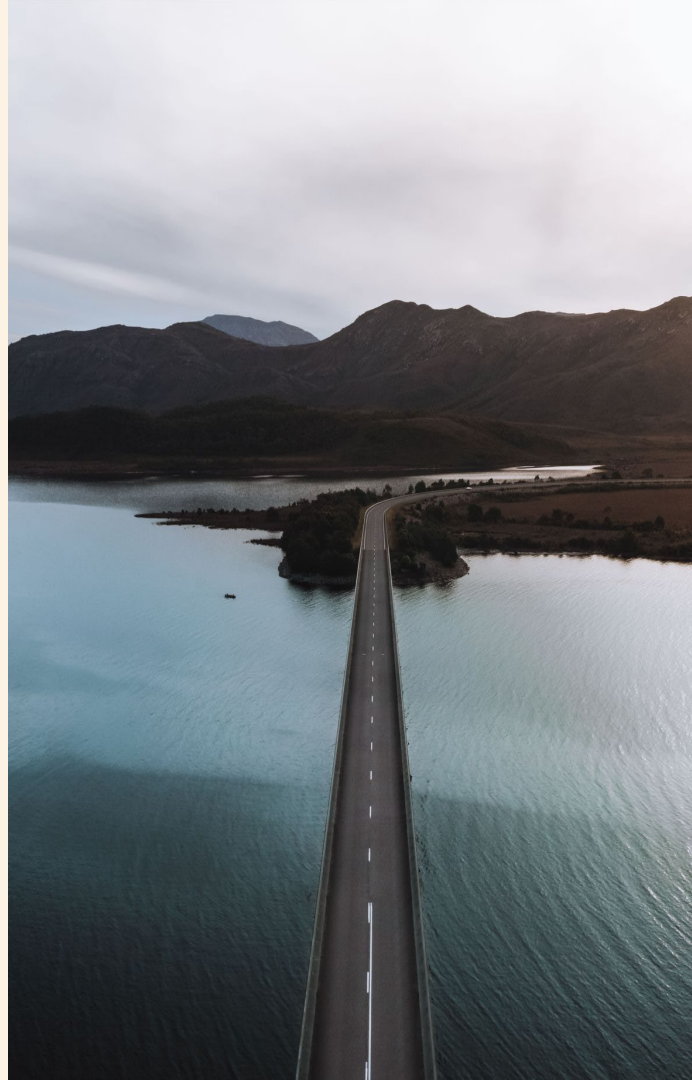
Help your guests discover more and explore like a local with the app.

What if you could create and share your own recommended itineraries with your guests?

You could:

- Focus on storytelling and connection with your customer and let the app show them how to do it.
- Share your local tips and recommendations to help them uncover hidden gems
- Enhance their trip with easy-to-access plans on the go from the convenience of their phone
- Increase their satisfaction with their overall experience.

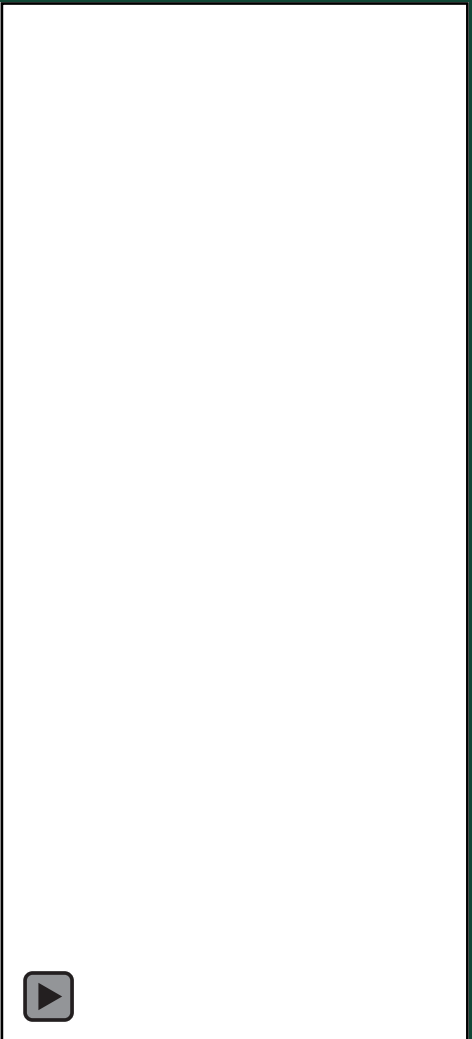
To appear in the app, you need to have an ATDW listing.



