

TASMANIAN DRIVE JOURNEYS
A HANDBOOK FOR INDUSTRY



Taylor's Beach
Bay of Fires Conservation Area



Tasmanian
Government



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Foreword from the Premier

The Tasmanian Journeys will play a key role in driving visitation into our regional areas as we recover from the significant impacts of COVID-19.

We are inviting locals and visitors to experience these touring holidays in their own way and in their own time, and by giving them the tools to do so.

The Tasmanian Government has led the development of this initiative in partnership with the regional tourism organisations. Those planning to tour Tasmania will find the necessary information and local knowledge to help make travel decisions based on their needs, holiday timeline, budget, interests and passions. And when a journey becomes part of the experience itself, travellers slow down and spend more time in our regions.

Thank you for playing your part in delivering on our brand promise and the Tasmanian self-drive touring holiday experience.

Peter Gutwein MP
Premier

Project overview

The Tasmanian Drive Journeys are a suite of five self-drive touring holidays, designed to encourage greater exploration of our regional areas.

As well as helping visitors discover great experiences and attractions, the Tasmanian Drive Journeys will encourage them to travel further, stay longer and, ultimately, spend more during their time here.

For many visitors, there's no set route from point A to point B. Instead, they are craving a tool for self-guided exploration – a way to find hidden treasures and unexpected detours. The Tasmanian Drive Journeys have been developed to meet this need, providing guidance and reassurance without being overly prescriptive.

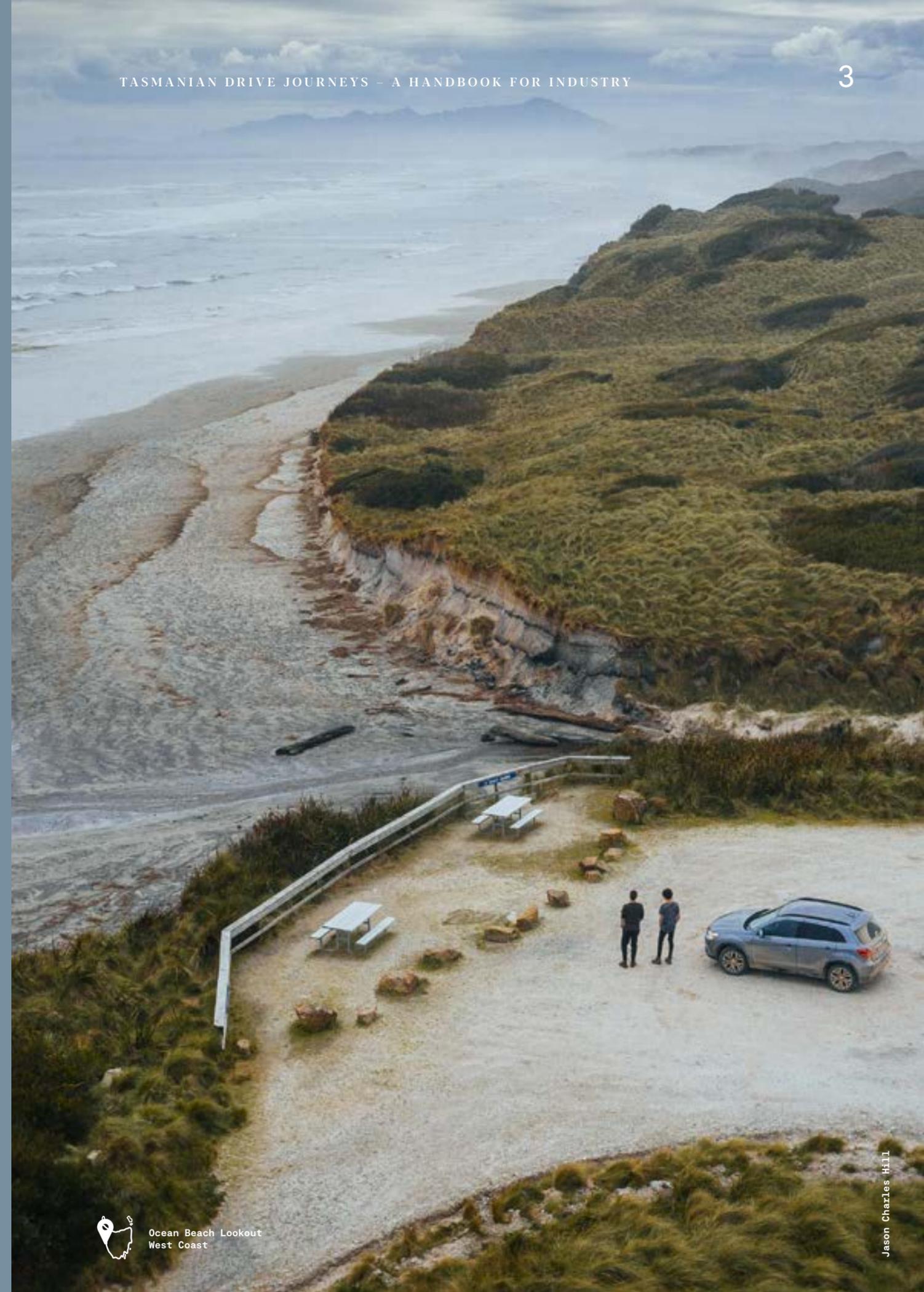
Tasmania has always been one of the great drive holiday destinations and in the current environment we know that Australian travellers are going to be even more likely to travel by car.

