

Hobart & Beyond Marketing Plan 2018 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?



1.28 million visitors

On ground

Interstate and international visitors coming to Tasmania

- 1.28 million visitors (▲8%) [83% interstate / 17% international]
- 80% currently visit southern Tasmania

Source: Tasmanian Visitors Survey YE Sept 2017



1.47 million overnight visitors

Intrastate

Tasmanians travelling around Tasmania

- 5.6 million day trippers [2.1 million day trippers in southern Tasmania]
- 514,000 overnight trips in southern Tasmania [1.47 million total]

Source: National Visitors Survey YE Sept 2017



How will we know if we are on track?

- Market share interstate/ international visitors – currently we get 80% of all visitors to our region
- Market share intrastate visitors – currently we get 37% of day trip visitors to the south and 35% of overnight visitors
- Awareness of southern Tasmanian destinations and attractions – measured by Tourism Information Monitor

Strategic marketing pillars

Partnerships



Maximise marketing opportunities for industry and help resources go further.

Key elements:

- Tourism Tasmania
- Mona industry campaign
- Brooke St Pier
- Cruise season
- Gateway presence
- Destination partnerships
- Southern cross Austereo
- The Mercury
- QantasLink

Events



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

Key opportunities:

- North Melbourne Football Club
- Dark Mofo
- Business Events Tasmania
- Events Tasmania
- Taste of Tasmania

Content



Develop content to showcase the breadth of regional experiences to support hero themes.

Key elements:

- Static and dynamic content
- Appropriate imagery
- Hobart & Beyond brand development
- Ambassador program
- Regional Map

Spotlight projects

Regional map



The regional map will continue to be a focal output following the popularity of the inaugural collateral. The map communicates the variety of aspirational experiences on offer as well as providing member benefit via the listing on the reverse side. Its unique graphical style has been utilised in a television campaign and has been reproduced into a large centerpiece collateral at the TTIC, Hobart Airport and other hotels and attractions. We will continue to maximise distribution and channels with an increased print run of 150,000.

Southern exposure



We will continue to showcase the experiential stories from our region using imagery, video and original blogs which will be shared through Hobart & Beyond's digital channels. These stories will provide unique content to boost the profile of our digital assets and enhance the capacity for our content to be 'shared upwards' through state and national tourism organisations, providing a global reach.

Website evolution



We will continue to optimise the Hobart & Beyond website following significant work that has streamlined member listings. In order to maintain optimal reach, unique content will be prepared in a staged process for members. Additional fresh content will be produced for Hobart & Beyond's unique pages including Journeys, Places and the blog.



Media outlets



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

Key elements:

- Tourism Tasmania Visiting Influencer Program
- Editorial opportunities
- Third party endorsement
- Social influencers
- Social aggregators
- Cooperative advertising
- Destination Southern Tasmania Public Relations

Digital

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

Key elements:

- Build Hobart & Beyond social media platforms through great content and 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 relying on 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.

