



Membership prospectus

2026



Acknowledgement of Country

The Tasmanian tourism industry acknowledges the Tasmanian Aboriginal people and their enduring custodianship of lutruwita /Tasmania. We honour 40,000 years of uninterrupted care, protection and belonging to these islands, before the invasion and colonisation of European settlement. As a tourism industry that welcomes visitors to these lands, we acknowledge our responsibility to represent to our visitors Tasmania's deep and complex history, fully, respectfully and truthfully. We acknowledge the Aboriginal people who continue to care for this country today. We pay our respects to their elders, past and present. We honour their stories, songs, art, and culture, and their aspirations for the future of their people and these lands. We respectfully ask that tourism be a part of that future.



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Welcome to Destination Southern Tasmania



Destination Southern Tasmania (DST) celebrates its 14th year as the Regional Tourism Organisation (RTO) for Tasmania's southern region.

With over 230 members stretching across 11 municipalities, DST is focussed on supporting businesses, new product development, increasing yield and driving regional dispersal within southern Tasmania.

Who are we?

Destination Southern Tasmania (DST) is a not-for-profit organisation funded by a combination of membership fees and support from our state government and local councils.

We are an industry-led organisation with a strong voice for tourism in the southern region, working with local businesses, councils and other stakeholders to promote the diversity of the destination to domestic and international visitors, the tourism trade and media.

The DST team reports to a Board of Directors, which consists of representatives from our membership, industry and councils, carrying out the objectives of the Southern Tasmania Destination Management Plan.

Our vision, mission and purpose

Vision

To have an engaged, connected and sustainable visitor economy offering a truly compelling visitor experience.

Mission

We connect and support the visitor economy businesses to develop and promote southern Tasmania's advantages.

Purpose

To develop and support a collaborative southern Tasmanian tourism industry that creates, delivers and promotes exceptional visitor experiences.

What do we do?

Industry development

The DST team are committed to helping our members strengthen their businesses, expand networks, and enhance industry knowledge. Through our tailored industry development initiatives, you'll gain access to invaluable opportunities to learn, connect, and grow. As a DST member, you will:

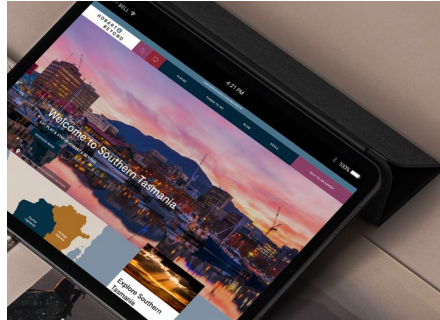
- **Access our industry development program**, which includes free or discounted training, access to monthly *Tips & Tipples* networking events, and mentorship opportunities. Gain expert advice, resources, and support while connecting with like-minded industry professionals for collaboration and shared insights.
- **Receive a complimentary subsidiary membership** with the **Tasmanian Chamber of Commerce and Industry (TCCI)**, equivalent to their Basics Membership (valued at \$450), providing access to additional resources and advocacy support.
- **Stay informed and connected**, with DST helping to facilitate introductions to key contacts in government and industry, ensuring you're up to date with the latest news, opportunities, grants and policy developments affecting tourism in Southern Tasmania.



Marketing

We work with our members and partners to improve awareness of the breadth of experiences across our region, to inspire visitation, and to encourage visitors to explore further, stay longer and spend more throughout southern Tasmania. We do this through our owned digital channels, strategic partnerships and advocacy.

- You'll have a presence on the [Hobart and Beyond website](#), with over **896,000** page views and **515,000** visitors over the past twelve months. You'll be able to leverage our high performing social media channels, with **48,700+** followers on Facebook and **80,700+** followers on Instagram, equating to over **8.1 million** views in 2025 across our social media platforms.
- You will have a listing on the [Explore Southern Tasmania map](#).



- You can feature your product on our “deals” webpage on Hobart & Beyond and our consumer-facing newsletters.
- You'll have the chance to spread the word about your business through our extensive digital network (including blogs, electronic direct mails) and **PR activities**.
- You'll have access to negotiated member rates and opportunities with our corporate partners including workshops and collaborative marketing campaigns.



Explore Southern Tasmania Map

The [Explore Southern Tasmania map](#) is a key tool for visitors to explore Hobart & Beyond, covering our mountain city on the water, natural wilderness areas, cultural heritage and stunning regions filled with food, art, festivals and culture.

The map is distributed statewide through major airports, Spirit of Tasmania vessels, visitor information centres, cruise terminals, and major hotels in the Tourism Brochure Exchange network, and is also available digitally via the Hobart & Beyond website.

Advocacy and media

We act as an interface between industry and all levels of government (Office of the Premier, Department of State Growth, Tourism Tasmania, Tourism Industry Council of Tasmania and local councils) to ensure industry needs are heard and to highlight the importance of tourism as a regional economic driver.

