

DISCOVER TASMANIA APP  
INDUSTRY TOOLKIT 2023



TASMANIA  
COME DOWN FOR AIR



# Contents

<b>1.0</b>	<b>Introduction</b>	<b>03</b>
<b>2.0</b>	<b>Why do we need an App?</b>	<b>04</b>
<b>3.0</b>	<b>Features and benefits</b>	<b>05</b>
<b>4.0</b>	<b>Research and marketing</b>	<b>07</b>
<b>5.0</b>	<b>How to get involved</b>	<b>10</b>
<b>6.0</b>	<b>Contacts</b>	<b>13</b>



## 1.0 INTRODUCTION

# Finally, an app that gets you off your phone

The new Discover Tasmania App is the official travel guide to Tasmania – a free ‘pocket concierge’ to help visitors explore, plan and enjoy their Tasmanian adventures.

The app takes a ‘see less and find more’ approach – helping to free visitors from half-a-million internet search results with a curated list of destination content, including events, activities, accommodation, places to see and good things to eat and drink.

The app also has a handy ‘Planner’ function for building, editing and sharing itineraries, and delivers real-time updates and alerts to visitors, wherever they are on the island.

This toolkit will walk you through the thinking behind the app’s development, explain its key features and benefits, take a look at how we will promote it, and loop you in on ways to get involved.



2.0 WHY DO WE NEED AN APP?

# Why do we – need an app?

Travellers increasingly expect to have a holiday experience that is supported by a digital tool at their fingertips, with tailored information that's relevant and personalised to needs.

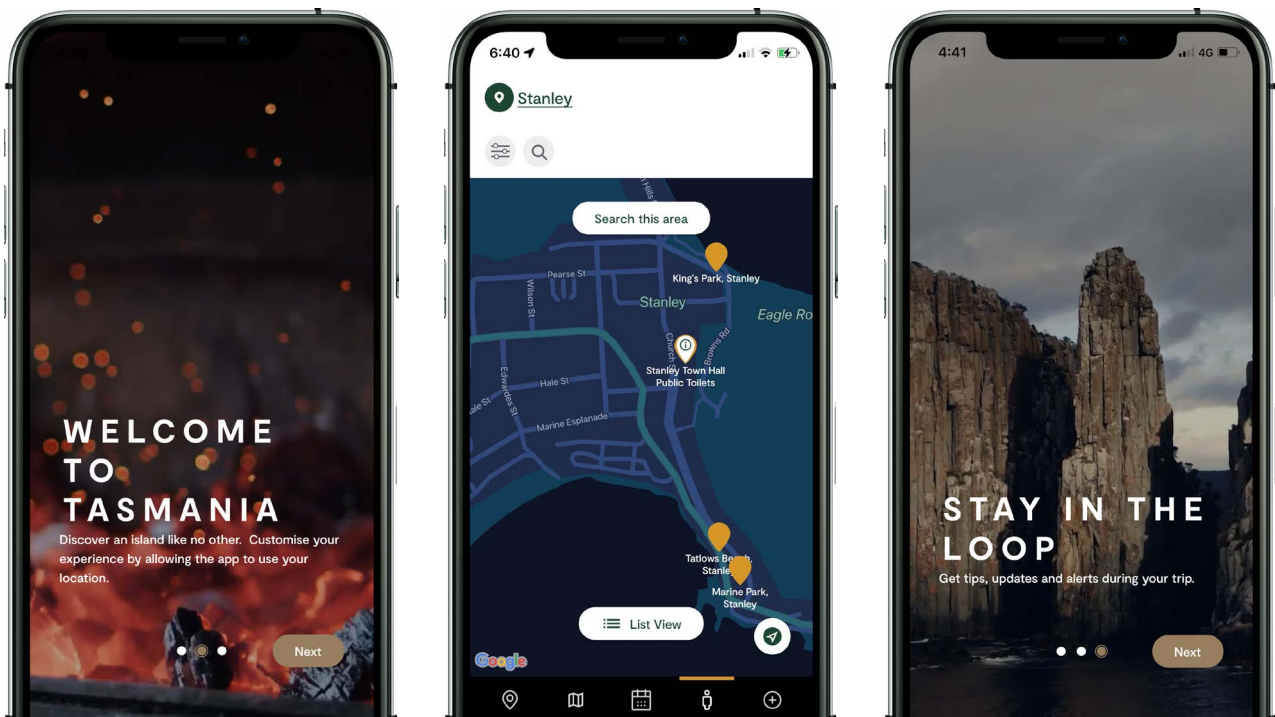
The new Discover Tasmania App makes it easy for travellers to find the things they're looking for, and sidestep the things that don't interest them.

