YOU NEVER FORGET YOUR FIRST TIME

In 2012, we asked the industry to get in bed with us. Essentially what that meant was pooling funds to market Tasmania during winter and spring—initially by highlighting our blockbuster exhibition at the time, Theatre of the World (sigh, nostalgia). Anyway, we knew it was going to be fun but we didn’t realise just how much. Together with those who hopped in the sack with us, not only did we create wonderful memories (awww) but we also managed to increase interstate and international visitation to Mona by 58% (wooo)! What that meant for our industry partners was more people in Tassie—staying in their hotels and supporting their businesses.

We know how to show your hard-earned cash a good time. We put it to work by actively promoting our exhibitions to interstate and international audiences—luring them to the Apple Isle and all that we and our industry partners have to offer.

And the results speak for themselves: in 2017, a massive 71% of all visitors to Mona arrived from interstate or overseas. That’s 253,550 people who want to stay in your rooms, book your tours, nibble your vittles, quaff your plonk, etc., etc.
Everybody loves numbers. You do, we do, and our boss sure does (Walshie’s a self-professed maths nerd from way back). So here goes. In 2017 alone, our website—and by extension, our partners—received the following attention:

- 2,574,095 unique page views;
- 613,625 users;
- 51,983 ‘Stay’ page views;
- 47,841 combined views of our ‘Tasmanian Accommodation’ and ‘Tasmanian Experience’;
- 14% of all traffic to the Mona website has been from international users, while 79% of the remaining traffic has come from users outside of Tasmania (aka the so-called Mainland).
Baby, Talk is Cheap

A lot has changed since 2012. We’ve grown up a bit. We make less poo and wee jokes than we used to. We started a winter festival, held heaps of exhibitions, didn’t sacrifice a bull, relocated a festival to Launceston (sort of), opened a new restaurant, built some stuff (Pharos, our new wing), announced our intent to build some other stuff—hotel, casino, luxe east coast getaway, caravan park, more art... It’s all a bit overwhelming.

So it’s pretty clear: we’ve changed. You’ve changed. Heck—Tasmania as a whole has changed. For starters: there are heaps more visitors to the state—not only in the busy summer period but during winter, too (inbound winter visitation to Mona is up by 55% since 2012).

But, while we’re rapt with the success of our previous campaigns, we reckon we can do better. Heaps better. We’re going to treat you to all our best moves to convert Mona website visitors through to our industry partner pages. It’s high-time to shake things up. After all, doing stuff differently has always been one of our strong points. Things are about to get real friendly...
FRIENDS WITH BENEFITS

Want to be in our little black book? You scratch our back, we’ll scratch yours. As it were. As a partner of our 2018 campaign, you’ll get your own page on the Mona website with a Mona URL (such as mona.net.au/stay/tasmanian-accommodation/the-old-woolstore) that packages up:

- A detailed listing of your property or offering written by one of our in-house writers, which will appear on its own schmicko page in the ‘Stay’ section of the Mona website—either under ‘Tasmanian Accommodation’ or ‘Tasmanian Experiences’;

- Increased SEO (more search words than you can poke a stick at!);

- A secondary sharing URL, such as mona.net.au/the-old-woolstore, that’s way prettier than the primary URL and perfect for marketing;

- A map showing your business’s proximity to Mona and Brooke Street Pier (that’s where our ferry terminal is);

- A direct link to your business’s website.

And other fab perks, including:

- Exclusive access to sell museum entry tickets at the discounted price of $22.40 adult and $20 concession (inc. GST), with a retail value of $28 adult and $25 concession (inc. GST) until the end of the campaign period;

- Regular opportunities to update your Mona web listing;

- Custom dashboard tracking so you can check in on your page’s stats whenever you want;

- Six free Moorilla winery or Moo Brew brewery tour vouchers to offer to your customers (or to treat yourself with).

*Unfortunately Mona cannot guarantee a certain number of page views for your listing. We appreciate your understanding. Soz.
YOU LOOK BETTER IN OUR SHEETS

THE OLD WOOLSTORE APARTMENT HOTEL

A centrally-located hotel renowned for its spacious rooms and friendly hospitality.

Perfect for business or leisure, complete with a comprehensive range of business, conference and meeting services, as well as a restaurant and bar.

