

# Join the DST network to grow your business and our tourism industry



## Who are we?

DST is Tasmania's southern regional tourism organisation (RTO), stretching across the municipalities of Hobart, Glenorchy, Clarence, Brighton, Sorell, Kingborough, Huon Valley, Derwent Valley, Tasman, Central Highlands and Southern Midlands. Funded by a combination of membership fees and support from our state government and local councils, we are an industry-led, non-profit organisation with a strong voice for tourism in the southern region. We are managed by a small team of dedicated industry professionals who draw on the wealth of experience provided by our Board.

## What do we do?



**MARKETING:** We work with our members and partners to improve awareness of the experiences across our region and to encourage visitors to explore further, stay longer and spend more.



**ADVOCACY:** We ensure all levels of government are aware of any industry issues and we highlight the importance of tourism as an economic driver.



**INDUSTRY DEVELOPMENT:** We help our members to build their businesses and skills through networking functions, training workshops, mentoring sessions, and our annual DST Tourism Industry Summit.

## Why is membership important?

Membership is a vital part of our structure. It provides a resource base for us to implement key activities to drive tourism forward in the southern region. It ensures DST is a truly industry-led and focussed organisation. It helps to build a united southern Tasmanian tourism industry which is integral to its sustainability.

## Where do we fit in the tourism industry structure?

- **DST** is one of Tasmania's four RTOs, which are all responsible for encouraging regional dispersal. RTOs set the strategic direction for tourism in their region. In doing so, they identify regional marketing and development priorities and deliver programs that engage widespread participation across the industry.
- **Tourism Tasmania** – responsible for bringing visitors to the state through destination marketing that is underpinned by strong research.
- **Tourism Industry Council of Tasmania (TICT)** – the peak tourism advocacy body in Tasmania, which also runs the Australian Tourism Accreditation Program and the Tasmanian Tourism Awards.
- **Local Tourism Associations (LTAs)** – LTAs facilitate networking, collaboration and community engagement at a local level.

## Reach your target audience through our extensive digital network

### WEBSITE



**25,200**  
page views per month  
(up 16% since Feb 2017)

**2 minutes**  
average time on site

**8,650**  
unique users per  
month (up 7%  
since Feb 2017)

### FACEBOOK



**20,096**  
followers (up 25%  
since Feb 2017)

**474,720**  
people reached in just one month, on  
average (compared to 120k in 2016)

### INSTAGRAM



**23,300**  
likes on images in just one  
month, on average (up 6%)

**30,800**  
followers (up 39%  
since Feb 2017)

## What's in it for you?

- It'll get you included in the new **Hobart & Beyond regional tourism map**, with a distribution of 150,000+ per year.
- You'll have a significant presence on the **Hobart & Beyond website**.
- We'll help **connect** you to all the right people in government and industry and keep you informed and connected to what is happening on an industry level.
- You'll qualify for entry in the **Southern Stars of Tourism** – a program that recognises and rewards industry excellence, with prizes presented at a gala cocktail event on 2 May, 2018.
- You'll be able to tap into our **free industry development program** which will enable you brush up on skills and knowledge whilst also connecting with other industry movers and shakers.
- You'll receive **discounts for other training** and development activities and events such as our annual Summit and the Southern Stars Gala.
- You'll have the chance to spread the word about your business through all our **social media channels and PR activities**.
- You'll have access to **cooperative marketing opportunities** and collaborative campaigns which broaden your market reach.

# 2018 DST Membership Packages

ESSENTIAL PREMIUM ULTIMATE

## REGIONAL TOURING MAP

Update and state-wide distribution of 150,000+

Listing and map grid reference (1 per Essential, 2 per Premium or Ultimate) plus copies for your customers ✓ ✓✓ ✓✓

Business marked on map (if appropriate) ✓

## REGIONAL TOURISM WEBSITE ([www.hobartandbeyond.com.au](http://www.hobartandbeyond.com.au))

Priority listing ✓ ✓ ✓

Feature in 'Top Picks' section ✓ ✓

## SOUTHERN STARS OF TOURISM

Eligibility to enter DST celebration of tourism excellence. Prizes to be presented at a gala cocktail event in May. ✓ ✓ ✓

## FREE ADVICE (THE WHO, WHAT, WHY AND HOW OF TOURISM)

Free resource kit to help answer your questions and connect you to the right solutions ✓ ✓ ✓

One hour Q&A/mentoring session per annum in person, by phone or on Skype ✓ ✓ ✓

## INDUSTRY INFORMATION AND NEWS

Monthly e-news and updates ✓ ✓ ✓

Members' group Facebook page ✓ ✓ ✓

**NEW!** Opportunity to profile a person from your business through our industry-facing digital channels ✓ ✓

## GETTING YOUR MESSAGE OUT ACROSS THE INDUSTRY

News snippets about your business in our e-news ✓ ✓ ✓

Opportunity to host a DST event ✓ ✓ ✓

Invitations to networking events, including our regular Tips and Tipples ✓ ✓ ✓

Opportunity to present to key Tourism Tasmania staff, 20 minutes face-to-face with Q&A (priority given to higher membership levels) ✓ ✓✓ ✓✓✓

## FREE EDITORIAL (LOCAL, NATIONAL AND INTERNATIONAL)

Be considered for editorial requests and for suggested itineraries for visiting journalists, bloggers and travel influencers (depending on their specific areas of interest) ✓ ✓ ✓

## SOCIAL MEDIA (REACHING CONSUMERS)

Keep us updated with your news and events, and we'll share this across our social media sites ✓ ✓ ✓

Have your story included in our 'Southern Exposure' regular blog about experiences across our region ✓ ✓

Supply stories about your business, within guidelines, for sharing across channels ✓ ✓

Guaranteed blog about your business, written for you by us ✓

Opportunity to provide experiences for online competitions to raise awareness of your business ✓ ✓ ✓

**NEW!** Opportunity to highlight your business in quarterly Hobart & Beyond consumer newsletter ✓ ✓✓

## PRIORITY MARKETING

Chance to participate in cooperative marketing opportunities, such as co-op campaigns, special events and festivals, travel industry special promotions, trade events, etc. Ultimate members get the call first! ✓ ✓✓ ✓✓✓

## FREE AND DISCOUNTED EVENTS AND TRAINING

Free workshops and networking events, plus a discount on the DST Summit and Southern Stars Gala. We also negotiate discounts for our members for other activities. ✓ ✓ ✓

## REGIONAL ADVOCACY

We are the only body working closely with all three levels of government to advocate for improvement and find solutions to tourism issues. ✓ ✓ ✓

**TOTAL COST OF MEMBERSHIP 1 APRIL 2018 – 31 MARCH 2019 (plus GST)** \$410 \$920 \$2010

JOIN ONLINE NOW: [southerntasmania.com.au/membership](http://southerntasmania.com.au/membership)  
or contact us on 6223 5650 or [membership@southerntasmania.com.au](mailto:membership@southerntasmania.com.au)