To date, there hasn't been a digital visitor servicing platform in Tasmania which can facilitate this kind of curated visitor experience in real time, aligned with their geographic location and with a robust offline capacity.

In simpler terms, there was a gap in the market.

Ultimately, we want to deliver value to our visitors, influence their on ground behaviour and deliver more leads to tourism businesses.

The app will also provide another source of rich data on our target audience to future proof our marketing.



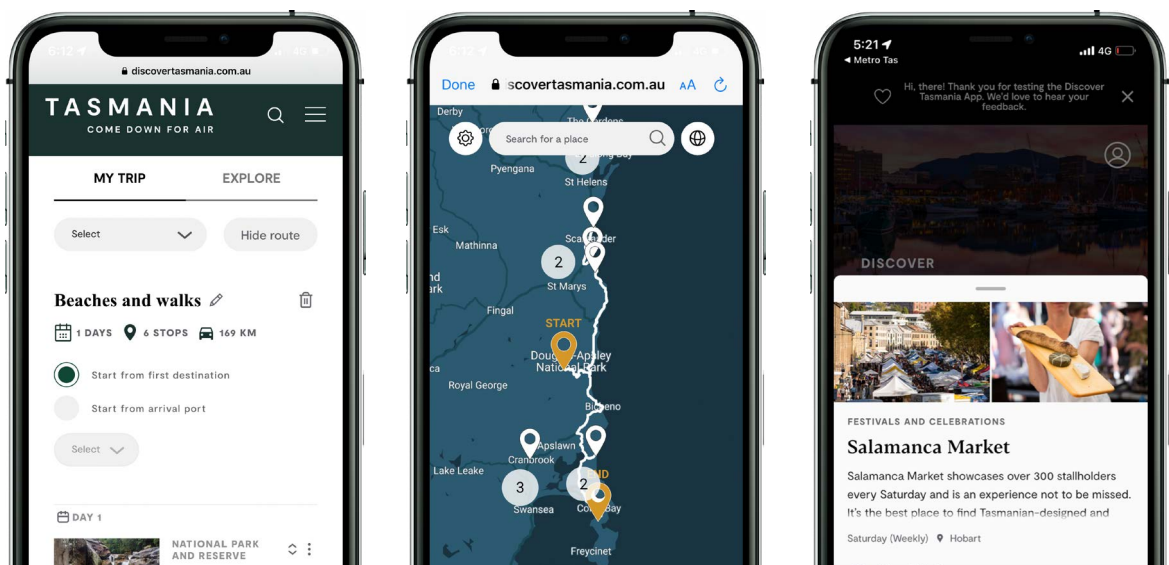
### 3.0 FEATURES AND BENEFITS

## Key features — of the app

The app is designed to enhance visitors' on-ground experience in Tasmania, helping them discover things to do, events and services aligned with their location and interests.

Once a visitor downloads the Discover Tasmania App, they'll be able to:

- curate a personalised Tasmanian holiday experience, full of great things to do, places to see and people to meet along the way
- enhance their island adventures with recommendations on what's nearby: top spots to eat and drink, outdoor and adventure activities, shopping ops, tours and accommodation
- use the handy 'Planner' feature to build, save and edit itineraries — integrating with the trip planning functionality on [DiscoverTasmania.com.au](https://DiscoverTasmania.com.au)
- find nearby events, markets, festivals, workshops and more
- receive real-time updates, alerts and tips relevant to where they are
- keep using most of the app's features even if they're offline or out of range for a while; and
- find useful general services like car parks, toilets, visitor information centres, playgrounds and more.



