



CORPORATE MARKETING OPPORTUNITIES

Tassie4Kids

2018/2019

The opportunities

Tassie4Kids has grown considerably in the past twelve months. From humble beginnings we have reached out to hundreds of thousands of families across Australia, resulting in becoming Tasmania's go to resource for respected, trusted and value for money family-based travel advice.

What makes us unique however is how we share our information. Yes, we offer specials, exclusive deals and have Australia's first Family Certification Program and Booking platform, but what we also have is our essence – our passion for reconnection.

Travel marketing is changing from a focus on coupons, deals and flashy, busy ads to simply an inspiring image with minimal text. When choosing a destination, a place to stay or an offer, there is a need to feel like the ad delivers value, and that what is being promoted will connect personally. That's why we have changed our approach to ads across our platforms, minimising their design with an image that stirs up emotions, and creates curiosity to visit, stay or taste what is seen.

Our ads are just part of our new focus. With hundreds of promotional campaigns catering to this demand, we needed to become unique to stand apart from any competitor. And, we do. We have become storytellers, creators of memories and inspirers of making magical moments with our loved ones, which in our case, is families. No other travel platform promotes in this way, nor do they focus on the intangible over the tangible, like we do.

Tassie4Kids is the heart and soul of family travel. It is for our parents who wish to recreate their childhood memories of happiness with their grandchildren. It is for us, to experience our hearts beat with unfathomable love as we watch our children discover, learn and love. And, it is for our kids. The future of tomorrow. Our mini me's, our everything, our main inquisitors! Tassie4Kids shares the stories that makes you think back to your own memories, inspiring you to get out, travel and recreate your own new memories with the ones you love, your family.

We invite you to join us, as we set the standard for family travel in Tasmania, across Australia, and eventually, around the world.

The Heart & Soul of Family Travel

Remember when you went on amazing adventures as a kid? Those times you laughed so hard it hurt? The places you visited that you cannot forget, what you saw, what you did, how it felt? That's Tassie4Kids.

[Call to action](#)

Australia's First Accredited Accommodation & Tour Booking Service for Families

Whether you went with family, with friends or alone, it doesn't matter. We'll help you reconnect. We'll show you places where new memories can be made and where old ones are fondly remembered. Wherever you want to go, whenever you want to go, we'll #takeyouthere.

Featured Accommodation



YAKKALLA HOLIDAY COTTAGE

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[Book Now](#)



DERBY FOREST CABINS

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[Book Now](#)



FRASER BICHENO APARTMENTS

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[Book Now](#)

[View All Accommodation](#)

Accommodation

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Find Accommodation

BookEasy Search Widget



YAKKALLA HOLIDAY COTTAGE

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[Book Now](#)



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[Book Now](#)

Advertise on our new website, launching September 2018.

With two previous rounds of advertising under our belt, we have learnt what works and what doesn't, what receives the most reach, and where ads are best placed on websites. With specialist developers now part of our team, along with our Amaze Brand and Marketing gurus at S.Group, we have the following opportunities for you, moving forward.

To start, here are our growth statistics with our existing website. We expect these figures to skyrocket once the new site launches and our new Ad campaign, *I Remember*.

Visits	7, 838 visits, + 3, 005% YTD, (751 in June, 205 week ending 22/07/2018)
Unique Visitors	6,417 unique visitors +3,505.1% YTD (668 in June, 202 week ending 22/07/2018)
Page Views	15k Page views, +1,994% YTD (1381 in June, 391 week ending 22/07/2018)
Geography	87 % from Australia,
Accessed by	54% access via Mobile, 34% access via desktop and 11% access via tablet.
Subscribers	Increase of 471% YTD. No unsubscribes, ever.
Social Media	Instagram, Facebook, Twitter, Google+, Vimeo, YouTube, Pinterest. Facebook reach 245,000 YTD

Our new website is quite different to our existing. Bold, smart yet fun, navigation is easier with content refined and streamlined. There is a lot more content for families to engage with.

Amongst our new key features is our Booking platform; provided through our partnerships with RACT, Local Councils, Visitor Centres and Bookeasy, and supported by TICT, Destination Southern Tasmania, and local businesses.

It is important to note that our Certification program is our quality control. Therefore, any business that works with us must hold this membership. Being certified distinguishes you from the rest, and has many benefits, including listing for free on our LIVE booking platform with Bookeasy and your business listing on our Tasmanian Family Travel Map (a double sided DL size, A2 when folded out) main marketing collateral, which goes out through Tourism Brochure Exchange, Airports and Spirit of Tasmania.

Opportunity 1

Homepage Feature – Website

Our premium Feature Ads are the most prominent on our homepage.

Feature Ads are clearly visible, large and upfront. With our current website traffic you can anticipate your ad being seen by thousands each month, increasing every month, too.

Click through can be to your full-page listing or your Booking page.