GO TO WEBSITE ➔
YOU LOOK BETTER IN OUR SHEETS
MONA.NET.AU
CASCADAS FEMALE FACTORY (17 Oct 16 - 30 Jan 18)

Mona Site Overview

- Sessions: 1,218,339
- Users: 808,322
- Unique Page Views: 3,452,313

Top User Locations (by sessions)
- Melbourne: 503,837
- Sydney: 174,574
- Hobart: 155,294
- Launceston: 54,216
- Brisbane: 51,767

Stay Section Unique Page Views: 280,475
Accommodation Section Unique Page Views: 28,711
Experiences Section Unique Page Views: 29,567

Partner Page Overview

- Unique Page Views: 2,355
- Go To Website Clicks: 474

Bounce Rate: 28.13%
Avg. Time on Page: 00:01:14

Sessions by Day

Top User Locations (by sessions)
- Perth: 41
- Melbourne: 34
- Sydney: 26
- Hobart: 15
- Adelaide: 11

Representation only
No rest for the wicked: we’ve got heaps of stuff happening this year, which our campaign will highlight to entice interstate and international visitors to the island.

Exhibitions

It’s a busy year ahead for the museum. There’s a new three-part exhibition opening in February and our current exhibition, The Museum of Everything, continues until early April. Our next major exhibition (still under wraps for now—we don’t kiss and tell) will open during Dark Mofo and run until April 2019. Stay tuned...

Pharos

In December 2017 we opened a new wing of the museum, called Pharos—named after the Pharos of Alexandria, the lighthouse built for Ptolemy I Soter in about 280 BCE. This major addition to our museum houses new works by the light artist James Turrell and one each from Jean Tinguely, Charles Ross, Richard Wilson, Randy Polumbo and Nam June Paik. There’s also a new riverfront bar and restaurant, Faro Tapas, where you can eat, drink and enjoy the view of the Derwent until late into the night.

‘While planning and populating Pharos, I saw it as many, often contradictory, things. It is a counterpoint to Mona, a changeless thing, a legacy and a totem. It is a temple to light, to the history of ideas, a processional and a journey through the birth canal. It is a paean to the theories of Huygens and Newton, and an architectural pastiche of the never built memorial to Isaac Newton proposed by the phenomenal Étienne-Louis Boullée. And now it is also a congenial trap for the contemporary art sceptic, and a refresher course in being a child. Whereas Mona is intended to be an antidote to closed-mindedness, Pharos is open-heart surgery.’

—David Walsh
**Mofo**

Mofo 2018 hit the road in January, staging a huge opening weekend in Launceston—jewel of the north—before landing in Hobart and at Mona for a final hurrah. It was our last Mofo at Mona for ages, as Walshie needs the space for some major renos—remember that hotel we mentioned? In 2019, we’re heading back to Tassie’s second city for an even bigger northern Mofo…. You in?

**Dark Mofo**

Dark Mofo 2017, our fifth winter festival, unleashed new wonders and new horrors in and around Hobart. It had everything from Russian dissidents, a late-night roving art party, a helicopter sounding songs from the sky, one of our biggest Winter Feasts yet, a 2am performance on Bruny Island and a pilgrimage down the Midland Highway from Launceston to the capital. The festival exceeded all expectations with hotel occupancy rates in Hobart reaching another massive all-time high. More than 51% of Dark Mofo tickets were bought by interstate audiences. Dark Mofo returns 15–24 June 2018.
COME AND PLAY, YOU HEARTBREAKER YOU

Our new campaign will run from 19 March 2018 to 18 March 2019. Payment is required in advance, by 28 February along with the information for your listing on our website.

**Hobart Accommodation Provider**
- DST member: $3,500
- Non-member: $4,000

**Regional Accommodation Provider**
- DST member: $2,000
- Non-member: $2,500

**Tourism Attraction Operator**
- DST member: $2,500
- Non-member: $3,000

All prices exclude GST. Includes a twelve month online listing and access to purchase wholesale Mona entry tickets.

Please complete the online sign up form before Wednesday 28 February.


Contact: marketing@southerntasmania.com.au

Please note: Mona reserves the right to cancel all website listings and remove them from the Mona website without notice if Mona deems a business is engaging in unlawful or unconscionable behaviour. Mona wholesale entry tickets must be sold only in conjunction with the business registered in the campaign. Access to entry tickets will be revoked without notice if the ticketing process is being abused or if tickets are sold beyond the business’s direct customers. Mona reserves the right to decline any operators who are in direct competition with any of their business units and hopes you’ll be understanding of any conflicts.

Unfortunately Mona cannot estimate or guarantee a certain number of pageviews for your listing. We appreciate your understanding.