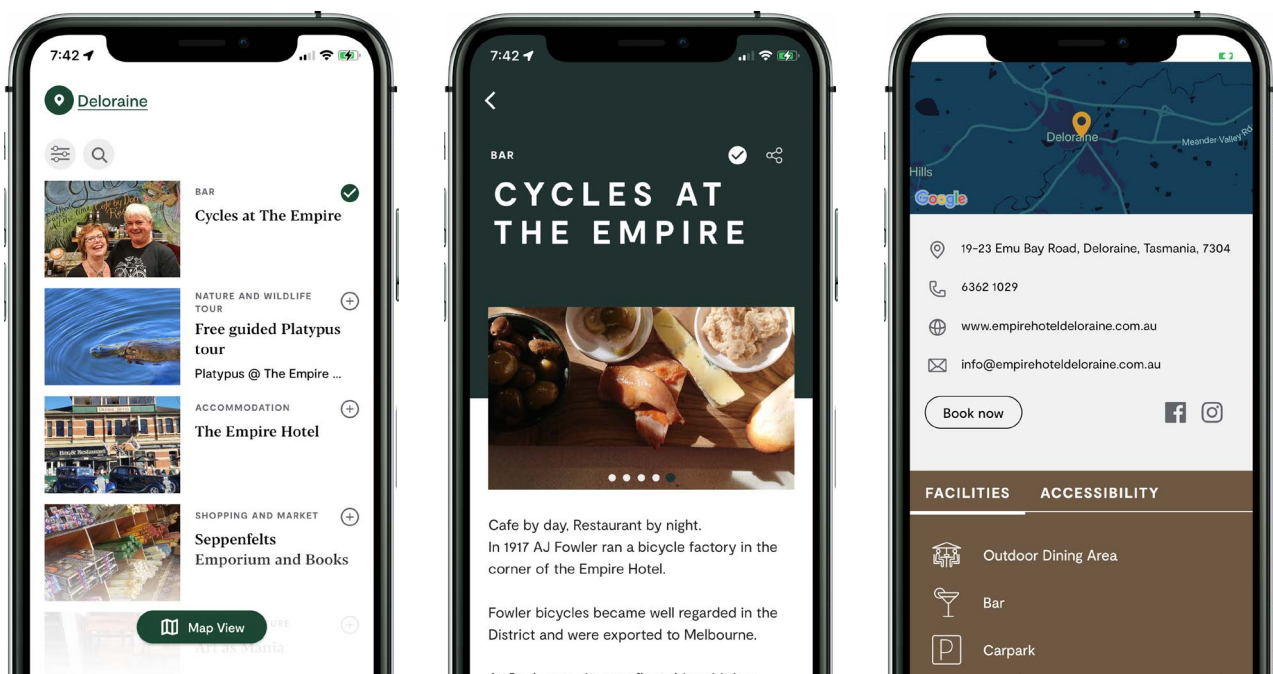
## 3.0 FEATURES AND BENEFITS

# *Benefits of the app –* **for Tasmanian businesses**

The app will not only deliver on-ground information to visitors, enhancing their experience in Tasmania with real-time content tailored to their location – but will also increase exposure to Tasmanian businesses via their listings in the [Australian Tourism Data Warehouse \(ATDW\)](#).

For Tasmanian businesses, the app:

- makes your business visible to travellers when they're nearby, and when they're planning to visit your town/region: visitors see listings in order of proximity to their location
- lets you show your customers what's nearby – like a digital concierge in their pocket; and
- lets you share your top tips: you can create your own itinerary of recommendations and share it with your customers via email.



## 4.0 RESEARCH AND MARKETING

## Testing the app – on the ground

Kantar – one of the world's leading data, insights and consulting companies – has conducted qualitative app testing with visitors to Tasmania, putting the app's features to work on the ground around the state.

Overall perceptions were positive, driven by the app's visually engaging design. Users reported that the app delivers a more curated offering than a generic Google search, showcasing the best of what's available in Tasmania.

*"It's great to use... In Google, you need to have more knowledge of the place to know what to type in... This is more of an exploring app when you don't know much about the area. It prompts you to discover new places you could see.*

*It highlights places you wouldn't necessarily be looking for; you could miss them while you were here if you didn't know about it. I found a diving tour while I was looking at the trip planner, which really got my attention – I wouldn't have found that in Google because I wasn't looking for it."*

