Improving the Marketing of Tasmanian Tourism

Tasmania will soon be experiencing the most significant change in marketing direction for tourism ever undertaken in the state.

The Zone Marketing approach is a new way for Tasmania to be marketed as a holiday destination and includes a new funding structure. This will see the introduction of five Tasmanian marketing zones, rather than the three traditional regional areas of north, south, and north-west. Recent research has revealed that the traditional three regions didn’t correspond with how tourists approached their holiday planning.

The five marketing zones are:

1) Launceston, Tamar and North East
2) The North-West Coast
3) The Western Wilderness
4) Hobart and Surrounds
5) The East Coast

Five marketing zone groups have now been formed to manage the marketing of each area, with each group comprising industry representatives who will meet regularly to develop and manage their zone marketing campaigns. King and Flinders Islands will be treated as separate areas, with special promotions and packages being developed by Tourism Tasmania in partnership with their regional tourism association.

The formation of the five marketing zones will provide the opportunity for regional tourism industry marketing funds to be matched on a dollar-for-dollar basis by the State Government. In addition to almost $5 million spent by Tourism Tasmania on marketing the state each year, another half a million dollars will be made available each year, for the next three years, to support Zone Marketing.

The need to change the state’s marketing approach was driven by Tourism Tasmania’s Perceptions Study which showed that while potential visitors to the state could articulate some aspects of Tasmania well, such as the wilderness, the clean green environment, good wine and produce, most had a limited knowledge about Tasmania’s diversity and its various tourism experiences.
Tourism Infrastructure and Investment Project

Tasmania has regions where infrastructure capacity may limit growth and development in the tourism sector in relation to power, water, sewerage, telecommunications, roads, transport and access. The Tourism Infrastructure Investment Project, managed by the Department of Economic Development and Tourism, will assist in addressing these issues by identifying gaps, opportunities and future infrastructure investment needs to support the attraction of new tourism investment.

The project aims to identify opportunities for alignment with other Local Government and regional infrastructure plans. This will benefit Tasmania’s tourism industry by creating a consistent government approach to prioritising tourism infrastructure and investment, as well as providing improved government decision-making regarding tourism infrastructure and greater clarity about future government plans and priorities, encouraging both public and private sector investment.

Stage one of the project will be an infrastructure review, with the report expected in December. Stage two will involve focusing on tourism investment opportunities. Consultation will be undertaken during the project, with input to be sought from key stakeholders.

New Flinders Island Development

Tourism Tasmania, Flinders Island Council and local residents have embarked on a program to build up the Island’s tourism industry, with the goal of increasing visitor numbers from 11,000 to 20,000 annually over the next five years.

Flinders Island already has a rich history made up of Aboriginal heritage, maritime, aviation, shipping and farming activities. It also offers a wealth of experiences and activities including wildlife viewing, seal watching, snorkelling or diving and four-wheel drive touring. The latest development, a new art café at Killiecrankie, JJ’s on the Bay, showcases the Island’s creativity and aims to be a further drawcard for visitors.

The Department of Economic Development and Tourism Tasmania have been working with the Flinders Island Council and Northern Tasmania Development on some key activities to help with the development of Flinders Island. Tourism Tasmania has also been working with the Flinders Island Tourism Association to assist with refining their tourism branding, updating their website, e-marketing and the marketing of winter break packages to Tasmanians.
Huon Trail Tourism Initiative

The Huon Valley and Kingborough Councils have combined efforts with local tourism operators to promote tourist opportunities in their area.

The campaign is co-funded under the State Government’s Tourism Promotion Plan (TPP) and encourages visitors to spend more time in the Huon Valley. Grants were made available to groups of regional tourism operators and local tourism associations to increase their collective marketing dollars.

The TPP provided a $50,000 cooperative marketing grant for the campaign, which features four unique and inspiring signature experiences. These are being marketed as a wildlife eco cruise with Bruny Island Charters, forest fun at Tahune Airwalk, a foodies adventure on the lawn at Peppermint Bay, and a spectacular underground walk at Hastings Caves. A website has been developed with details of the experiences, all of which are found on the Huon Trail Touring Route.

Information on the Huon Trail Touring Route can be found at www.tasmania4adventure.com.au.

Youth Week Hailed a Success

National Youth Week 2008 was a resounding success across the state, with a huge range of great events held from Kentish to the Huon Valley. Over 78 organisations were involved, including 27 councils, to help celebrate the achievements and talents of young people in Tasmania, and give them the opportunity to attend live events and have their say on issues of importance to them.

The Hon. Alison Ritchie MLC launched the week at Clarence City Council’s Boardwalk Youth Week Festival. Giant piñatas, made by students from Rose Bay High School, featured in the launch as well as 20 smaller piñatas made by members of the Tasmanian Youth Forum.

In Launceston, a standout event was Locally Famous consisting of a mix of live music, interactive information stalls and the ‘blue’ activities supporting Beyond Blue. Six northern councils and their youth groups undertook this event, which was attended by 400 young people.

The southern region also hosted a number of exciting events, including a Speed Art day in Brighton, Tournarama in the Derwent Valley, the Huon Youth Festival, and A Future for Young People forum in Hobart.

North-west events featured a Blue Light Disco in Ulverstone and Penguin, an Art About Town exhibition in Smithton, Dare to be a Poet in Devonport, and the Earth, Air and Water Festival in Kentish.

Over 60 other events were held around the state by councils, secondary schools, colleges, government and non-government organisations.
tourism and events

Tasmania Performs

Local Councils have partnered with Tasmania Performs to deliver professional performances to regional communities in Tasmania.

Tasmania Performs is a State Government initiative that subsidises the cost of professional performances touring and aims to develop a logical circuit around the state so that performances can cover as many communities as is viable. Tasmania Performs selects the best shows for regional touring and ensures that all lighting, sound and technical equipment is available for them.

The council buys the show for a flat fee. This, in effect, provides a guarantee against loss for a local community organisation who then takes on the show as a fundraiser. This year, shows have sold for $1,200 and Tasmania Performs has provided all the marketing material, posters, flyers, commercials and public liability insurance. This way, the council gives the community a great night out at the theatre while also providing community organisations with an easy way of raising money.

There are still dates available for two more tours this year. The first is a new Tasmanian musical, Happy Me, which tours in the first three weeks in September and the second is a circus show in November.

If you would like to consider hosting a performance in your town while also providing a great fundraising opportunity for a local charity, contact Tasmania Performs Producer, Annette Downs on 6233 5935 or annette.downs@artsatwork.com.au.

The bride, played by Bryony Geeves, in the performance Bombshells

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Inspiration comes standard.