


TOURISM TASMANIA

EVENT RESOURCE GUIDE 2024

Whale & Swan



ECHO
East Coast Harvest Odyssey
© Sarah Rhodes

A night sky filled with stars and the Milky Way galaxy, with a yellow excavator bucket in the foreground.

For any further clarification on applications or use of the
Tourism Tasmania brand, please contact the Content Studio
team via contentstudio@tourism.tas.gov.au

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1.0 Event Resource Guide

Event Resource Guide

Events and festivals significantly contribute to Tasmania's visitor economy, tell distinctly Tasmanian stories representing our unique creative spirit, complement our brand, have the potential to drive visitation to regional areas and enhance our visitor's experience.

This guide is to provide event and festival organisers with guidance on how to connect with Tourism Tasmania and other stakeholders, and how to access resources and marketing or promotional opportunities.

1.1 Event Resource Guide

Events Tasmania

If you are planning a new event or festival, we recommend that you contact **Events Tasmania** as your first point of contact. Events Tasmania is a Tasmanian Government agency dedicated to supporting Tasmania's event and festival sector through professional development, funding and grant programs.

EVENTS TASMANIA

Phone: 1300 880 634

Email: info@eventstasmania.com

Online: eventstasmania.com

- 01 - Festivale @ Adam Gibson
- 02 - AgriCULTURED @ Ness Vanderburgh
- 03 - Quad Crown MTB Series, The Wild Penguin @ Grant Viney Photography
- 04 - Launceston Night Market @ Ness Vanderburgh



1.2 Event Resource Guide

Promote your event using the Australian Tourism Data Warehouse

We encourage you to register your event or festival with the Australian Tourism Data Warehouse (ATDW). This is a free service that will enable your event to be published on several websites 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:

Phone: +61 (03) 6165 5286

Email: atdw@tourism.tas.gov.au

Online: atdw-online.com.au

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

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) on your event website and other communications or marketing material.



AUSTRALIA'S SMARTEST TOURISM DESTINATION

1.3 Event Resource Guide

Connect with your local Regional Tourism Organisation

All event organisers should connect with your Regional Tourism Organisation (RTO) to brief them on your event. New event organisers should also get in touch with your RTO during the planning phase of your event for advice and support.