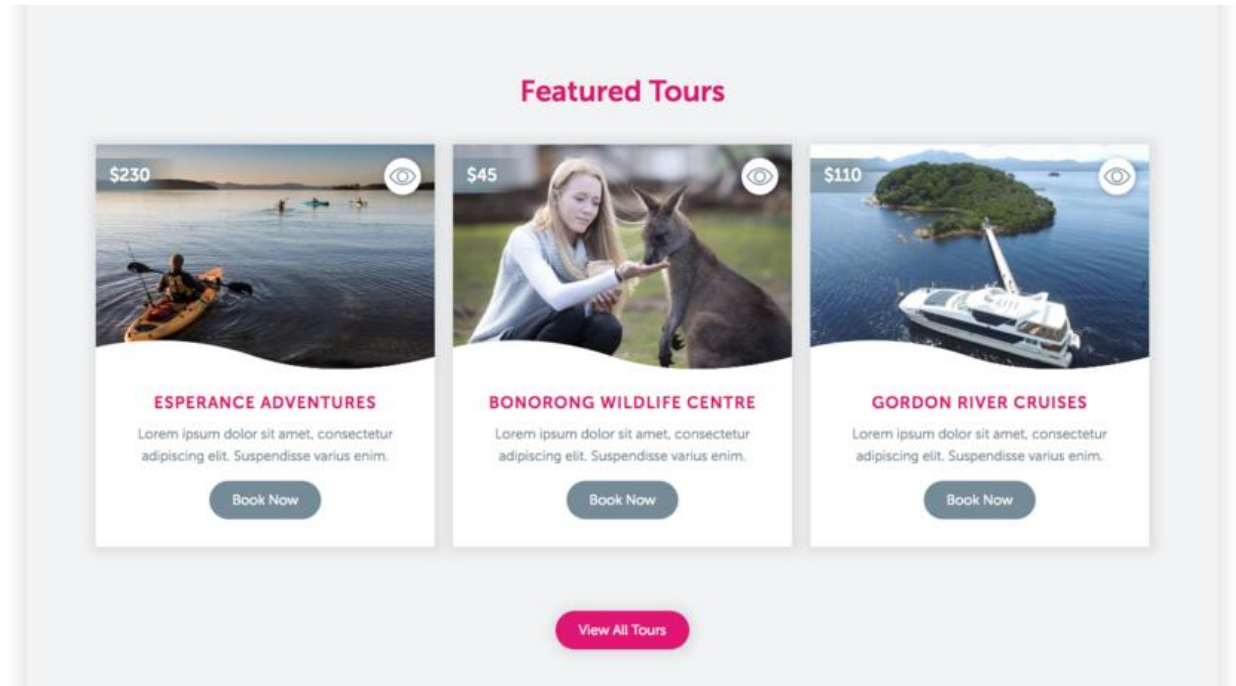
Size: 540px wide by 810px high

Text: Heading 2-6 words, Body 10- 15 words.

Limit: 3 spots available.

Cost: \$195 + GST on a six-month contract.

CTA: Link to your full-page listing or our booking system.



Opportunity 2

Travel Deal Ad – Home page

These ads are fantastic for letting families know about your special deals. Ads include a thumbnail image with click through for more images, a heading, current rate and property/tour details.

Each ad provides a click through to your unique booking page, where more details are provided with the ability to make a direct booking or enquire.

