

WORKING WITH TOURISM TASMANIA



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](#)

Create your free listing on ATDW

Australian Tourism Data Warehouse (ATDW) is Australia's largest tourism online database. It allows Tasmanian tourism operators to easily promote their business or event on numerous digital platforms that connect directly to consumers.

Listing your business with ATDW means you will get exposure on travel websites around Australia, including Tasmania's official travel website, Discover Tasmania, which receives over 2 million visits a year.

For more information visit www.tourismtasmania.com.au/marketing/online/atdw, contact Tourism Tasmania on 03 6165 5286 or email atdw@tourism.tas.gov.au

REMINDER: Keep your listing up to date, listings automatically expire if they are not updated every 12 months.

Keep us informed

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

Get active on social media

Social media presents a great opportunity for you to engage with consumers. Create captivating social media videos and stories to showcase what makes your product or experience special.

We encourage you to share your Come Down For Air moments on your social media platforms of [Facebook](#), [Instagram](#) and [Twitter](#). Tagging [@tasmania](#) or including the hashtag [#DiscoverTasmania](#) is a great way to increase exposure of your product to a large audience of potential customers. For winter related content use [#TassieOffSeason](#).

Encourage your staff, guests, friends and family to share their experiences of your product on social media and to use the hashtag – more shares means more exposure. Make sure to add your relevant regional tourism organisation's hashtag to your posts too.

Share your photos

Tourism Tasmania has an extensive collection of images and videos featuring Tasmania's landscapes, tourism products and experiences. Images are available free of charge to the media and tourism industry for use in marketing Tasmania as a travel destination. Register with the Visual Library at visuals.tourismtasmania.com.au/user/register.me

If you have great images of your tourism business, and you're happy to share them for use and distribution through our Visual Library (subject to a copyright agreement), contact visual.library@tourism.tas.gov.au

 [fb.com/tasmania](https://www.facebook.com/tasmania)

 [@tasmania](https://twitter.com/tasmania)

 [@tasmania](https://www.instagram.com/tasmania)

 塔斯马尼亚旅游局官博

discovertasmania.com.au

tourismtasmania.com.au

TASMANIA

COME DOWN FOR AIR



Get trade-ready

Have you considered marketing your business domestically and overseas? You can choose a range of distribution partners to work with based on what suits your business, including retail travel agents, online travel agents, wholesalers and inbound tour operators.

Tourism Tasmania provides opportunities for trade-ready businesses to market their product through trade events, trade missions, workshops and familiarisation visits. To find out more about upcoming trade activity and opportunities email trade@tourism.tas.gov.au

Tourism Tasmania's [Tassie Trade website](#) and [Tassie Specialist Program](#) educates the travel trade to promote and sell Tasmania. If your product is trade-ready or you have an update to share with the travel trade, email trade@tourism.tas.gov.au with the details, along with images, and the information will be assessed for inclusion in the [Product Updates](#) on the Tassie Trade website.

Know the data

Tourism Tasmania's Research and Insights team provides the tourism industry with a variety of traveller statistics and insights. These can be accessed via the Research section at tourismtasmania.com.au. Insights are sourced through Tourism Tasmania's own research and partnerships.

- [Tasmanian Visitor Survey \(TVS\)](#)
- [Tourism Information Monitor \(TIM\)](#)
- Tourism Research Australia:
 - [National Visitor Survey \(NVS\)](#)
 - [International Visitor Survey \(IVS\)](#)
 - [State Tourism Satellite Account](#)
 - [Regional Tourism Satellite Account](#)
- Accommodation Measures:
 - AirDNA
 - STR
- [Tourism Australia Travel Sentiment Tracker](#)

Tourism Tasmania's *Industry Research and Insights Update* provides a monthly summary of consumer, market, access and industry insights, providing a snapshot of the COVID-19 recovery scenario for Tasmania's visitor economy. This report can be found at tourismtasmania.com.au/industry/industry-recovery-portal

Quarterly reporting of TVS, NVS, IVS and accommodation measures are captured in our quarterly *Tasmanian Tourism Snapshot*. The latest report, and previous reports, can be accessed for free at tourismtasmania.com.au/research/visitors

If you have a research enquiry, or would like information on the above resources, please contact research@tourism.tas.gov.au

Public relations

Our 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 pitch to travel and lifestyle media outlets to reach our target audiences.

We also support national and international media and influencers to experience and report on Tasmania, and become ongoing advocates.

The PR team are always on the lookout for new story ideas, research and information and images to share through our press releases and ongoing press relations.

To share information about your product or experience, email media@tourismtasmania.com.au

Famils

A famil (short for 'familiarisation') is a visit to allow people to understand tourism products by experiencing it first hand, helping to improve their knowledge and on-sell or promote the product.

Famils are a great way for trade professionals and media from around Australia and the world to experience a region, product or tourism offering. Tourism operators are encouraged to assist and support media and trade famils to experience Tasmania, generate PR and drive visitation.

For more information on Tourism Tasmania's famil program contact: famils@tourism.tas.gov.au

Connect with your regional tourism organisation

The regional tourism organisations (RTOs) set the strategic direction for tourism in their region, identify priorities and deliver programs that engage their industry and stakeholders.

Tourism Tasmania works closely with the RTOs and they are an important connection point with us. 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

Stay up-to-date

For tourism industry news, opportunities and industry events, as well as the latest updates from Tourism Tasmania, [subscribe](#) to our industry e-newsletter, Tourism Talk. You can also connect with us via our corporate [Twitter](#) and [LinkedIn](#) account.

Checklist

- Sign up to Australian Tourism Data Warehouse to appear on discovertasmania.com.au and have the chance to be featured across our channels.
- Connect with your regional tourism organisation (RTO)
- [Subscribe](#) to our industry e-newsletter, Tourism Talk
- Send us your newsworthy updates and new product information:
 - famils@tourism.tas.gov.au
 - media@tourismtasmania.com.au
 - trade@tourism.tas.gov.au
- Follow and engage with us on social media
- Share your images and videos
 - visual.library@tourism.tas.gov.au