– Visitor to Tasmania, user testing December 2022

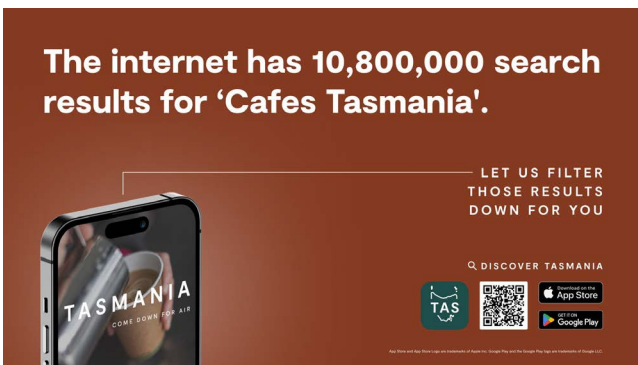
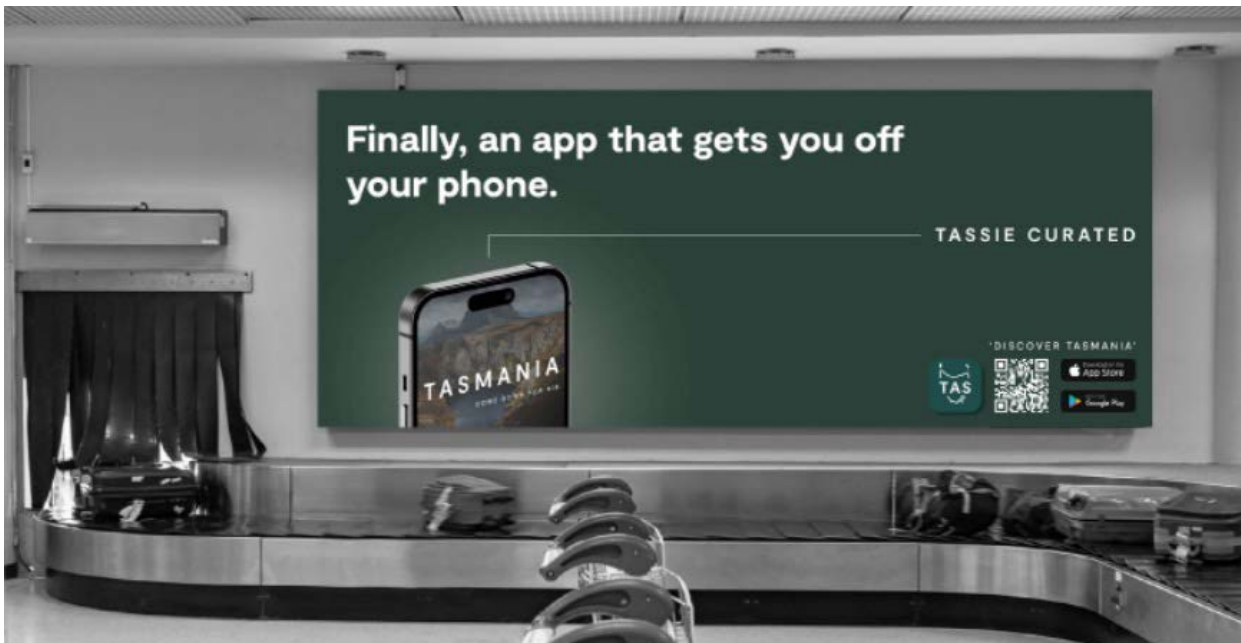
The app has also been tested by a number of tourism industry members across each region, providing useful feedback and recommendations for future versions of the app.

4.0 RESEARCH AND MARKETING

# Marketing the app – targeting interstate visitors

Tourism Tasmania launched the Discover Tasmania App alongside the Off Season winter marketing campaign in April 2023.

To boost awareness and encourage downloads, a marketing and communications campaign will target interstate visitors who have booked a trip to Tasmania, who are on their way here, or who are already on the ground.





## PARTNERS AND MARKETING

From May 2023, an extensive on-ground and digital marketing campaign will boost app awareness via:

- large-format out of home (OOH) airport advertising
- search engine marketing (SEM)
- Google Discovery ads
- paid social media
- app install ads across Google; and
- digital display advertising

...along with posters and flyers in over 200 locations around the state.

Access partners Qantas (social media) and Jetstar (post-booking comms) will form part of this paid media campaign.