- As a financial member you can access media support for launches and events. Read more [here](#).
- DST has a **strong public relations and media program** designed to raise community awareness of existing and emerging events and attractions.
- We highlight and advocate for the value of tourism in southern Tasmania on television, newspapers and other media outlets.
- We are your voice, advocating to all levels of government to influence positive change and support for our members.



How your membership pays for itself

At Destination Southern Tasmania, our goal is to support the success of tourism businesses across the region. While membership delivers significant exposure, networking and industry support, many of the benefits also carry clear financial value.

Additional marketing exposure

Members also benefit from the reach of Destination Southern Tasmania's consumer marketing channels, including:

- Listing on the **Hobart & Beyond** website, attracting over **515,000 visitors** annually
- Promotion through DST's social media channels reaching **millions of views each year**
- Opportunities to feature in **consumer newsletters, blogs and regional itineraries**
- Inclusion in the widely distributed **Explore Southern Tasmania Map**

The value of Essential Membership

BENEFIT	ESTIMATED VALUE
Listing on the Explore Southern Tasmania Map	\$250 ✓
Complimentary Tasmanian Chamber of Commerce and Industry (TCCI) Basics Membership	\$450 ✓
Tips & Tipples networking events (up to 12 per year)	\$600 ✓
Media support for product launches and business news	\$300 per hour ✓
10% member discount on Tasmanian Travel and Information Centre brochure displays	Variable ✓
Special industry rate for brochure distribution at Brooke Street Pier	Variable ✓
Access industry rates at the Old Woolstore and Hadleys Hotels	Variable ✓
Access to cruise ship program opportunities and discounts	Variable ✓
Total identifiable value	= \$1,300+ annually
Essential Membership	\$572 incl GST

Even without factoring in marketing exposure and collaborative opportunities, for Essential members, the tangible value alone can easily exceed the cost of membership.

Value beyond dollars

While many DST member benefits have a clear dollar value, others are harder to quantify but equally important. Access to industry advice, mentoring, introductions, advocacy and peer networks can often make the difference between simply operating a tourism business and building a successful one.

Our members consistently tell us that these connections, insights and opportunities are some of the most valuable aspects of being part of Destination Southern Tasmania.

A connected tourism industry

Membership also ensures you are part of a collaborative regional network working to grow a strong, sustainable visitor economy across southern Tasmania.

By joining Destination Southern Tasmania, you are not just purchasing marketing exposure, you are investing in the strength and future of the region's tourism industry.

Industry connections you cannot easily buy

As the Regional Tourism Organisation for southern Tasmania, Destination Southern Tasmania maintains strong working relationships with Tourism Tasmania, the Department of State Growth, local councils, industry associations and national tourism bodies.

Through DST, members gain introductions, insights and advocacy support that would otherwise be difficult for individual businesses to access.

You might then add:

- Guidance navigating tourism programs and campaigns
- Introductions to industry partners and collaborators
- Support when engaging with government or applying for grants
- Media and PR opportunities through DST networks



Which level of membership is right for me?

Essential Membership

For tourism operators for whom visitors comprise a significant or majority proportion of their market, with one outlet, brand, site or product only. This includes new and micro businesses.

\$572 including GST

Premium Membership

Suitable for small to medium sized tourism operators with more than one outlet, brand or site, or businesses with multiple products that can be marketed separately.

\$1260 including GST

Ultimate (Tailored)

Ultimate membership is negotiated on a case by case basis, tailored to larger tourism operators or business owners who want to support the industry through partnerships.

\$2726 including GST

Membership pricing is subject to an annual board review. Membership terms and conditions can be viewed [here](#).

Quarterly payment options are available (12-month membership commitment applies).

For additional information about membership and to sign up, please visit our website at southerntasmania.com.au/membership.

Membership Benefits

INDUSTRY DEVELOPMENT

Industry communications

- Receive monthly e-news and updates including Highlands to Harbours newsletter ✓
- Membership certificate, membership window decal, membership lanyard and digital logos ✓
- New member introduction and business feature in our monthly newsletter ✓
- Opportunity to share business news in our Highlands to Harbours newsletter ✓
- Planning support for launches, celebrations and other special events ✓
- Member rates for advertising in Tasmanian Chamber of Commerce and Industry newsletters and/or the Tasmanian Business Reporter ✓

Networking and partnerships

- Complimentary networking events including monthly Tips and Tipples, tickets subject to availability ✓
- DST member accommodation rates at Hadley's Orient Hotel and The Old Woolstore Apartment Hotel (subject to availability and blackout dates, terms and conditions apply) ✓
- Eligibility to apply for Hawkers Program for Cruise Ship season and discounted rates to advertise in cruise terminal ✓
- Join the Southern Tasmania Tourism Operators Group, a private Facebook group of 720+ members ✓
- Opportunity to host an industry networking function ✓
- Free basic Membership with the Tasmanian Chamber of Commerce and Industry valued at \$450 ✓
- Join the Tasmanian Festivals and Events Community, a private Facebook group of 1500+ members ✓