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

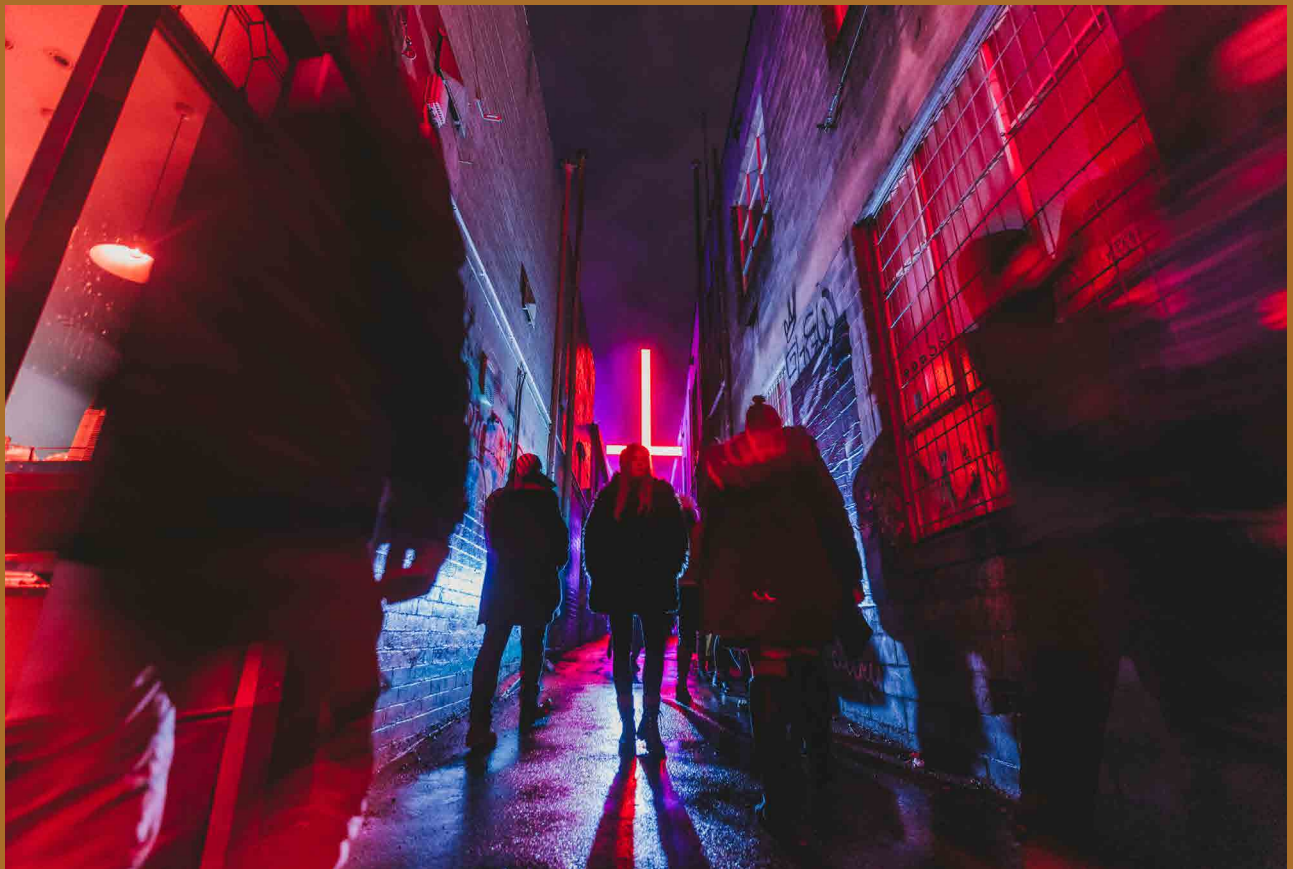
WEST BY NORTH WEST TASMANIA

wxnw.com.au

2.0 Working with us

Connecting with Tourism Tasmania

Tourism Tasmania's role as a destination marketing organisation is to support the promotion of events across our channels and within our work to drive demand and visitation.



2.1 Working with us

Our Brand

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 about the brand and how to leverage it for your event or festival using the [Come Down For Air information sheet](#).



2.2 Working with us

Promoting events

Tourism Tasmania's digital marketing channels represent the most valuable marketing resource that can be offered to assist with promoting events or festivals. Tourism Tasmania encourages event organisers to provide high quality content about the event or festival for use across audience touchpoints, should the opportunity become available.

Providing us with high quality content for your event or festival, will enable us to communicate with our audiences in a timely, relevant, responsive and meaningful way.

Your event may be included on our social media channels, websites, PR program, consumer and trade e-newsletters or through our brand campaigns.

To enable the sharing of content, we have created an **Event Information Form** for events. Once completed and submitted, Tourism Tasmania will assess the information that is provided and consider it for inclusion in Tourism Tasmania's marketing channels.

If events are seeking support beyond the potential communication of the event through Tourism Tasmania's channels, please submit your proposal to MarketingProposals@tourism.tas.gov.au including detail such as your proposal idea, target audience, and the support you're looking for from Tourism Tasmania, and it will be reviewed by the appropriate teams.



[Click here](#) to share your event information with us and continue reading for more information on how we connect with audiences and how you can further leverage Tourism Tasmania's marketing activity.

2.3 Working with us

Social media

Social media platforms are a great way for locals and visitors to share Tasmanian experiences and for you to promote your event or festival.

Tourism Tasmania aims to stimulate positive conversations about Tasmania across various social channels including Facebook, Instagram and Twitter.

We use our content in various formats (reels, in-feed, stories) in line with our content strategy and designed for our target audience to assist them in the planning and consideration phase of their journey.

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 and contribute to the conversation.

How are events featured on Tourism Tasmania’s social media accounts?

Based on visitor impact, we choose the top 10 events per season to feature on the ‘What’s On’ highlight on the @tasmania Instagram page.