WHAT ARE THE PLANNER (ITINERARY) FEATURES?

- You can add days, reorder stops and share the itinerary
- Driving distance and estimated times between locations
- Syncs to Google Maps for driving directions
- You can add custom stops if there is no ATDW listing, or have chat with your neighbouring business and encourage them to create an account up – it's free!



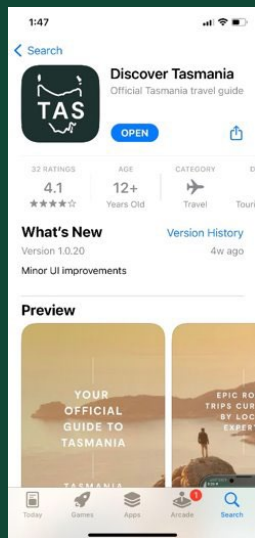


STEP 1: DOWNLOAD AND ACCOUNT CREATION

DOWNLOAD THE APP

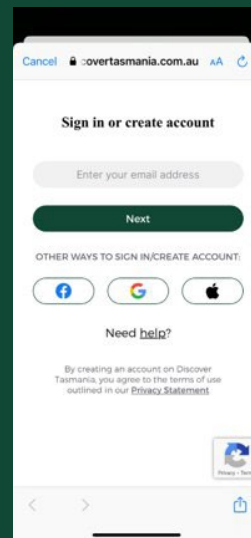
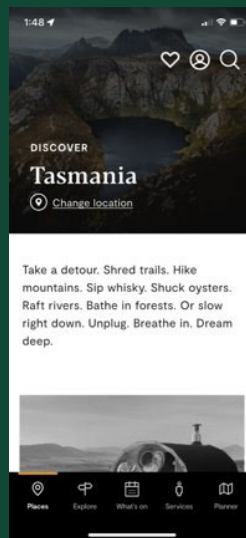


- Complete the sign-up process, and please allow device location access and notifications to get the full experience.



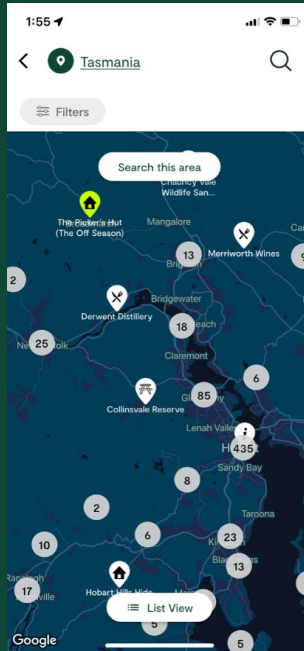
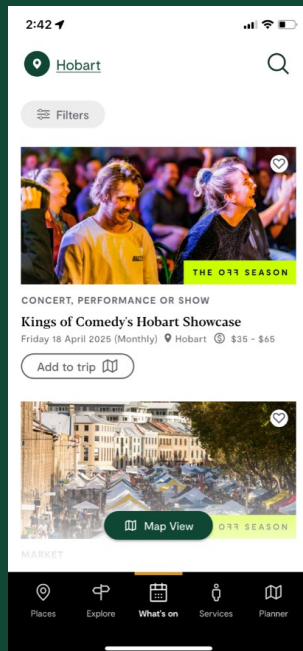
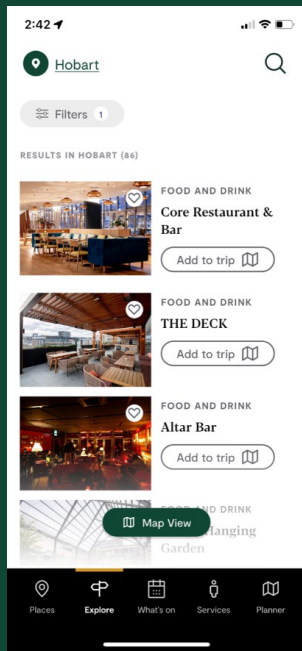
CREATE AN ACCOUNT

- Tap profile icon in top right.
- Complete the sign-up process.



