



WORKING WITH  
**TOURISM  
TASMANIA**



Martha Vale Park  
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**TASMANIA**

COME DOWN FOR AIR



——— Tourism Tasmania’s purpose is to connect travellers emotionally and culturally with our island, drive visitation and lead a sustainable visitor economy that delivers social, environmental and economic value for all Tasmanians. We lead and activate the state’s tourism brand through a range of marketing programs, campaigns and partnerships to generate awareness of our destination and demand for travel.

This document is a guide to help Tasmania’s tourism industry leverage our brand, marketing campaigns and activities.

## OUR BRAND

*Tasmania - Come Down For Air* is the over-arching brand platform that underpins Tourism Tasmania’s destination marketing. The brand platform sets us apart in a competitive tourism marketplace, positioning Tasmania as the ‘antidote to the straitjacket of modern life’ and inviting travellers to come and escape the stress and routine of everyday life.

*Tasmania - Come Down For Air* celebrates everything about our home. It captures our sense of being and provides a platform to communicate who we are as people. When everywhere can feel generic, our potential visitors are being encouraged to feel more human on an island of difference. Here in Tasmania, we have a unique perspective on life and we’re welcoming others to join us.

During the cooler months, the Off Season is our winter expression of *Come Down For Air*. Tasmania only gets more Tasmanian in the winter. It’s the season when things get wild, weird and wonderful. The Off Season celebrates this by inviting visitors to refuel their souls and wake up in winter with a holiday to Tasmania.

## GETTING STARTED

### CREATE A FREE PROFILE ON ATDW

The Australian Tourism Data Warehouse (ATDW) allows tourism operators to easily promote their business or event online directly to consumers.

A profile on ATDW increases your exposure on numerous Australian travel websites, including Tourism Tasmania's [Discover Tasmania website](#) and [app](#).

**Find more information on [ATDW](#) and register for a free profile**

**Remember:** Keep your profile up to date. ATDW listings automatically expire after 12 months.

### KEEP US INFORMED

In partnership with the RTOs, we run monthly 'operator showcase' webinars.

This is an opportunity to share news about business developments and new product offerings and experiences with the Tourism Tasmania team.

If you are interested in presenting your product, please [contact your RTO](#).

### CONNECT WITH YOUR REGIONAL TOURISM ORGANISATION

Regional tourism organisations (RTOs) support local industry through a range of development and advocacy programs.

Tourism Tasmania works closely with the RTOs who are an important connection point between government and industry.

**To find out more visit:**

[Destination Southern Tasmania](#)   [East Coast Tourism](#)  
[Visit Northern Tasmania](#)   [West by North West Tasmania](#)

### BECOME 'TRAVEL TRADE READY'

Based on what suits your business, you can choose to work with a range of travel distribution partners, including retail travel agents, online travel agents, wholesalers and inbound tour operators.

Tourism Tasmania provides opportunities for [Travel Trade Ready](#) businesses to market their product through trade events, trade missions, workshops and familiarisation visits.

Tourism Tasmania's [Tassie Trade website](#) and [Tassie Specialist Program](#) educates the travel trade industry on how to promote and sell Tasmania.

Find out more about [travel distribution](#) and how to become [Travel Trade Ready](#).

### STAY UP-TO-DATE

[Subscribe](#) to Tourism Tasmania's industry e-newsletter for regular updates, opportunities to get involved in or leverage our marketing programs, and industry events.

You can also follow us via the Tourism Tasmania [LinkedIn](#) and [Twitter](#) and accounts.

### SHARE YOUR STORY

Our public relations (PR) program works to secure earned media opportunities that support Tasmanian storytelling.

The PR team work with the RTOs and tourism industry to identify new products, experiences and story angles to pitch to travel and lifestyle media outlets globally.

Share news about your product, upcoming events and images with [media@tourismtasmania.com.au](mailto:media@tourismtasmania.com.au)

### SHARE YOUR PHOTOS

Tourism Tasmania has a library of images and footage that showcases our destination.

Images are available to media and the tourism industry when promoting Tasmania as a travel destination.

If you have high quality images of your tourism business, and you're happy to share them for use and distribution (subject to a copyright agreement), contact [visual.library@tourism.tas.gov.au](mailto:visual.library@tourism.tas.gov.au). Register for the visual library to access images and footage for free.

### KNOW THE DATA

Tourism Tasmania supports the state's visitor economy by providing research, data and insights on the travel sector.

