

Tourism Tasmania



Marketing Together 2009

Valid as at 5 February 2009



Tasmania
Explore the possibilities

Dear Colleagues

Welcome to Tourism Tasmania's new Marketing Together program, which features a prospectus of the latest co-operative marketing opportunities in which any operator, big or small, may choose to take part.

We are all aware that the world has changed greatly in recent times. Even before the global financial crisis had emerged and with it an understanding of the potential impacts this could have on our industry here in Tasmania, we knew the time had come to revisit the way we market our state.

As an industry, now more than ever before, we need to find a way to get more information about Tasmania to more people, in the right markets via the right marketing initiatives. To do so we have evolved Marketing Together from its previous incarnation with which many operators may be familiar, to an online service that can be accessed by all industry through Tourism Tasmania's corporate website.

I encourage all operators to consider the ways their business is being sold to consumers. By taking advantage of Tourism Tasmania's market reach, profile, and negotiating strength, your marketing dollar can go much further.



Felicia Mariani
CEO Tourism Tasmania



Contents

Marketing Together 2009 Prospectus	2
How can Marketing Together help me?	3
How to access Marketing Together opportunities	3
How will I be updated on new opportunities?	3
Disclaimer	3
Marketing Together 2009 Activities	4
Print Media Marketing	4
Retail Travel Agent Marketing	4
Online	6
Visiting Journalist Program	8
Key Domestic Campaigns	9
Advertising in Tasmania – Discover Tasmania TV Series	10
International Marketing	11
Contacts	12



Marketing Together 2009 Prospectus

Marketing Together (MT) was developed in early 2007 as a way to encourage and assist co-operative marketing between Tourism Tasmania and industry operators. The program evolved from sending out industry communications as a reaction to timely specials and advertising rates, to partnership agreements with identified publications.

The existing MT program has now developed into a concept that not only offers access to quality marketing opportunities for the tourism industry but works proactively to encourage Tasmanian operators to participate in national and international marketing activities. This includes consumer print publications, travel trade publication, online marketing, and engagement with Tourism Tasmania in our key marketing campaigns.

The new MT program is a simple centralised resource, and features a list of co-operative marketing opportunities from which operators can make business choices.

This new program provides operators with the capacity to plan and allocate marketing budgets – in a manner which best suits their individual situation. It has been designed to complement the seasonal campaigns Tourism Tasmania runs as well as maintain marketing efforts during less intensive periods. This in turn benefits Tasmanian operators in the shoulder and off-seasons.

MT will continue to evolve from the database of opportunities offered within this document (the prospectus), via an online service that can be accessed by all industry through Tourism Tasmania's corporate website (www.tourismtasmania.com.au). The online service will be continually updated as new opportunities arise and will feature opportunities in which you can lodge Expressions of Interest (EOIs), ensuring that future communications with you address only the areas of interest you have highlighted.

How can Marketing Together help me?

The opportunities in MT are thoroughly researched and analysed to enhance access to Tasmania's target markets. Participation in the activities also benefits operators through leveraging off not only Tourism Tasmania's brand, but also our buying power.

Co-operative marketing opportunities exist with a number of different media. Each opportunity details costs, activity descriptions, conditions and critical information and allows you to register your interest.

Any of these opportunities can be taken up by an individual business or marketing group in the state. Even if current opportunities don't suit you at the moment, they may help you plan for the future.

How to Access Marketing Together opportunities

To take part in any of the opportunities offered, and to keep abreast of all the latest opportunities as they become available, go to www.tourismtasmania.com.au

Click on the MT link on the website home page. You will need to create your own account that will help you keep track of you past EOIs and marketing activities. Click on the 'Sign up here' link. Fill out your profile details and create a user name and password, then you will be able to access all the opportunities on MT.

After you have browsed the MT prospectus online and registered your specific areas of interest, the relevant Tourism Tasmania representative will follow up to discuss your involvement in the particular marketing activity.

How will I be updated on new opportunities?