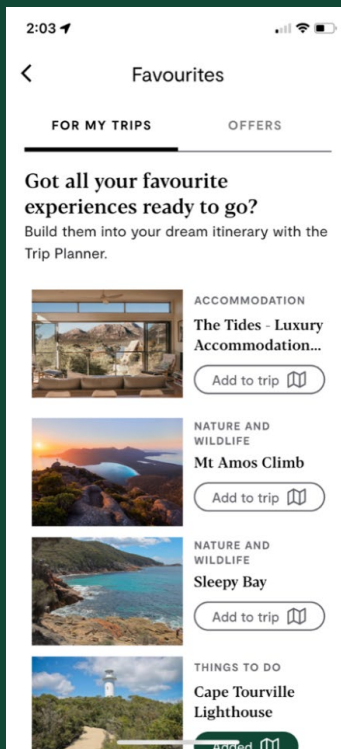
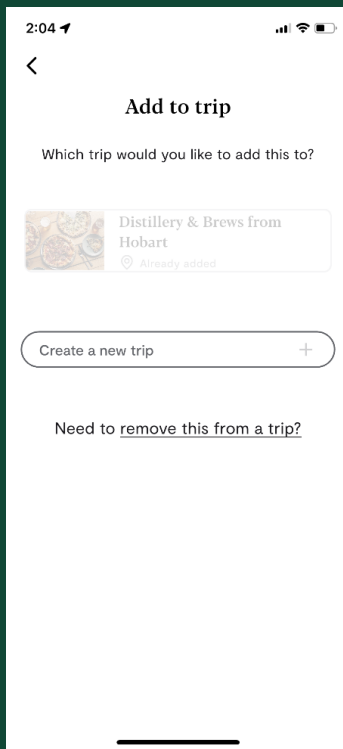
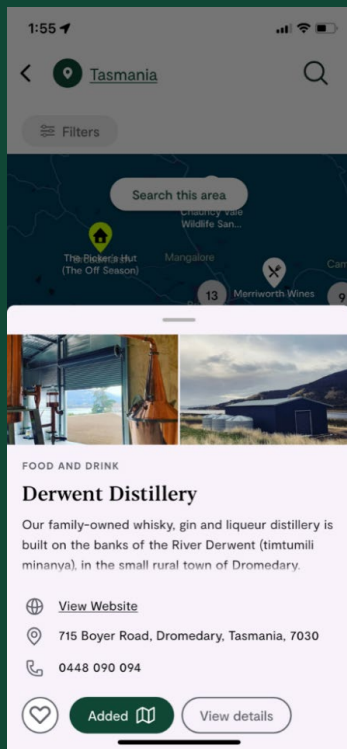
STEP 2: START EXPLORING

