

The DST Marketing Plan

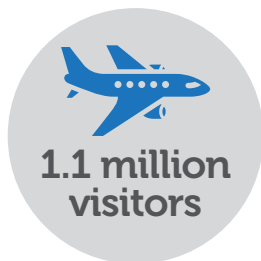
2016 and beyond



What do we want to achieve?

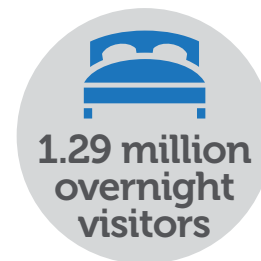
- **Awareness** – we want people to know more about the tourism experiences in our region
- **Dispersal** – we want people to explore more parts of our region
- **Yield** – we want each visitor to spend more during their visit

Where are the people we want to talk to?



On ground

- Interstate and international visitors who are already in Tasmania
- 1.1 million visitors annually (80% interstate/20% international)
 - 80% currently visit southern Tasmania



Intrastate

- Tasmanians travelling around Tasmania
- 2.02 million day trippers in southern Tasmania (5.4 million total)
 - 519,000 overnight trips in southern Tasmania (1.29 million total)



How will we know if we are on track?

- Maintain or increase Southern Tasmania's current 80% share of interstate/international visitors
- Maintain or increase Southern Tasmania's share of 75% of day trip visitors and 35% of overnight visitors
- Awareness of southern Tasmanian destinations and attractions

Strategic Marketing Pillars



Partnerships

Maximise marketing opportunities for industry and help resources go further

Key opportunities:

- Mona industry campaign
- Brooke St Pier
- Cruise season
- Gateway presence
- Destination partnerships



Events

Enhance industry connections to leverage events and promote events to drive visitation across the region

Key opportunities:

- North Melbourne
- Dark Mofo and Paint the Town Red
- Business Events Tasmania
- Events Tasmania



Content

Develop content (including imagery, text, video, voice) to showcase the breadth of regional experiences to support our strengths.

Key elements:

- Original content
- Appropriate imagery
- Hobart and Beyond brand development
- Ambassador program – Southern Exposure
- Regional Map

Spotlight Projects



Regional Map

We will develop a southern Tasmania map that will communicate the variety of experiences on offer in our region, as well as provide a member benefit through a listing on the reverse side. This map will have a unique graphical style designed to appeal to visitors. It will have significant distribution targeting on ground visitors.



Southern Exposure

We will showcase the experiential stories from our region using characters, imagery, video and ambassador 'weekend warriors'. These will be shared through Hobartandbeyond's digital channels. These stories will provide unique content to boost the profile of our digital assets but also enhance the capacity for our content to be, 'shared upwards' through state and national channels, providing a global reach.



Microsite/Events Project

We trialled tailored websites (microsites) to exclusive groups in the first half of 2015, including Cricket World Cup Officials and North Melbourne Football Club members. These websites promoted value add opportunities for members. We will explore more opportunities to evolve this program to put member content in front of audiences coming to or with an interest in Tasmania.



Media outlets

Grow southern Tasmania's share of voice in media channels.

Key elements:

- Intrastate VJP program
- Editorial opportunities
- Third party endorsement – Social influencers
- Social aggregators
- Cooperative advertising



Digital

Grow our reach to consumers via digital platforms, including social, website and direct.

Key elements:

- Build Hobart and Beyond social media platforms through great content and consistent activity
- Unique content to leverage greater media channels such as Australia and Discover Tasmania
- Optimise hobartandbeyond.com.au
- Build consumer database for direct communications

Rationale

These pillars will enable DST:

- To implement activities that draw attention to our region throughout the year in a consistent fashion rather than spikes of promotion.
- This Plan leverages areas that give maximum reach for time and dollars invested, giving the most advantage for members and the industry.