In the short term, Tasmanian Drive Journeys will provide a new way for Tasmanians to explore their home state. In the longer term, they will be a key tool in promoting Tasmania as a leading global self-drive touring destination.

The Tasmanian Drive Journeys are signature self-drive touring products under the brand of *Tasmania – Come Down for Air*. A range of experience trails such as the Convict Trail, Tamar Valley Wine Route and the Cradle to Coast Tasting Trail also contribute to the holistic self-drive touring experience available in Tasmania.

The Drive Journeys are one of the priorities identified in the [Tasmanian Visitor Engagement Strategy](#). Drive holidays and Tassie road trips are also identified as a way to assist in rebuilding visitation, a key priority of the [T21 Visitor Economy Action Plan 2020-22](#).

The Tasmanian Drive Journeys Project has been delivered through a partnership between the Department of State Growth and Tourism Tasmania, in collaboration with the state's regional tourism organisations.



Strategic context

— In 2019, Tourism Tasmania launched a new brand platform, *Tasmania – Come Down For Air*. This is the brand expression for Tasmanian tourism, representing what Tasmania is, who Tasmanians are, and what a holiday here can offer visitors.

The five Tasmanian Drive Journey themes and visual identities were created to support *Tasmania – Come Down for Air*. This means they feel connected to the master brand, while still being marketable in their own right.

