

Event and Festival Resource Guide

Tourism Tasmania recognises significant value in the complementary nature of events and festivals that promote Tasmania as a premier travel destination, driving travel to the state and growing event attendance. To assist you, we offer a range of resources that can help your event or festival. Whether you're a new event, big or small scale or are well-established and want to ensure your marketing has impact, these resources will be of benefit.

Regional Tourism Organisations

We encourage you to liaise with your Regional Tourism Organisation (RTO). If you are a new event or festival the RTO should be your first port of call.

East Coast East Coast Regional Tourism Organisation

Phone +61 (03) 6375 1799

Email info@eastcoasttourism.com.au

Web www.eastcoasttasmania.com/industry-information

North Tourism Northern Tasmania

Phone +61 (03) 6380 6099

Email admin@tnt.org.au

Web www.tnt.org.au

North West/West Coast Cradle Coast Authority

Phone +61 (03) 6433 8400

Email admin@cradlecoast.com

Web www.cradlecoast.com

South Destination Southern Tasmania

Phone +61 (03) 6233 5650

Email dstadmin@southerntasmania.com.au

Web www.southerntasmania.com.au

ATDW Online

We encourage you to add your event to ATDW-Online, a national tourism and events database that allows you to be published on a number of important websites, apps and services such as our own Discover Tasmania website. List your event ahead of time to maximise exposure. Best of all, it is a **free** service.

Add your ticket prices, photos, description, venue and contact details and when the event is over it will expire from the database. If it is an annual event you can go back in and add next year's dates. A User Guide for adding events into ATDW-Online can be found at:

www.tourismtasmania.com.au/marketing/online/atdw

Contact:

Phone +61 (03) 6165 5286

Email online@tourism.tas.gov.au

Web www.atdw-online.com.au



Social Media

Tourism Tasmania's approach to social media aims to stimulate positive conversations about Tasmania across our key social media platforms of Facebook, Instagram and Twitter.

We primarily share user generated content (online content posted by our local community and visitors to the state).

Tourism Tasmania's social media platforms are a great way for locals and visitors to share Tasmanian experiences and for operators to promote their businesses. Like and follow our social accounts, contribute to the conversation and share content.

We look for authentic stories and images that will inspire people to visit Tasmania and you don't have to be a professional to participate. Event/festival images with a compelling destination element are particularly powerful. For Tourism Tasmania's social media terms of use refer to www.tourismtasmania.com.au/marketing/social.

Facebook

www.facebook.com/Tasmania

Use Facebook to upload images from your event/festival Facebook page to the wall of the Discover Tasmania Facebook page and actively participate in conversations on our posts. You can also tag 'Discover Tasmania' on your public Facebook posts for them to appear on our Facebook Page wall.

Instagram

www.instagram.com/tasmania

Include the hashtag **#discovertasmania** or **#TassieStyle** in your posts for the opportunity to be featured on the **@Tasmania** account. If your image is re-posted, feel free to join the conversation by replying to comments and providing some background on the event or festival experience.

Twitter

www.twitter.com/@tasmania

Include the hashtag **#discovertasmania** or **#TassieStyle** or the tag **@Tasmania** when tweeting event/festival information, interesting news or images that might be of interest to Tasmania's visitors.

Visual Library

Tourism Tasmania's Visual Library is a great way to market your event/festival to media and travel trade. It is also a good way to source imagery and videos for your website and supporting marketing material. It's easy to register and order – and best of all images are free for most uses. We also invite you to submit high quality imagery and footage to the library for use by approved media and travel trade.

To submit contact:

Phone 03 6165 5306

Email visual.library@tourism.tas.gov.au

Web www.tourismtasmania.com.au/visual_library

Website

Provide your customer with information about [Tasmania](http://www.tourismtasmania.com.au) on your website. Equip them with all the resources they need to book. Simply set-up a hyperlink to the [Discover Tasmania](http://www.discovertasmania.com.au) website www.discovertasmania.com.au. Liaise with your web developer for details.

For more information email partnerships@tourism.tas.gov.au

PHOTO CREDITS Natalie Mendham Photography and Rob Burnett.