These events need to have an ATDW listing that is active on the [Discover Tasmania](http://www.discovertasmania.com.au) website (www.discovertasmania.com.au). We choose the event images from the Tourism Tasmania [visual library](#) (or reach out if there are none suitable) and gather the wording and event information from the ATDW listing.

We cannot share last minute event messaging and promotions. Our social media audience are viewing Tasmania from a planning and consideration phase in their customer journey.

We can however share a post-event video in our ‘Lately’ story and this is how we can bring awareness to the festival for the following year. Lately stories provide us with a format to share authentic, ‘in the moment’ content. These are currently shared fortnightly.

INSTAGRAM

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

FACEBOOK

[facebook.com/Tasmania](https://www.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**.

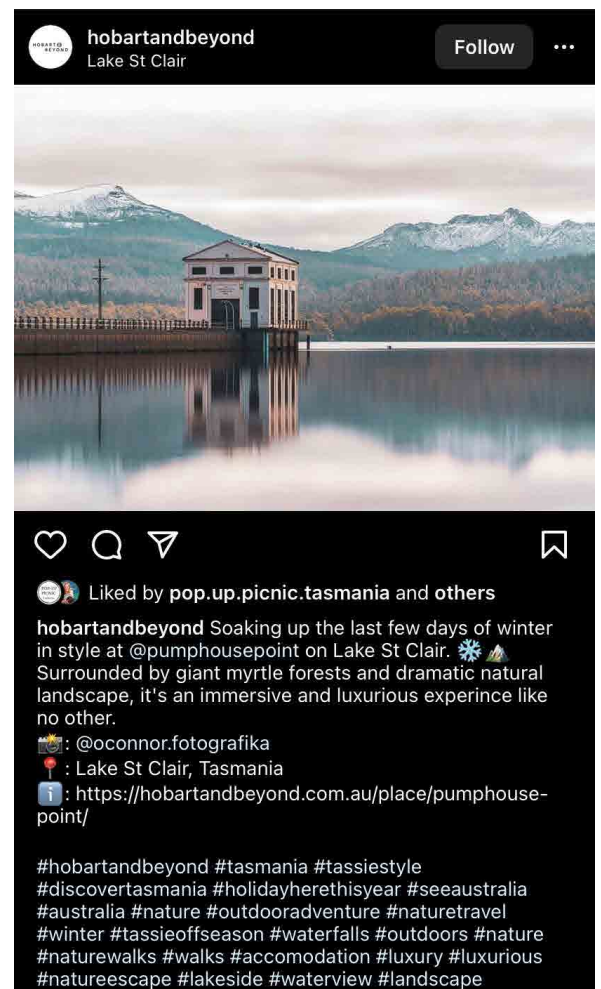


TWITTER

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](https://www.tourismtasmania.com.au/marketing/social/social-media-terms)



2.4 Working with us

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 will use the event information that is provided to Tourism Tasmania via the **Event Information Form** to share with its media and PR networks.

01 - Ocean Dunes Golf Course © Adam Gibson
02 - Festival of Voices - Big Sing Bonfire © Alastair Bett
03 - Fly fishing at Penstock Lagoon © Samuel Shelley
04 - National Penny Farthing Championships, Evandale © Rob Burnett