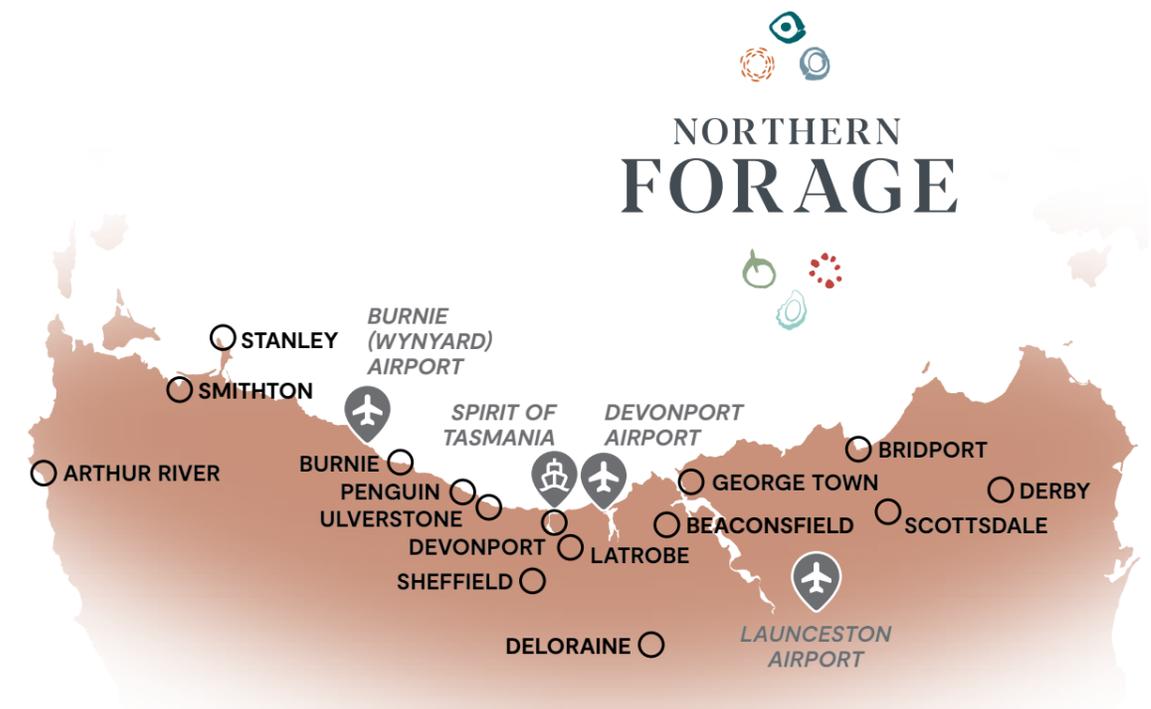
The Tasmanian Drive Journeys have been created with close consideration of the key audiences of *Tasmania – Come Down for Air*, known as Raw Urbanites and Erudites. Put simply, these are Australians wanting to escape their busy lives, seeking enrichment through moments of peace, connection, inspiration or captivation. Whether through an unforgettable foodie experience, an awe-inspiring escape, an indulgent retreat, a historic revelation or a wild adventure, we know that by exploring regional Tasmania, they will find the enrichment they are looking for.



The Tasmanian Drive Journeys

Following are short overviews of the five Tasmania Drive Journeys. They outline the theme and value proposition for each Journey. The overviews are to help you understand what makes the Journey in your region different and how your business can deliver the experience our visitors are looking for.

To see how the Journeys are marketed to our visitors, please visit discovertasmania.com.au/journeys.



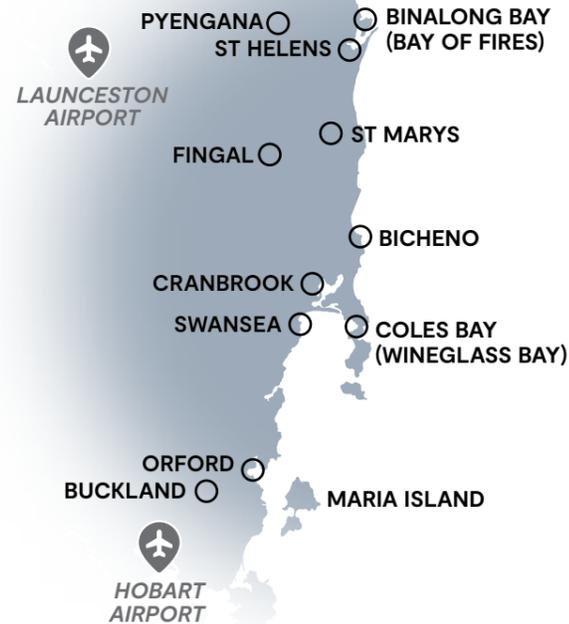
Northern Forage

Theme: *Feed your humanity with fertile land and clean air.*

If there's one region to forage for the very best of our world-renowned food and drink, it's in Tasmania's lush and abundant North. The Northern Forage Drive Journey takes in the top of our state, from the north west to the north east. It focuses on the bountiful food and drink, landscapes and environment of the north, with something new to be discovered around every corner.

As part of their Northern Forage, visitors can sample some of the finest cool climate wines in the nation and visit distilleries that produce spirits equal to those found anywhere in the world. They can have freshly picked raspberries for breakfast, produce pulled straight from the ground for lunch and seafood plucked straight from the ocean for dinner.

Visitors will also uncover a wealth of natural beauty. And through their Northern Forage, visitors will find the space, the time and the natural inspiration to forget the stresses of their hectic day-to-day life and find something equally important – themselves.