As opportunities arise, an alert will be emailed to you as a Marketing Together member. You can then view the new opportunity by logging on to the website.




Disclaimer

The following opportunities offered by Tourism Tasmania are valid as of 5 February 2009. New opportunities and additional information on current activities will be continually updated on the Marketing Together website (www.tourismtasmania.com.au) as Tourism Tasmania continues to develop co-operative marketing opportunities throughout 2009.

Marketing Together 2009 Activities

Print Media Marketing






Tourism Tasmania provides opportunities for operators to advertise under the Tasmanian brand in publications which are not only brand aligned, but also reach our core target markets. Tourism Tasmania will continue to develop co-operative print marketing opportunities through key industry partnerships and will continue to update you as they arise.

PRINT MEDIA MARKETING			
Name of activity	Activity description	Cost of participation	Critical dates
 <p>ABC Life</p>	National bimonthly lifestyle magazine that covers Travel, Health and Living interests. Tourism Tasmania has confirmed involvement in 3 editions of ABC Life.	Half page \$1280.00 Third page \$853.30 Sixth page \$426.60	July Issue – 23 March 2009 September Issue – 1 June 2009 November Issue – 24 August 2009
 <p>Vacations & Travel</p>	Australian and NZ Travel publication – strong emphasis on high-end boutique and ecotourism products.	Half page \$1504.50 Third page \$1003.00 Sixth page \$501.50	April/May/June Issue – 15 February 2009 July/August/Sept Issue – 29 May 2009 October/November/ December Issue – 26 October 2009
 <p>Travelling in Australia</p>	National travel publication for both trade and consumer audiences. It is dedicated to profiling the best of Australian tourism product and also contains strong regional features in each issue.	Half page \$1666.50 Third page \$1111.00 Sixth page \$555.50	May Issue – 16 March 2009 July Issue – 25 May 2009

Retail Travel Agent Marketing

Through a range of partnerships with the travel trade industry of Australia, Tourism Tasmania is able to offer opportunities to operators through travel media mechanisms. To participate in the following activities operators must be contracted through Tasmania's Temptations Holidays.

For more information on Tasmania's Temptations Holidays please contact industrysupport@tourism.tas.gov.au or call 6336 3040.

RETAIL TRAVEL AGENT MARKETING			
Name of activity	Activity description	Cost of participation	Critical dates
Flight Centre's The Captain's Travel Catalogue 	Flight Centre's The Captain's Travel Catalogue (June)	Full page \$1500 Half page \$800	Product agreed and supplied by 1 April 2009
Escapes catalogue 	Escape Travel's Escapes catalogue (June)	Full page \$1500 Half page \$801	Product agreed and supplied by 1 April 2009
Inspirations catalogue 	Travel Associates' Inspirations catalogue (June)	Full page \$1500 Half page \$802	Product agreed and supplied by 1 April 2009
Jetset Winter catalogue 	Jetset Winter catalogue (June)	Full page \$1500 Half page \$803	Product agreed and supplied by 1 April 2009
TravelWorld Winter catalogue 	Travelworld Winter catalogue (June)	Full page \$1500 Half page \$804	Product agreed and supplied by 1 April 2009

Online

Tourism Tasmania is offering advertising opportunities within discover tasmania.com and our direct email newsletters mailed bimonthly to 30,000 predominantly mainland consumers pre-disposed to travelling to Tasmania.

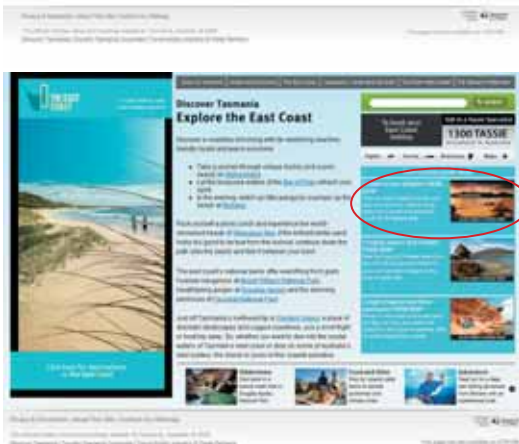
Discover tasmania.com enjoys search engine dominance for Tasmanian travel searches, significant exposure generated by all of Tourism Tasmania's print and television advertising, and attracts approximately 175,000 visits per month.