2.5 Working with us

Visual library

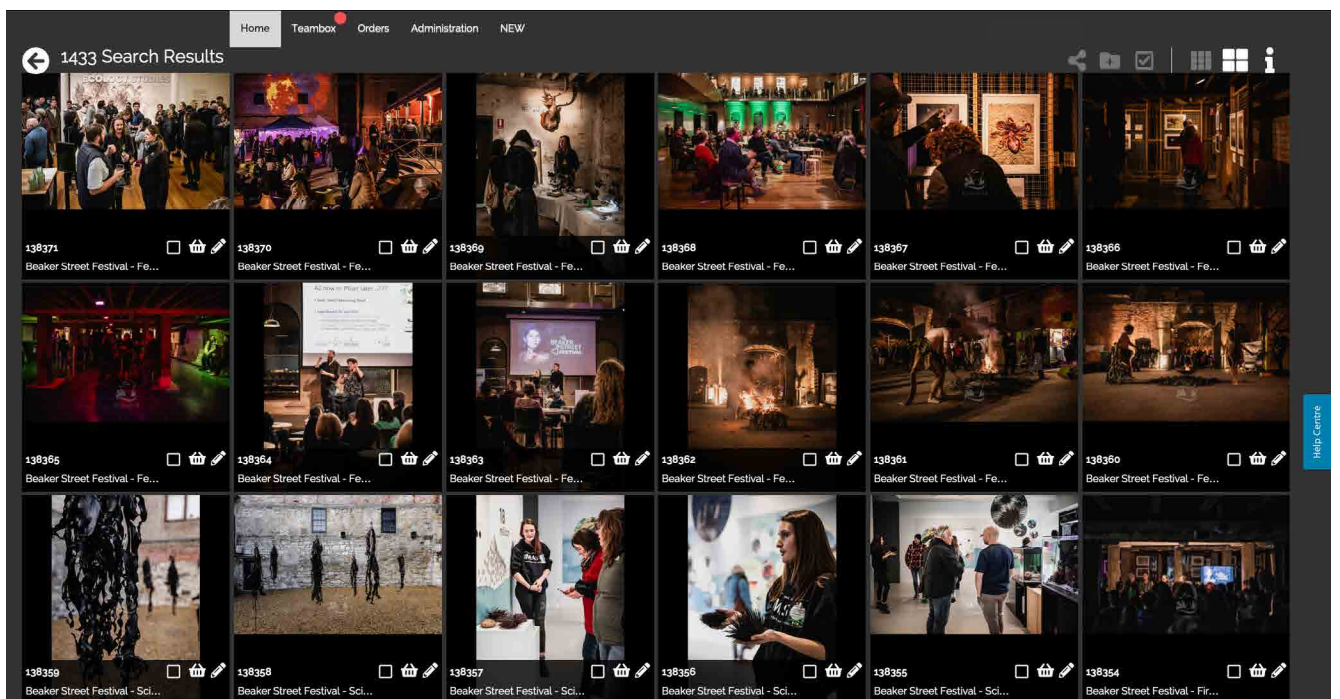
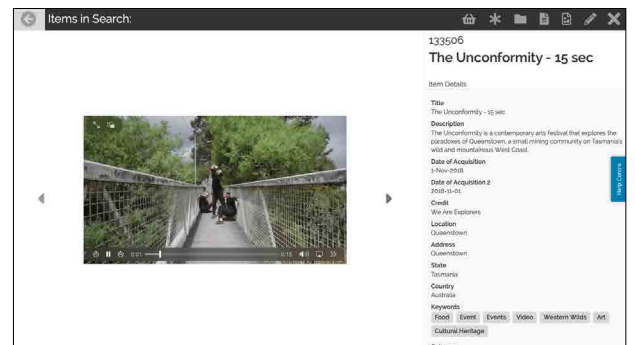
Tourism Tasmania's Visual Library contains an extensive collection of images and videos featuring Tasmania's regions and tourism products and experiences.

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



2.4 Working with us

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 event or festival to the Tourism Tasmania team, please contact your RTO or if you would like further information, email famils@tourism.tas.gov.au



Industry news and opportunities

Event marketing grants now open for applications



Adam Gibson, Festivals

Events Tasmania is offering a new round of grants for events scheduled during the 2023 calendar year.

The Event Marketing Tasmania Grant is designed to cater for both large and small events, with two tiers of funding providing options for events with either intrastate or interstate visitation targets. Grants of up to \$10 000 are available to assist event organisers with the marketing activity for an established Tasmanian event.

Applicants must be able to demonstrate how this funding will add value to their existing marketing plan that is targeted to markets outside of the region, state, or country in which the event takes place.

For further information and to apply, visit the [Events Tasmania website](#). Applications close 2:00 pm, 16 September 2022.

2.5 Working with us

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.




Tourism Tasmania news

Tasmania showcased in New Zealand




New Zealand tourism and trade mission 2022

Tourism Tasmania lead a delegation of 15 Tasmanian tourism operators as part of the Tasmanian Government's tourism and trade mission in New Zealand from 31 July to 4 August 2022.