Membership Benefits

Support and advice

One hour consultation session to learn about each other	✓
Ongoing mentorship	✓
Support for grants, awards and other formal applications	✓
Tasmanian Chamber of Commerce and Industry Workplace Relations support (two free calls to the Tasmanian Chamber of Commerce and Industry Helpline, plus Workplace Relations consultancy at base member rates)	✓
Tasmanian Chamber of Commerce and Industry Workplace Health and Safety specialist services at member prices	✓

Development and training

Access to DST educational workshops at member prices	✓
Support with industry activations e.g The Off Season campaign	✓
Opportunity to participate in the Tasmanian Tourism Showcase at special member pricing	✓
Opportunity to attend annual industry specific briefings such as cruise season, and major festivals and events	✓
Access to Tasmanian Chamber of Commerce and Industry events and training at member prices	✓

Directory

Access to and listing on the DST Member directory	✓
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MARKETING

Opportunity to be included in DST marketing collateral (suggested itineraries, blogs, etc.)	✓
Access to member pricing for MAC1 Cruise terminal advertising poster program	✓
10% discount on DL/A4/A5 brochure displays and other advertising within the Tasmanian Travel and Information Centre FY25/26	✓
10% discount for brochure display advertising at Brooke Street Pier with Tourism Brochure Exchange	✓
50% member discount to list on the Tasguide Directory – Eat Play Stay tasguide.com.au	✓

Membership Benefits

Regional Touring Map (distributed statewide and online)

Inclusion in 'Explore Tasmania's South' Map	✓
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Reaching consumers (digital marketing)

How to get listed on Hobart & Beyond (intro to the Australian Tourism Data Warehouse)	✓
Opportunity to participate in DST regional marketing initiatives or cooperative marketing activities	✓
Opportunity to sponsor competitions with supported marketing campaigns to raise awareness for your product	✓
Opportunity for inclusion in our consumer newsletters	✓
Inclusion on Hobart & Beyond Deals page* <i>*Must have offer loaded to ATDW</i>	✓
Inclusion of your product news in monthly industry e-newsletters	✓
Advertising Banner Space on our Hobart & Beyond website above the footer, across the entire website (subject to availability)	✓
Inclusion of your product in regional, themed blogs on Hobart & Beyond	✓
Dedicated blog about your business on, and promoted through, Hobart & Beyond. Written for you, by us (value \$700, one blog included in Ultimate level membership)	✓

MEDIA AND REGIONAL ADVOCACY

Media support for product launches, innovation and business news (valued at \$300 per hour)	✓
Eligibility to vote at the Destination Southern Tasmania Annual General Meeting	✓
Eligibility for nomination to the Destination Southern Tasmania Board of Directors	✓
Feature your media news on the Southern Tasmania website	✓

	ESSENTIAL	PREMIUM	ULTIMATE
TOTAL COST OF MEMBERSHIP including GST	\$572	\$1260	\$2726

Testimonials

Don't take our word for it. Here's what our current members have to say . . .

“ Of all the groups we are members of or work with, Destination Southern Tasmania is by far the best value for money, the most supportive and the most active in promoting our industry.

For many years now, DST has advocated on our behalf, driven investment in our region, helped grow regional dispersal, developed destination action plans and helped us survive as a business through the COVID-19 pandemic.

I would recommend that any tourism-related business become a member of Destination Southern Tasmania.

**Gary and Lorraine Ashdown
Owners and Hosts, Ashdowns of
Dover Bed and Breakfast**

“ As a relatively new tourism business, our membership with DST has been invaluable.

Since joining, we have received excellent advice and gained exposure to the broader Tasmanian tourism network through one of DST's monthly showcases.

We also enjoy the Tips and Tipples networking events, which have provided us with valuable insights, connected us with other tourism operators, and made us feel supported in an industry that is new to both of us.

Running a small business with just the two of us can feel isolating, so being part of DST gives us a sense of belonging to a team that is all working toward shared goals: business success and promoting our spectacular Southern Tasmania region to the world.

**Alice and Jason Eddington, Owners/
Managers, Aquila Eco Retreat**

“ With a background in hotel and resort management, I have had extensive experience in tourism promotion both within Australia and internationally and have also been deeply involved in a number of Regional Tourism Organisations.

Since joining DST in 2021 when Ruth and I purchased Bowhill Grange, I have been continually impressed with the very high levels of professionalism shown by this organisation.

Alex and his team are highly member focussed, readily accessible, friendly and keen to assist the membership in any way possible.