Great Eastern Drive

Theme: *Indulge in life's simple luxuries – time, seclusion and calmness – in exquisite landscapes.*

Since its launch in 2015, the Great Eastern Drive has been a signature product of Tasmania's East Coast. The look and feel of the Great Eastern Drive has recently been evolved to align it with *Tasmania – Come Down for Air* and our current target markets.

The evolution also includes expanding the proposition of the Great Eastern Drive from a traditional linear touring route into an area for self-guided exploration where detours and stops are encouraged and embraced.

The Great Eastern Drive is where visitors can experience the pure bliss of being the only person on a perfectly white beach. They'll enjoy the intimacy of meeting the people who harvested their oysters. And they might even take in the breathtaking scenery from the seat of a mountain bike.

In Tasmania, we aren't boastful. We usually steer away from words like 'great'. But for this Drive Journey, taking in magnificent coastlines, stunning national parks, peaceful beaches and unforgettable food, wine and accommodation, 'great' is fitting.

SOUTHERN EDGE



Southern Edge

Theme: *Find your place in the world surrounded by epic space and endless waterways.*

Geographically, Southern Edge perfectly describes the numerous edges of the south's almost endless waterways, inlets and coves where water meets the green, rolling landscape. And beyond the physicality is a more emotional kind of edge – the edge of unique experiences, of finding perspective, of being tantalisingly on the cusp of something and of savouring the rewards that come with exploration.

The Southern Edge is the clarity of the sky, and being able to see every single star. It's the advantage of being able to soak away the day in a hot outdoor bath and grazing on local produce. It's the offer of potential and a sense of challenge.

On this Drive Journey, visitors don't just go south – they go all the way to the Southern Edge.

WESTERN WILDS



Western Wilds

Theme: *Take a journey of discovery through powerful wilderness stories.*

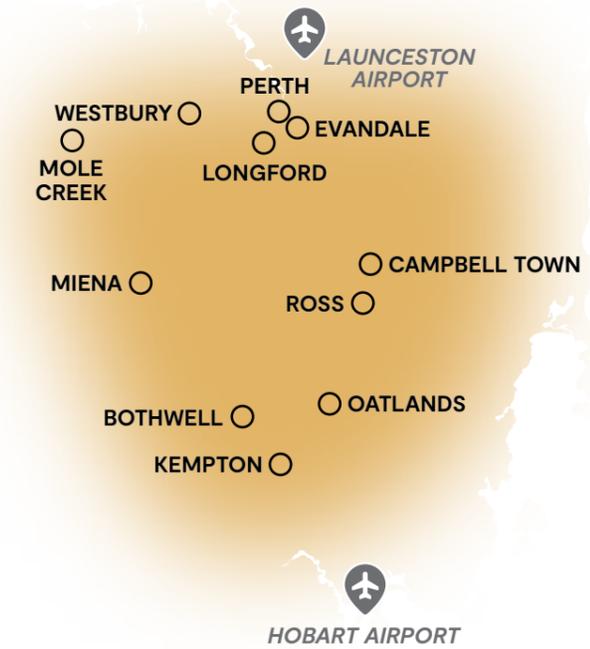
With stories, myths and legends to uncover and wild landscapes within reach, the Western Wilds is a journey into soul-stirring wilderness. Launched in October 2018, the Western Wilds encourages visitors to seek untamed nature, follow in the footsteps of pioneers and unearth wild stories of mining booms and busts in western Tasmania.

Tasmania's west is known for its wilderness landscapes – temperate rainforests and alpine plains, mountains and glacial valleys, wild rivers and windswept coasts and the unique flora and fauna of the UNESCO Tasmanian Wilderness World Heritage Area.

Lesser known are the human stories of the Western Wilds – epic tales of an ancient Aboriginal culture that thrived over thousands of years, and of tenacious pioneers who overcame adversity and unimaginable challenge to build lives of meaning and accomplishment in the wilderness.

Wherever the wilderness experience lies – whether that is on a four-day mountain trek, guided wilderness tours, harbour cruises or train journeys through the rainforest – visitors to the Western Wilds will create their own iconic wilderness story, adding another chapter to the rich tales of the region.