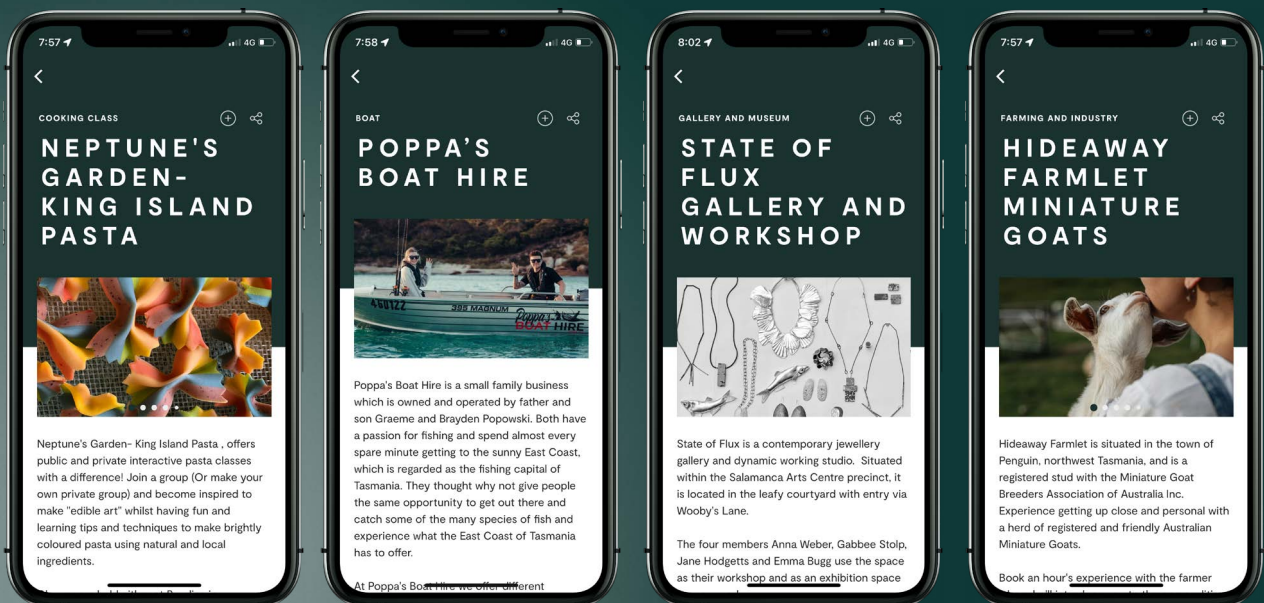
5.0 HOW TO GET INVOLVED

# First things first – make sure you're listed on ATDW

All listings in the app come directly from the [Australian Tourism Data Warehouse \(ATDW\)](#) – so operators must have an ATDW profile to feature. It's a free platform.

Once you have an ATDW profile, you'll also feature on Tourism Tasmania's website [DiscoverTasmania.com.au](#), which has over 2 million views per year.

Your ATDW profile will also be displayed on 50-plus other travel and tourism websites, including Tourism Australia's website, [Australia.com](#).



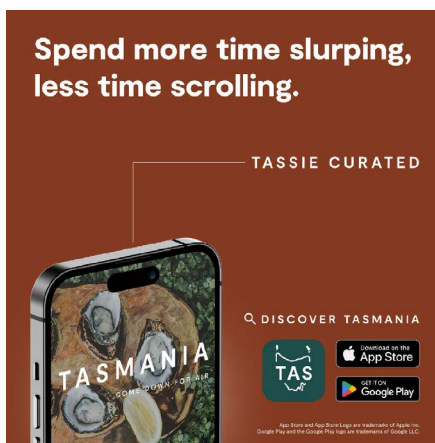
## DOWNLOAD THE APP!

To help your customers experience Tasmania and communicate the app's availability, download the digital marketing assets available [here](#).

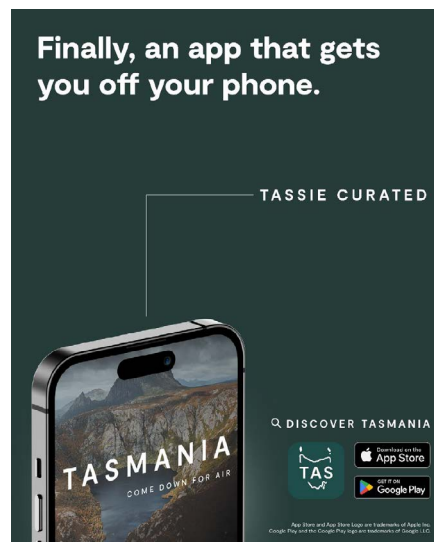
You can:

- display these on your website
- include them in your booking confirmation emails to customers; and
- post them to social media.

