

# #TassieStyle

## Summer Advocacy Campaign – FAQs

Tourism Tasmania is running a different type of marketing campaign this summer.

FROM 5 DECEMBER through to 28 February, we're encouraging visitors and locals to share their unique Tassie experiences online.

Whenever a visitor or local does something distinctly Tasmanian, we want them to share their Tassie experience using the hashtag #TassieStyle.

Using #TassieStyle let's us re-share, reward and stimulate further conversations among our audiences and extend the campaign's reach well beyond visiting travellers.

### Why a social media campaign?

Research shows that word-of-mouth plays an important role in consumers travel decision-making – particularly for Tasmania.

With nearly 250,000 visitors last summer and the same expected again this year, there's huge potential for us to harness this goodwill.

Also, with occupancy rates just about full over the summer peak period, there's no point in pursuing extra bookings. Instead, we have an ideal opportunity to motivate an army of passionate advocates for Tasmania and raise the state's profile with potential new consumers.

### What can tourism businesses do?

If you're interested in getting involved, all you need do is tell as many people as you can about the campaign and the great prizes they could win. We'll give you the materials you need to promote the campaign to your guests, customers and clients, free of charge.

We know this is a busy time of year, so we've designed the campaign to pretty much run itself once it's set up, so there's little or no demand on your time.

### What are the benefits for my business?

For operators, the campaign offers a chance to raise the profile of their business in a highly competitive domestic marketplace. Encouraging travellers to share their experiences gives operators the potential to have their product seen by hundreds of thousands of future consumers. More shares equals more exposure and more exposure means more visitors. Which is great for you.

### Who is the audience?

Our intended audiences are domestic visitors to Tasmania, mainly from Victoria, New South Wales and Queensland. We're also encouraging local Tasmanians to share their own experiences and tell their visiting friends and relatives to share their stories as well.



## What is Tourism Tasmania doing?

Tourism Tasmania is working through its many partners and business networks to get the word out to consumers and let them know about the competition and the great prizes they could win.

To help promote the campaign, we're producing a range of marketing materials including posters, brochures, postcards, table talkers, badges and tear sheets for participating businesses and organisations.

We will also build on the experiences posted online with #TassieStyle to get further engagement and promote Tasmania to as wide an audience as possible.

## Campaign competition

Interstate guests and Tasmanians who snap a photo or video and share it to social media with a caption and the #TassieStyle hashtag will be in the running to win a range of exciting prizes. Captions must include a description of how the image reflects their 'Tassie Style' with the #TassieStyle hashtag, and can be shared to Instagram, Twitter or Discover Tasmania's Facebook page wall.

Entrants can win one of three #TassieStyle holiday prizes valued up to \$7500 – designed by the winner themselves – so they get to experience the very best Tasmania has to offer, in their own #TassieStyle!

There are also weekly Tasmanian travel vouchers of \$500 to win, courtesy of TasVacations!

A panel will judge the entries on their originality and creativity.

The minor prizes of vouchers will be judged weekly from 14 December and the major prizes of a Tasmanian holiday judged at the end of the competition.

## How much will it cost me?

Best of all, there's no cost to participate.

We'll send you everything you need to tell your customers about the campaign, free of charge.

Just let us know what you want through our online order form on our corporate website and we'll post it out to you.

Alternatively drop into one of Tasmania's Tourist Information Centres from 10 December to pick up a selection of collateral. Use this campaign collateral to promote #TassieStyle at your business.

## How do I get involved?

Operators interested in participating in the campaign should register their interest online – just follow the prompts from our corporate website home page.

Operators can choose the promotional material that best suits their business needs including posters, postcards, door hangers, tear sheets and more.

You can also download assets for your website, a banner and copy for your EDMs, promotional videos and FAQs on the campaign.

## How do I place an order?

You can order posters, table talkers, door hangers or badges and we'll post this out to you or you can pick up a selection of collateral from one of Tasmania's Tourist Information Centres from 10 December onwards.

An order form is on our corporate website at [www.tourismtasmania.com.au/marketing/campaigns/advocacy/orders](http://www.tourismtasmania.com.au/marketing/campaigns/advocacy/orders) or follow the prompts on our home page.

## Further information

For further information on our #TassieStyle summer advocacy campaign email [socialmedia@tourism.tas.gov.au](mailto:socialmedia@tourism.tas.gov.au)