Our Research and Insights team collate visitor numbers, visitor spend, traveller statistics and accommodation data from a range of sources, including:

- [Tasmanian Visitor Survey \(TVS\)](#)
- [Tourism Information Monitor \(TIM\)](#)in
- [Tourism Research Australia](#)
- Accommodation measures AirDNA and STR
- [Tourism Australia Travel Sentiment Tracker](#)

Visitor data is reported on quarterly in our [Tourism Snapshot](#).

Data can also be accessed anytime via the [TVS Analyser](#).

Download Tourism Tasmania's [latest visitor statistics](#) and [tourism fast facts](#).

If you have a specific research enquiry, please contact [research@tourism.tas.gov.au](mailto:research@tourism.tas.gov.au)

### GET ACTIVE ON SOCIAL MEDIA

Social media presents a great opportunity to engage with consumers, broaden awareness of your business, and encourage bookings.

Create captivating social media videos and stories to showcase what makes your product or experience special.

Tag [@tasmania](#) or include the hashtag [#DiscoverTasmania](#) to increase your exposure to a large audience.

Make sure to add your relevant regional tourism organisation's hashtag too.

**[#hobartandbeyond](#)**

**[#visitnortherntasmania](#)**

**[#eastcoasttasmania](#)**

**[#northwesttasmania](#)**

### HOST A FAMILIARISATION VISIT

A famil (short for 'familiarisation') allows carefully selected media, trade and industry delegates to have a first-hand experience of Tasmania.

Tourism Tasmania's experience team tailor itineraries to help delegates get the best out of their visit so they can effectively promote or on-sell our destination.

Tourism operators are encouraged to support media and trade famils to help generate PR and drive visitation.

For more information contact: [famils@tourism.tas.gov.au](mailto:famils@tourism.tas.gov.au)

### MORE RESOURCES AND INFORMATION

- [Accessible and inclusive tourism](#)
- [Business directory](#)
- [Cruise ship tourism](#)
- [Event resource guide](#)
- [Industry training and professional development](#)
- [Tasmania's 2030 Visitor Economy Strategy](#)

Share news about your product, upcoming events and images with [media@tourismtasmania.com.au](mailto:media@tourismtasmania.com.au)

## HOW TO (AND HOW NOT TO) LEVERAGE COME DOWN FOR AIR

From a traveller's perspective, what makes Tasmania stand out is the space and place to disconnect from their daily pressures and reconnect with what's important to them. Come Down For Air brand is a platform for communicating what makes Tasmania a different as a destination. It is an invitation to get air in both a literal and metaphorical sense and is about harnessing the power of place and our people. The opportunity for you lies in understanding our audience needs, delivering quality experiences and telling Tasmanian stories.

Everyone has a distinctive offering. The key is to understand what kind of 'air' your customers are seeking – it could be kayaking on clear waters, expanding their minds at a gallery, appreciating the craftsmanship of our island's creators and the provenance of our food and beverage, or meeting friendly and helpful locals that always have time for a chat.

To maintain the integrity of the brand, the use of our tagline and logo must be approved by Tourism Tasmania.

## BE BRAND AMBASSADORS

**FEEL IT IN YOUR HEART** – believe in our promise that Tasmania is the antidote to the straitjacket of modern life.

**WALK THE WALK** – think, behave and communicate in a way that is consistent with the brand's tone and essence of Tassie.

## USE OUR TONE OF VOICE

Think of our tone of voice as part of Tasmania's personality. It's less about what we say and more about how we say it.

### ANTI-ORDINARY

**What it means:**

We focus on the difference, the things that people don't usually see or think about. Celebrate simple and imperfect and praise the unusual.

**What it doesn't mean:**

Going too abstract or exclusionary. Being provocative for the sake of it.

Generic

Predictable

**Anti-ordinary**

Provocative

Abstract

### GROUNDED

**What it means:**

We're unpretentious. We don't beat our chests. We don't sugar-coat. Keep it humble. Keep it truthful.

**What it doesn't mean:**

Don't talk anything down. Don't make it meek or turn everything bland.

Bland

Meek

**Grounded**

Braggy

Hyperbolic

### AUTHENTIC

**What it means:**

We don't have to present a polished image; we are raw and real in the way we talk. We are conversational and casual. We tell it like it is.

**What it doesn't mean:**

We avoid formality but we do iron our shirts. We don't talk in slang or try too hard to be familial.

Technical

Formal

**Authentic**

Chummy

Familial

### WRY

**What it means:**

We're not big fans of being too serious. We like to add a dry drop of humour.

**What it doesn't mean:**

We don't want to make everything a joke. Don't mock.

Stern

Serious

**Wry**

Cheeky

Try-hard

View examples of our [current and past Come Down For Air campaigns](#).

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DiscoverTasmania

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#discovertasmania

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