**SOCIAL (FOODIE) 1080x1080px**



**SOCIAL (GENERIC) 1080x1350px**

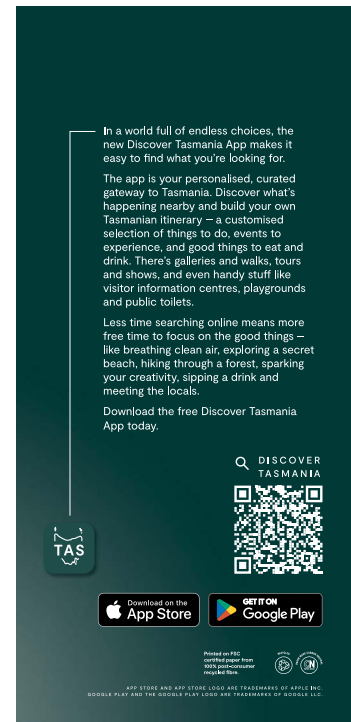
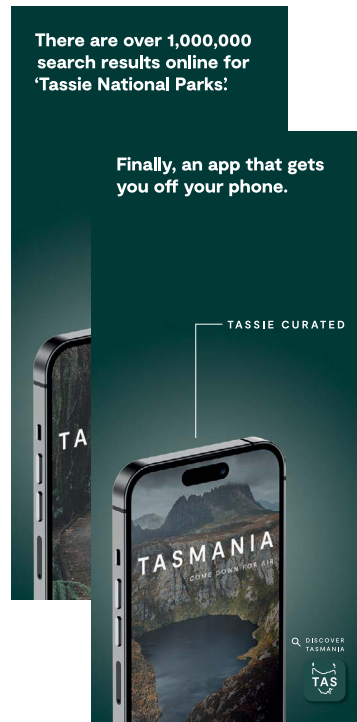


During April you can collect Discover Tasmania App marketing collateral from a Tourism Tasmania update and networking event, or from your local regional tourism organisation, to display at your business/venue.

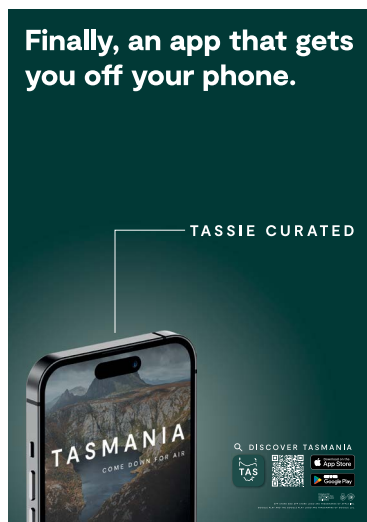
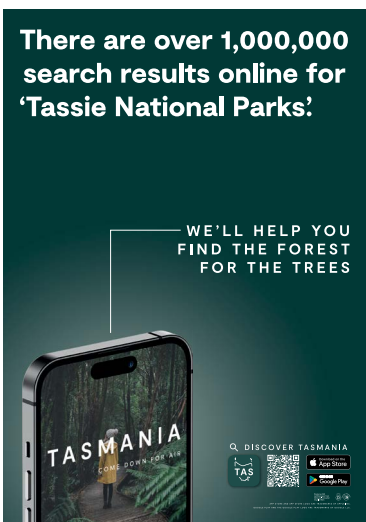
WINDOW DECAL



DL INFORMATION LEAFLET



A2 POSTER



TENT CARD



## 6.0 CONTACTS

# Got a – question?

For all queries about the Discover Tasmania App, including partnerships and promotion, contact Tourism Tasmania via [corporate@tourism.tas.gov.au](mailto:corporate@tourism.tas.gov.au).

For help creating an Australian Tourism Data Warehouse (ATDW) profile, contact Tourism Tasmania ATDW Support via [atdw@tourism.tas.gov.au](mailto:atdw@tourism.tas.gov.au).



# Finally, an app that gets you off your phone.

TASSIE CURATED



DISCOVER TASMANIA



Printed on FSC certified paper from 100% post-consumer recycled fibre.



APP STORE AND APP STORE LOGO ARE TRADEMARKS OF APPLE INC. GOOGLE PLAY AND THE GOOGLE PLAY LOGO ARE TRADEMARKS OF GOOGLE LLC.