

EVENT AND FESTIVAL RESOURCE GUIDE



Festival of Voices
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Events and festivals significantly contribute to Tasmania's visitor economy, tell distinctly Tasmanian stories, complement our brand and have the potential to drive visitation to regional areas. Tourism Tasmania recognises the value events and festivals present in promoting Tasmania as a travel destination, enhancing our visitor's experience on the island.

Tourism Tasmania offers a range of resources to assist event and festival organisers. Whether you're organising a new event, big or small scale, or are well-established and want to ensure your

marketing has maximum reach and impact, the following resources will help grow awareness of your event and increase potential audience participation.

Tasmania is no ordinary place and Tasmanians are no ordinary people. It is a place where our visitors can discover soul-enriching experiences that are raw, beautiful and honest. Tourism Tasmania's Come Down For Air brand is a platform for communicating what makes Tasmania a distinct destination. Find out more about the brand and how to leverage it: [brand guidelines](#) and [information sheet](#).

fb.com/tasmania

@tasmania

@tasmania

塔斯马尼亚旅游局官博

discovertasmania.com.au

tourismtasmania.com.au

#DiscoverTasmania

TASMANIA
COME DOWN FOR AIR



Are you planning a new event or festival?

We encourage you to liaise with the relevant regional tourism organisation (RTO) as your first point of call (see bottom of this guide for contact details).

We also recommend that you contact Events Tasmania. Events Tasmania is a Tasmanian Government agency dedicated to supporting Tasmania's event and festival sector through professional development, funding and grant programs. Visit eventstasmania.com

Partnering with Tourism Tasmania

Tourism Tasmania supports brand-aligned events with marketing and promotion support through mutually beneficial partnerships.

Tourism Tasmania's Industry and Partnerships team is the main point of contact for events interested in collaborating with Tourism Tasmania. The team work with event partners to leverage opportunities and create awareness of Tasmania as a vibrant event destination.

The Industry and Partnerships team also works closely with Events Tasmania on identifying opportunities for promoting our state through the event sector.

Tourism Tasmania invites marketing partnership proposals for events and festivals in Tasmania.

If you have any questions about submitting a marketing partnership proposal, please contact partnerships@tourism.tas.gov.au

Australian Tourism Data Warehouse

We encourage you to register your event with the Australian Tourism Data Warehouse (ATDW). This is a free service that will enable your event to be published on several websites, applications and services such as Tourism Tasmania's Discover Tasmania website. To maximise exposure, register your event with ATDW ahead of time.

For assistance with registering and listing your event with ATDW, please contact Tourism Tasmania's ATDW representative:

t +61 (03) 6165 5286
e atdw@tourism.tas.gov.au
w atdw-online.com.au

You can also refer to the [ATDW-Online User Guide - Events](#)

Through your event website, you can equip your customers with all the resources they need to plan their visit to Tasmania by setting up a hyperlink to the Discover Tasmania website discovertasmania.com.au.

Social media

Tourism Tasmania aims to stimulate positive conversations about Tasmania across [Facebook](#), [Instagram](#) and [Twitter](#).

Tourism Tasmania's social media platforms are a great way for locals and visitors to share Tasmanian experiences and for you to promote your event or festival.

We primarily share user-generated content (online content posted by our local community and visitors to the state). We look for authentic Tasmanian stories and images that will inspire people to visit Tasmania. Images from your event or festival that have a compelling destination element are particularly powerful - you do not have to be a professional photographer to participate.

We encourage you to 'like' and 'follow' our social accounts, contribute to the conversation and share your content.

FACEBOOK

facebook.com/Tasmania

Tag 'Discover Tasmania' on your public Facebook posts and upload images from your event or festival Facebook page to the Discover Tasmania Facebook page [community wall](#) and actively participate in conversations on our posts. Include the hashtag **#DiscoverTasmania** and for winter related content use **#TassieOffSeason**.

INSTAGRAM

instagram.com/tasmania

Include the hashtag **#discovertasmania** or the tag **@tasmania** in your posts for the opportunity to be featured on the **@tasmania** account. For winter related content use **#TassieOffSeason**. If your image is re-posted, feel free to join the conversation by replying to comments and providing further information on the event or festival experience.

TWITTER

twitter.com/@tasmania

Include the hashtag **#discovertasmania** or the tag **@tasmania** when tweeting event or festival information, interesting news or images that might be of interest to Tasmania's visitors.

For Tourism Tasmania's social media terms of use, refer to: tourismtasmania.com.au/marketing/social/social-media-terms



Dark Mofo: Winter Feast
© Adam Gibson

Visual library

Tourism Tasmania's [Visual Library](#) contains an extensive collection of images and videos featuring Tasmania's regions and tourism products and experiences.

You can source images and videos from the Visual Library to market your event/festival and for use in other marketing materials such as your website. It's easy to register and place an order – and best of all images are free for most uses.

We also invite you to submit high-quality images and videos to the library for use by Tourism Tasmania, media, travel and trade partners. (Subject to copyright agreement).

Register for the Visual Library:
visuals.tourismtasmania.com.au/user/register.me

For more information contact: 03 6165 5306
or visual.library@tourism.tas.gov.au

Public relations

Tourism Tasmania's public relations program supports and broadens the reach of Tourism Tasmania's marketing messages through positive editorial and brand advocacy across a range of traditional, broadcast and digital channels.

We do this by working with the tourism industry to identify new products and experiences which we then pitch to travel and lifestyle media outlets to reach our target audiences.

We also support national and international media and key opinion influencers to experience and report on Tasmania, and become ongoing advocates for the state.

The PR team are always on the lookout for new story ideas, research and information and images to share with our media and PR networks.

Share your event or festival information by email
media@tourismtasmania.com.au

INDUSTRY UPDATES

Monthly operator showcases are run in conjunction with the regional tourism organisations (RTOs), to allow tourism operators to brief the Tourism Tasmania team on their product or experience. These sessions are a great opportunity for new businesses or existing operators with new offerings to keep us informed. If you are interested in presenting your product, please contact your RTO or if you would like further information, email famils@tourism.tas.gov.au

NEWS AND OPPORTUNITIES

[Subscribe](#) to Tourism Tasmania's e-newsletter to stay up-to-date on Tourism Tasmania's marketing activity, tourism industry news, upcoming events and opportunities. You can also connect with us via our corporate [Twitter](#) and [LinkedIn](#) account.

Regional tourism organisations

If you are planning a new event or festival, we encourage you to liaise with the relevant regional tourism organisation (RTO). Contacts are available [here](#).

To find out more visit:

DESTINATION SOUTHERN TASMANIA
southerntasmania.com.au

EAST COAST TOURISM
eastcoasttasmania.com/industry-information

VISIT NORTHERN TASMANIA
visitnortherntasmania.com.au

WEST BY NORTH WEST TASMANIA
wxnw.com.au

Events Tasmania

Events Tasmania is a Tasmanian Government agency dedicated to supporting Tasmania's event and festival sector through professional development, funding and grant programs.

t 1300 880 634
e info@eventstasmania.com
w www.eventstasmania.com