Tourism Tasmania can work with you to create an online advertisement suitable for the different options listed below. Participation is available on a 'first in' basis for each specific time period available between February and December 2009. There are two tiers of rates offered to operators according to their level of accreditation.

If any activity is oversubscribed, preference will be given to accredited operators over non-accredited. We can work with you to help determine the best timing and placement for your advertising on either discover tasmania.com or within our direct email newsletters.



discover tasmania.com
Home Page



Zone Advertisement

Zone Landing Page

ONLINE			
Name of activity	Activity description	Cost of participation	Critical dates
discover tasmania.com – New Zone Landing Page Advertisement	discover tasmania.com features a Landing Page for each Zone. Advertising spaces are available on each Zone landing page for a duration of 3 months.	March / April / May Total 15 spots, 3 per Zone. \$3000 per three month period accredited businesses. \$3600 non-accredited businesses.	16 February 2009
discover tasmania.com – Sponsored Listing	Small operator lists are located on search result pages of discover tasmania.com. Each listing will be rotated daily to ensure maximum exposure for each advertiser.	100 spots \$500 accredited businesses for twelve months. \$700 non-accredited businesses for twelve months.	28 February 2009
discover tasmania.com – Holiday Deals Spot Advertisement	Holiday Deals section features on the discover tasmania.com Home Page.	\$500 accredited businesses. \$700 non-accredited businesses. 5 spots available bimonthly.	Bimonthly
discover tasmania.com – Bimonthly eNewsletter Display Advertisement	A feature advertisement within discover tasmania bimonthly eNewsletter. Mailed to 30,000 pre qualified prospects for Tasmanian travel. There are 3 opportunities per edition.	3 spots available. \$300 accredited businesses. \$400 non-accredited businesses.	15 March 2009
discover tasmania.com – Bimonthly eNewsletter Advertorial	Advertorial opportunity within discover tasmania eNewsletter. Different from a feature advertisement in that there is greater opportunity to provide more detail on your tourism business and to tell a story that will appeal to your target audience.	\$500 for accredited businesses. \$750 for non-accredited businesses.	15 March 2009

Visiting Journalist Program

The Visiting Journalist Program (VJP) brings carefully selected media from key national and international markets to experience our tourism products first-hand and in turn to create high quality editorial. Editorial is seen as more credible and reliable than advertising – it reinforces advertising messages and adds the 'proof' of the advertising claims and the validation consumers often need to galvanise their interest into action. Industry who participate in the Visiting Journalist Program often see significant coverage of their product and subsequent increased business.

In 2008 Tourism Tasmania's Visiting Journalist Program arranged 167 media visits. As a result articles appeared in many prestigious publications including Gourmet Traveller, Condé Nast Traveller magazine, Qantas, Jetstar and Tiger Airways in-flight magazines, Donna Hay, Islands (US), Wanderlust (UK), The Times (UK), The Sydney magazine, Vogue Entertaining and Travel, Luxury magazine (NZ) and ABC Life.

Filming of a number of television programs was also arranged including Travel OZ with Greg Grainger, Food Trail with Paul Mecurio, Jack Hanna's into the Wild (USA), Australian Geographic Film, Diary of a Foodie (USA), Bill's Holiday with Bill Grainger, My Aussie Adventure (Malaysia), Today Show, Getaway and The Last Paradise (Hong Kong).

Hosting media through the VJP provides a very cost-effective marketing tool. To participate, you must:

- have, or be working towards, accreditation in a recognised tourism accreditation scheme. For international visits, operators must be members of Team Tasmania (or working toward this) as well as accredited;
- be prepared to offer your product free of charge during the off season (June – August), a significantly discounted rate in the shoulder season (September – November and March – May) and a negotiated discount in the peak periods from December to February and during Easter and school holidays.