CHECK OUT EXPLORE AND WHAT'S ON



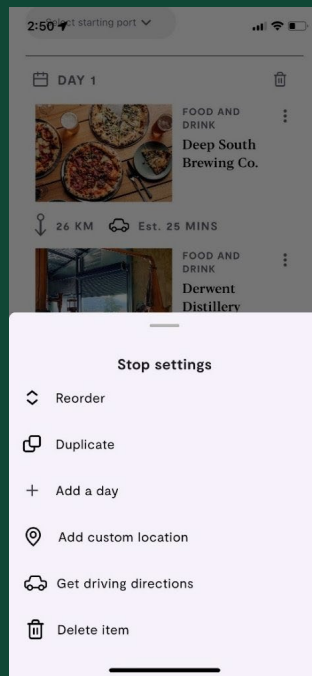
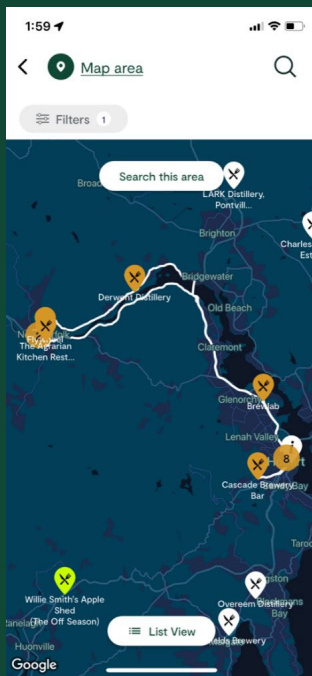
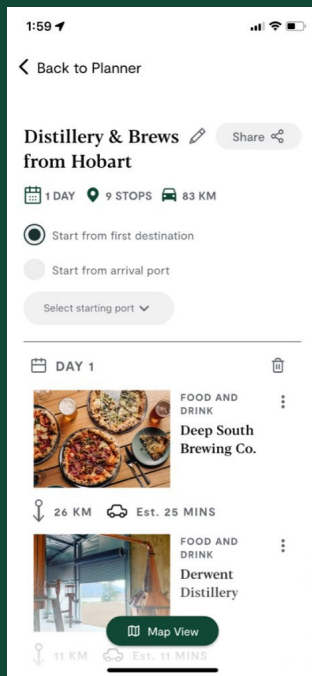
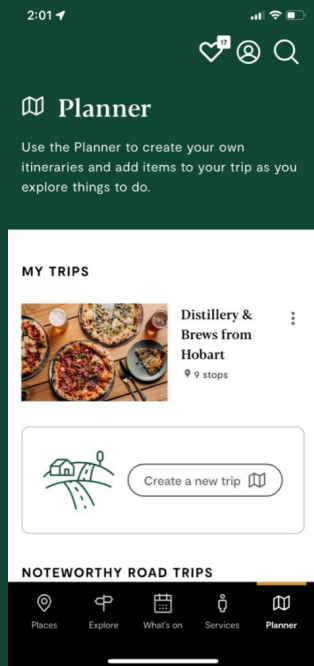
- Select your location.
- Tap between bottom tabs to explore places, things to do, events and services.
- Use the filters to narrow down results.
- Search for what interests you.
- Tap 'Map View' and explore what's nearby.
- Tap heart icon to start building your list of favourites.
- Tap 'Add to trip' to start building your own itinerary.
- If you have allowed 'location services' the app content will be ordered in proximity to your device.

STEP 3: CREATING + BUILDING YOUR TRIP



- Add stops to your trip.
- Create your trip and give it a name – it will save in your Planner.
- Select which of your trips you'd like to add this to – or create a different trip.
- Each time you add a stop to your trip or make any edits, it automatically saves.
- If you're not ready to build your trip yet – add stops to your favourites and come back to them later.

STEP 4: ACCESS AND EDIT YOUR TRIP

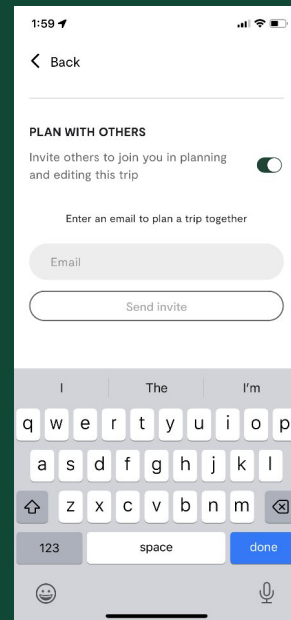
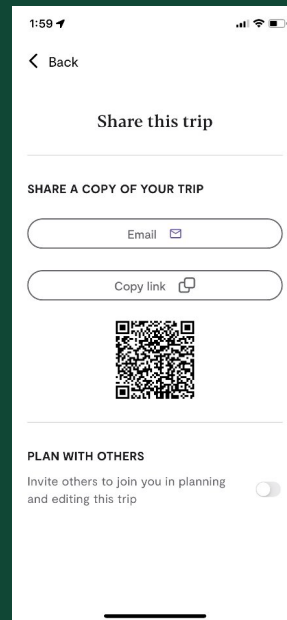
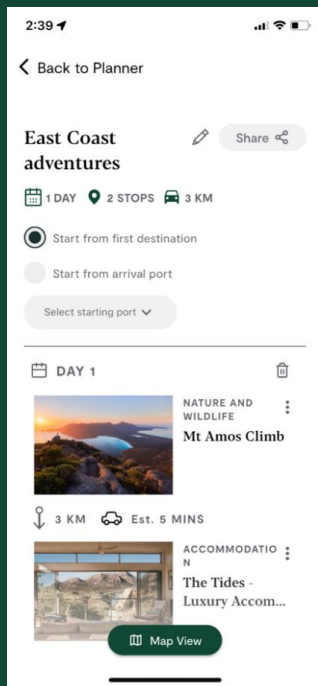
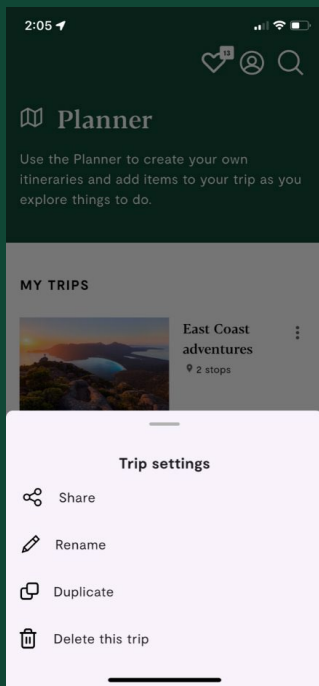