HEARTLANDS



Heartlands

Theme: *Feel the pulse of Tasmania's heartland, where history is present and time stands still.*

It's one thing to literally be at the geographic heart of Tasmania. It's another thing entirely for that same area to be the beating, pulsing centre of an island's culture and truth. This Drive Journey invites visitors to explore the middle of Tasmania – the Heartlands.

With an environment that blends historic townships, cobblestone streets and wild, rugged beauty there's more than meets the eye. The Heartlands are the very essence of Tasmania, stretching back through time in a unique appreciation of our history and our people. From traditional owners, early European settlers, convicts, farmers, bushrangers and migrants to modern-day locals, this is a place full of character.

The Heartlands gifts you the space and the time to pause, to close your eyes, to breathe in the past and be totally present in the now. It's a place to reconnect, to centre yourself, and to listen to your own heart – right here in the Heartlands.

Get involved

— Industry has a key role to play in the Tasmanian Drive Journeys. Familiarise yourself with the Tasmanian Drive Journeys and offer advice about them to your visitors.

What makes your Drive Journey different? How does this relate to your area, your business? Be ready to share your tips on the best things that visitors can see and experience by car. Be welcoming and embrace the sense of adventure your visitors feel. Embrace the theme of your Drive Journey and play to your region's strengths.

Give 'local insights' on must see things or must do activities - where should they go tomorrow? What can't they miss? What should they take home with them to remember their trip? These surprising and hidden moments are what our visitors are looking for, and what your business can help provide.

You can also:

- Encourage visitors to add your business to their Tasmanian Drive Journey. You can do this by talking about it in your marketing materials and tagging #discovertasmania when sharing photos, videos and posts on your social media channels. You can also place the Tasmanian Drive Journey logos on relevant collateral, such as touring maps or brochures (refer to page 15).
- Familiarise yourself with the *Tasmania - Come Down for Air* brand platform and identify what kind of 'air' you can offer visitors. For more information visit tourismtasmania.com.au/marketing/campaigns/brand-launch.

- Update your business information and operating hours on Australian Tourism Data Warehouse, tourismtasmania.com.au/marketing/atdw, to ensure your listing on discovertasmania.com.au and other tourism websites is accurate. Don't forget to also update your information on Google Business to optimise organic search results.
- If you have a 'shopfront', you can promote your Drive Journey to visitors with a window decal. Simply collect one from your regional tourism organisation.
- Make use of relevant images from your regional tourism organisation or the Tourism Tasmania Visual Library: visuals.tourismtasmania.com.au.
- You might choose to create new experiences or add extra value that aligns with your Tasmanian Drive Journey. Why not collaborate with other businesses to create something really special?
- Stand out in the market by optimising your website for organic search so your business is easily found online. Digital Ready has free resources to help small businesses develop and improve their online presence, digitalready.tas.gov.au.
- Recycle out-of-date merchandise and collateral created for the Southern Trove and the original Great Eastern Drive.
- Share and remind visitors about general road safety, rsac.tas.gov.au/visitingdrivers. It's important to drive to the conditions, to slow down on winding, icy or gravel roads, to wear a seat belt and obey all road signs and speed limits. Look out for animals on the road, especially at dawn and dusk. Drivers must never use a mobile phone while driving and must pull over for photographs.

Working with RTOs

— Your regional tourism organisation (RTO) is a key partner in this project and will be helping to get visitors to explore regional Tasmania by highlighting the stories and experiences of the Tasmanian Drive Journeys.

Be sure to stay in touch with your RTO and share new products or business updates. On social media, add your relevant RTO consumer hashtag to your posts.



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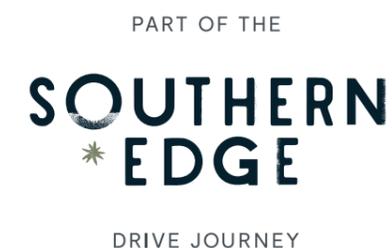
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Tools for industry

— From time to time, there will be opportunities for industry to promote the Tasmanian Drive Journeys on collateral such as brochures and touring maps. To do this, you can download industry versions of the visual identities from the Tourism Tasmania Corporate [Website](#).



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