For more information or to lodge an EOI please go to the Marketing Together website or contact Victoria Langford on 6230 8176 email Victoria.Langford@tourism.tas.gov.au

Key Domestic Campaigns

Tourism Tasmania is committed to implementing two major domestic seasonal marketing campaigns in 2009.

Autumn Campaign

The Autumn Campaign will run from February to June 2009. The opportunities offered within this marketing prospectus have been developed and timed to align and enhance the Autumn activities organised for this period. Online opportunities linked to key Autumn promotional activity are currently being developed and you will be updated via the Marketing Together website on www.tourismtasmania.com.au

Spring Campaign

Tourism Tasmania is working to develop a Spring Campaign for 2009, which will be effective from September to November.

Opportunities to work in partnership with Tourism Tasmania will be made available to industry six weeks prior to the campaign launch through the Marketing Together website.



Advertising in Tasmania – Discover Tasmania TV Series

The second series of Discover Tasmania will commence in Tasmania on Southern Cross on Thursday 23 April at 7.30pm. The Seven Network and its affiliates have confirmed to us their intention to air this next series nationally, as they did for series one, which reached 6.6 million viewers. The timing of the broadcast is still to be confirmed, but it is anticipated to be in the latter part of 2009.

During this time, Tourism Tasmania will launch a micro site dedicated to promoting and providing information on the TV series. Opportunities in digital media will be offered to operators who wish to leverage from the awareness created by the show.

Tourism Tasmania will advise operators of opportunities in print, radio and TV commercials during this time.

Opportunities will be updated on the Marketing Together website after February 2009.



International Marketing

Tourism Tasmania provides support to export-ready tourism operators wishing to actively engage in the international travel market. The following international marketing activities are provided to operators who are members of Team Tasmania.

For more information on the range of industry support activities provided to Team Tasmania, contact Gill Parssey at teamtas@tourism.tas.gov.au

INTERNATIONAL MARKETING			
Name of activity	Activity description	Cost of participation	Critical dates
International eNewsletters *Themes may vary per market – content subject to approval by regional offices	February 2009 – Finer Things in Life including Arts and Culture	FOC	10 February 2009
	26 March 2009 – Special ATE edition (Preferences open 26 and 31 March 2009) – ATE product only	FOC	26 February 2009
	April 2009 – Wildlife – Touched by Nature	FOC	2 April 2009
	June 2009 – Tassie Adventure – For all seasons	FOC	2 June 2009
	August 2009 – Wilderness – More accessible than you think!	\$250 per operator	3 August 2009
	October 2009 – Food and Wine – get into it!	\$250 per operator	2 October 2009
	December 2009 – Events and Must dos for 2010	\$250 per operator	2 December 2009
Team Tasmania – ITO sales mission 20 to 24 April 09	Sydney/Melbourne/ Brisbane – 4 nights/ 5 days	\$1,600 per operator including flights, accommodation, transfers, networking, dinner. 6 spots available	2 March 2009

Contacts

For more information on Marketing Together or for specific detail on the opportunities offered in the Marketing Together prospectus visit www.tourismtasmania.com.au or contact the Tourism Tasmania representatives below.

General Marketing Together enquiries:

Alex.McKeand@tourism.tas.gov.au or phone 6230-8117

Digital Marketing enquiries:

Shelly.Boardman@tourism.tas.gov.au or phone 6230 8164

International Marketing enquiries:

Gill.Parssey@tourism.tas.gov.au or phone 6230 8301

Campaign Activity (print, radio, TV):