Tasmanian tourism businesses met face to face with New Zealand travel partners to showcase all that makes Tasmania a highly desirable holiday destination. The trip provided the opportunity for businesses to build upon existing relationships, increase awareness of Tasmania's world-class tourism experiences and secure business with key New Zealand travel partners.

Tourism Tasmania would like to thank the businesses that represented Tasmania in Auckland and helped to make the tourism and trade mission a success.

Tourism Tasmania road trips and agritourism campaign



Pete Harmsen, Lagoons Beach

Tourism Tasmania is developing a road trip and agritourism focussed campaign that will inspire audiences who are actively seeking a holiday in spring to plan a road trip in Tasmania.

The digitally-led campaign will encourage travellers to discover, plan and book a Tasmanian road trip, and aims to drive awareness of Tasmania's agritourism experiences.

The campaign will encourage visitors to plan a spring road trip using the recently relaunched www.discovertasmania.com.au. The website now provides more functionality for trip planning, including drive journey guides, regional itineraries and an interactive Trip Planner, which allows users to build, save and share their bespoke itineraries.

Australian Tourism Data Warehouse (ATDW) listings on the new website include more of your business information to provide greater visibility of your tourism offering/s for consumers, and allow for your business to be added to users' itineraries via the Trip Planner. Please ensure your ATDW listing is up to date.

To stimulate bookings, Tourism Tasmania is partnering with Qantas on a conversion campaign that will include flight and accommodation packages bookable directly with Qantas from mid-September until mid-October.

3.0



Tasmanian Whisky Week
- Tasmanian Spirit Showcase
© Lusy Productions

Event Information

A hand holding a glass of water in the foreground, with a blurred crowd of people in the background.

3.1 Event Information

Event Information Form

Please complete the following form and send it to contentstudio@tourism.tas.gov.au

***Please ensure all copyrights exist for sharing of content**

<p>EVENT NAME:</p>	
<p>ATDW REGISTRATION NUMBER:</p>	
<p>PROGRAM RELEASE DATE:</p>	
<p>TICKETS ON SALE DATE:</p>	
<p>HERO IMAGE & IMAGE CREDIT*: <i>Provide file sharing link to media files</i> Image specs for TTAS channels: Original high-res image that can be resized to the follow specifications: 1080x1080 & 1080x1920; No layover, logo or text Note - <i>image specs for ATDW listings are minimum image size 1600 x 1200 pixels, maximum file size 10MB.</i></p>	
<p>SUPPLEMENTARY IMAGES & VIDEO B-ROLL (IF AVAILABLE) & CREDITS*: <i>Provide file sharing link to media files</i> Image specs: Original high-res image that can be resized to the follow specifications: 1080x1080 & 1080x1920; No layover, logo or text Video specs: <i>MP4; no layover, logo or text; less than 3 minutes; square format with ability to crop to vertical for social</i></p>	

<p>ADDITIONAL VISUAL ASSETS & CREDITS*:</p>	
<p>HEADLINE: <i>A short sentence that summarises your event</i></p>	
<p>LEAD ANGLE: (50 words max) <i>A paragraph that summarises your event and provides a hook that engages your potential customer</i></p> <p>Tip: make this copy evergreen so it can be recycled each year.</p>	
<p>EVENT DATES:</p>	
<p>KEY POINTS (5 MAX): <i>Up to 5 key points that provide more general information on your event</i></p>	
<p>KEY PRODUCTS OR EXPERIENCES (5 MAX): <i>Up to 5 key products or experiences that customers can experience your event</i></p>	
<p>SPOKESPERSON: <i>Name of person who can be contacted for more information and / or be a spokesperson for your event</i></p>	
<p>CONTACT FOR SPOKESPERSON AND FOR ADDITIONAL INFORMATION: <i>Contact details and role of person who can be contacted for more information and / or be a spokesperson for your event</i></p>	
<p>LINK TO EVENT WEBSITE:</p>	

TASMANIA

COME DOWN FOR AIR