You can log in and access your itineraries on a desktop/laptop computer too, via the Discover Tasmania website. The one account will sync across both the app and website.

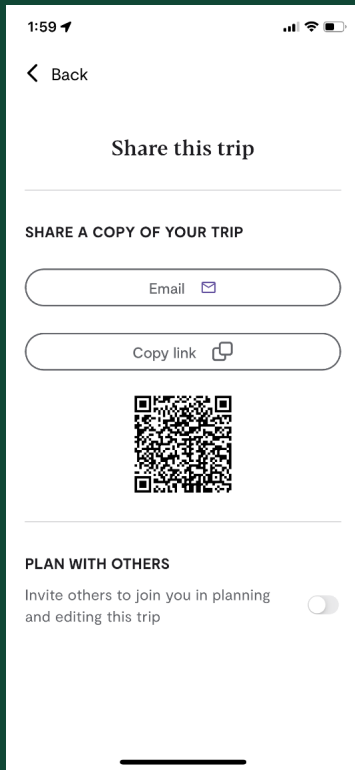
STEP 5: SHARE YOUR TRIP WITH GUESTS

Share from the Planner or from the Trip page.

Choose to either share a copy of your trip via email, sharing a link, or have your friends scan the QR code, or invite others to plan the trip with you.



SHOULD YOU SHARE A COPY, OR SHARE AN INVITE?



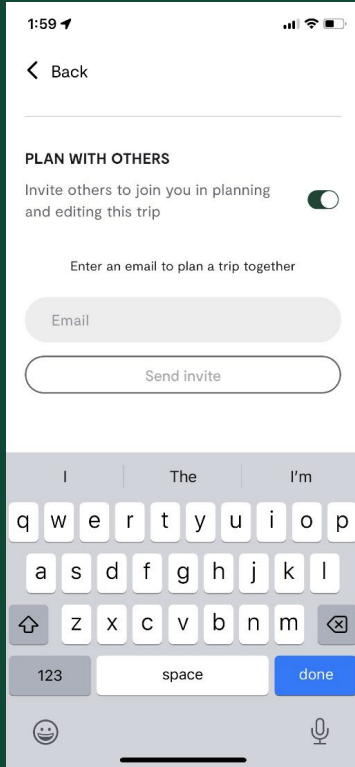
SHARING A COPY OF YOUR TRIP

- Sharing a copy is like sharing a read- only version of your trip.
- Your guests can open it in the app and save a copy to their own Trip Planner.
- They can then edit it however suits them – without changing your original trip.
- If they don't have the app, the trip link will open on discovertasmania.com.au, where your guest can save it to their Trip Planner on the website.
- And if they decide to download the app later on, the trip will automatically appear in their account on the app 😊

For any trips that operators create, sharing a copy of your trips is the best option.

That way your guests can save a copy of the operator's itineraries and make any edits they like, without affecting each of your 'master trip' itineraries.

SHOULD YOU SHARE A COPY, OR SHARE AN INVITE?



SHARING AN INVITE TO YOUR TRIP

- Sharing an invite is like sharing a link with editing access (like on Google Docs).
- Your invitees will receive an email with a link to collaborate on your Trip.
- People you invite can add stops to your trip, reorder, and make any changes they like, and this will show in your version when you refresh the app, and vice versa!
- This option is great if you're planning a trip together.