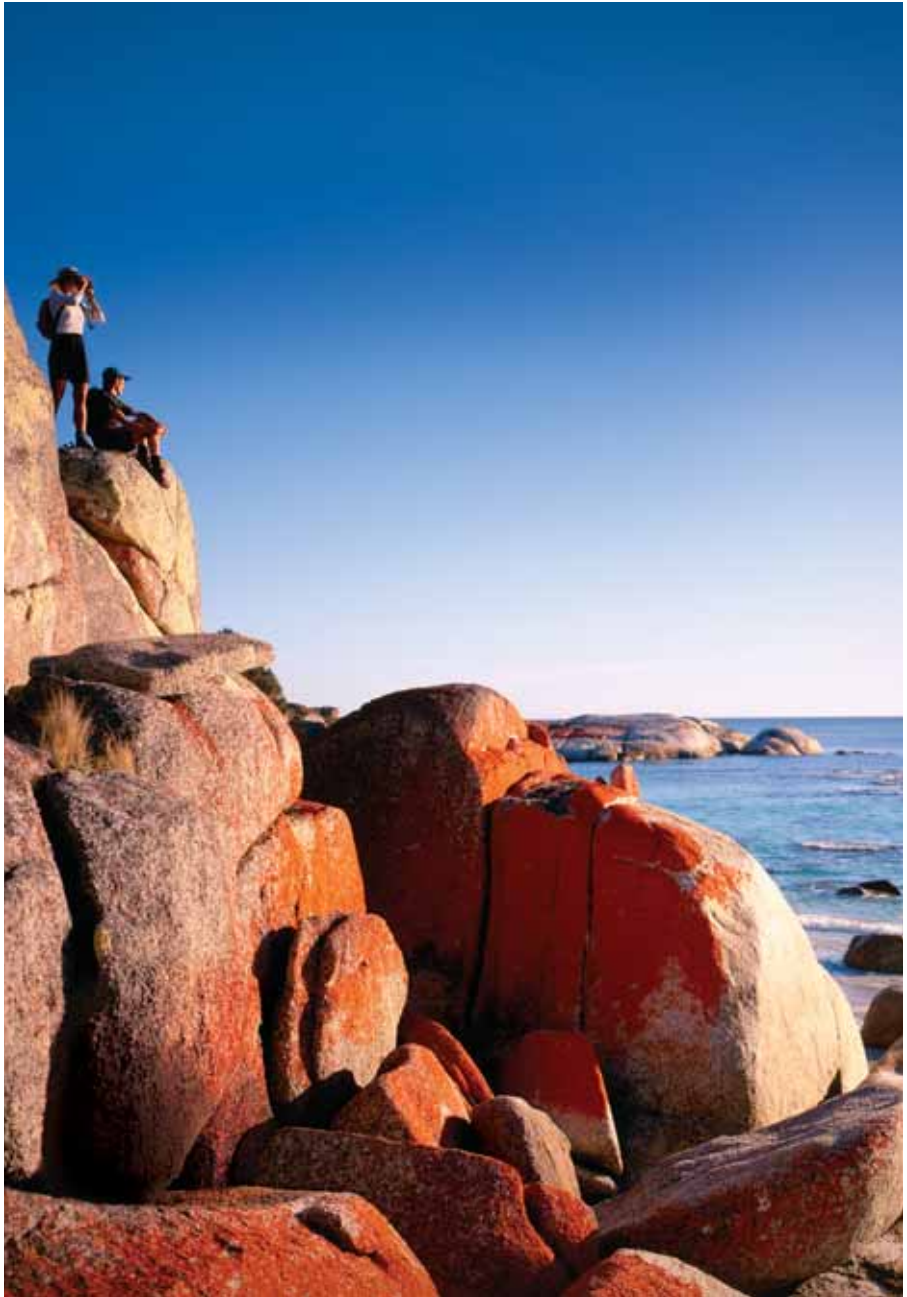
Alex.McKeand@tourism.tas.gov.au or phone 6230 8117

Visiting Journalists Program:

Victoria.Langford@tourism.tas.gov.au or phone 6230 8176

Retail Travel Agent Marketing

industrysupport@tourism.tas.gov.au or phone 6336 3040



Photographic acknowledgments: Tourism Tasmania. © All rights reserved.