The monthly networking events are first class, with interesting venues and informative speakers that you would generally not get to experience – definitely a great introduction to the local tourism industry for new arrivals to our region.

With extensive connections within the Tasmanian tourism and business community the DST team has been a great facilitator in helping promote Bowhill Grange to a wider audience, far beyond what we could have achieved without their help.

I highly recommend membership.

Peter Gee, Bowhill Grange, Oatlands

“ Joining Destination Southern Tasmania (DST) 10 months ago has been one of the best decisions for KUUMA – Nature Sauna.

As a new and unique tourism operator, having the support of DST has been invaluable—not only in navigating the industry but also in connecting us with like-minded businesses and opportunities.

Running a business is always busy, and while we have not yet been as involved as we would like, we know that DST is always there as a strong and supportive resource.

Their insights, industry connections, and commitment to fostering collaboration in southern Tasmania’s tourism sector are second to none.

We look forward to engaging even more in the future and highly recommend DST membership to any tourism business looking for a dedicated, knowledgeable, and passionate network.

**Chloe & Nathan Gore, Owners,
KUUMA – Nature Sauna**



Why join?

Membership is a vital part of our structure. You may join DST at any time throughout the year.

Membership is a mechanism for cohesion and collaboration, both of which are vital to support a robust and connected tourism industry. It also ensures that we are not solely reliant on external funding which not only reduces financial risk, but also brings a level of autonomy, making it a truly industry-led organisation. Financial membership incites stronger engagement and understanding between DST and industry, and in turn provides fertile ground for identifying needs and opportunities, sharing ideas, and mobilising our industry to respond to political, economic, social and environmental influences.

One of our core roles is to feed industry news into state and federal marketing campaigns, programs and itineraries. Engagement with your RTO

optimises your chance of inclusion in these activities as we know our members who engage with us best.

Who are our members?

The strength of our organisation lies in the diversity of our membership. We represent businesses of all shapes and sizes including accommodation providers, attractions, tour operators, restaurants, retail businesses, events and service providers. Our members share one thing in common – they are committed to the development of sustainable tourism within southern Tasmania.

What now?

New members

Visit our corporate website (southerntasmania.com.au/membership/join-now), choose

your desired membership level and complete your payment (if you require an invoice please email dstadmin@southerntasmania.com.au). You will receive a welcome email and membership certificate.

Renewing members

Your membership subscription will be renewed automatically, unless you have chosen to opt out prior to your annual renewal date. Your credit card (stored in secure Stripe gateway) will be billed at the current renewal price for your existing level of membership.

Please log in to Stripe if you wish to make any changes, update your credit card details, change levels etc. Please contact us at dstadmin@southerntasmania.com.au if you have any questions prior to joining or renewing online (03) 6223 5650.

The bigger picture: shaping a thriving visitor economy

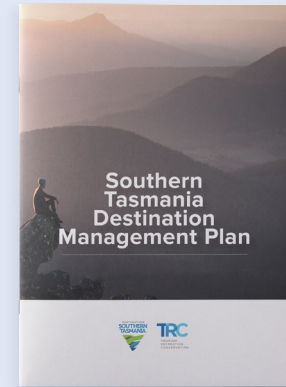
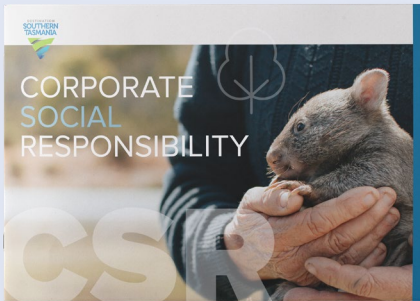
At Destination Southern Tasmania (DST), we do more than promote tourism—we actively shape a sustainable, connected, and resilient visitor economy. Our work aligns with the Southern Tasmania Destination Management Plan, ensuring that tourism benefits our communities, environment, and economy.

We advocate for industry needs, collaborate with government and stakeholders, and drive strategic projects that enhance regional dispersal, infrastructure, and product development. Through marketing initiatives and industry

development programs, we empower businesses to grow and innovate.

Sustainability is at the core of our mission. Our Positive Impact framework champions regenerative tourism, ensuring that the industry contributes positively to the region. By fostering partnerships, advocating for responsible tourism, and supporting businesses, we create a thriving industry that benefits everyone—visitors, operators, and locals alike.

Join us in shaping the future of tourism in Southern Tasmania.



Destination Management Plan

As a member it's important for you to know that you are part of something bigger. The Tasmanian State Government, Local Government Agencies (LGAs), the four Regional Tourism Organisations (RTOs), and tourism industry operators developed four regional Destination Management Plans (DMPs) for the state.

The southern DMP aligns with Tasmania's 2030 Visitor Economy Strategy. This longer-term vision seeks to manage the positive impact of tourism on Tasmania's environment, economy and way of life.



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