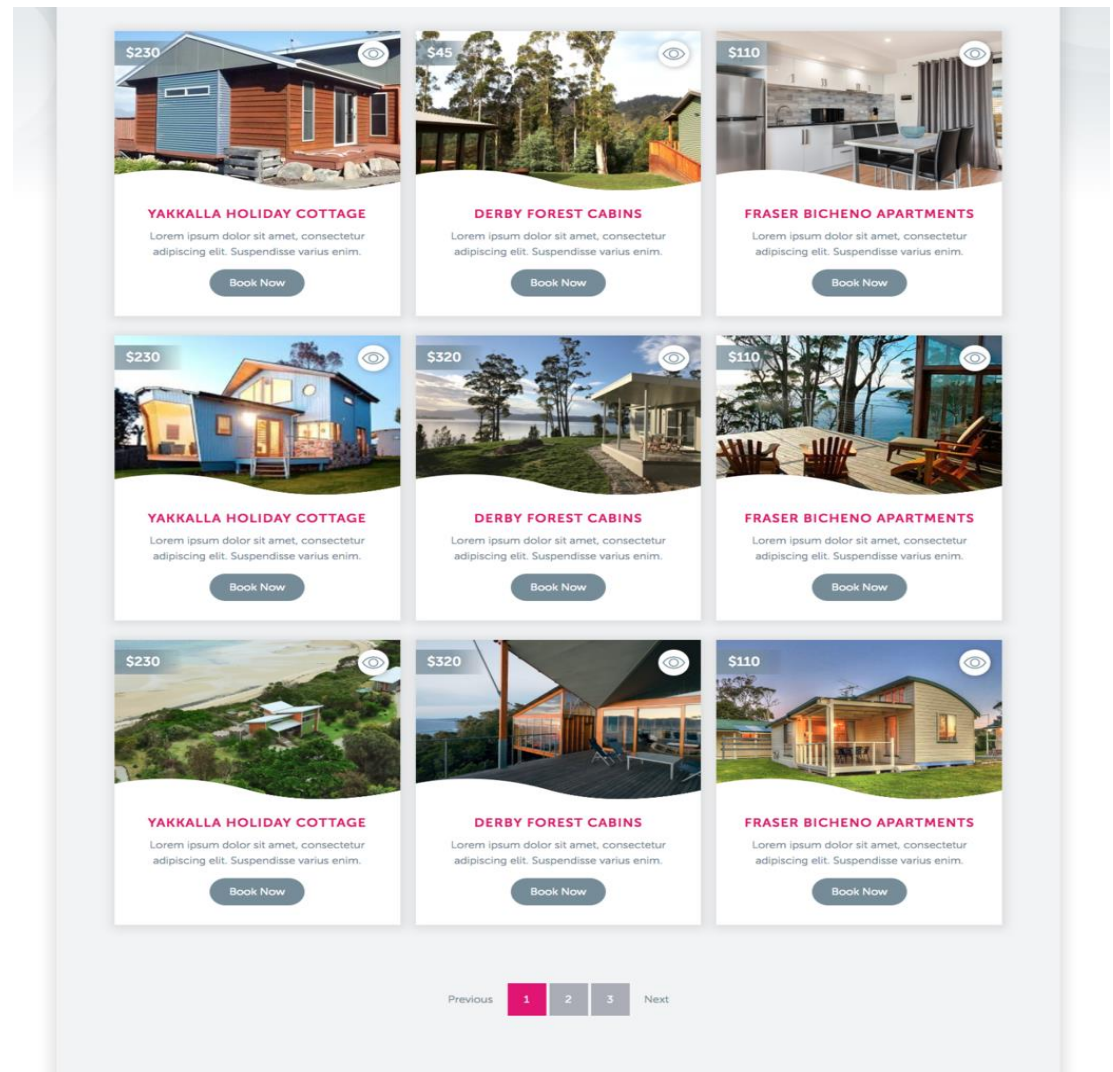
Size: 370px wide by 370px high.

Text: Heading 2-6 words, Body 10- 15 words.

Limit: 9 spots available.

Cost: \$120 + GST on a six-month contract.

CTA: Link to your full-page listing or our booking system.



Opportunity 3

Sidebar Ad

Our Sidebar Ads are located on all our main pages: Visit, Destination Page + individual Destination pages, Travel Deals, Packages, Planning your Trip, Accommodation, Tours, Blog + individual Blog pages, and Blog Category Search page.

This ad is static, which means it is not rotational and is visible at all times.

Click through is dependent on image and ad offering. We recommend hero images and a clear call to action; 'Save 10%', 'Book two, stay three'.

Size: 270px wide by 183px high

Text: Heading - 2- 5 words. Sub heading – business name and location.

Limit: 2 spots available.

Cost: \$150 + GST on a six-month contract

CTA: Link to your full-page listing or your Book Now page on our website



Opportunity 4

Destination Individual Pages – website

Our destination pages provide families with all the general travel information they will need for each region. Promotions are limited, as these pages focus on the overall experience of the region.

For these ads, we recommend using a hero image and a clear heading; 'Wombat Encounters', or 'Wildlife Paddle' to describe the experience available. We prefer to not have 'offers' as such on our Destination pages, as they detract from the overall experience of the region; such as the example of Roaring 40s to the right.

This ad is static and visible at all times. Click through is dependent on image and experience.

Size: 500px wide by 350px high

Text: Promotional heading 2-5 words, Sub-heading – business name.

Limit: 2 spots available

Cost: \$200 + GST per month on a six-month contract.

CTA: Link to your full-page listing.

Hobart and Beyond

General Expenses

Accommodation - Accommodation in and around Hobart varies in price. The closer to the CBD the more expensive accommodation becomes. However, the convenience of being so close is huge and there are any great activities within walking distance of most major hotels. Rates are seasonal; expect to pay anything from \$150 to \$1000+ a night. We have stayed at Wrest Point, The Grand Chancellor and The Old Woolstore with kids and they have all been great. The Stayz website also lists self contained accommodation nearby, and if you plan to use public transport (Hobart is great for it), this may be a better option. If the CBD isn't your cup of tea, the outer suburbs offer some really nice, spacious houses (Stayz), which are perfect for a couple of nights whilst you explore the region.



**WOMBAT
ENCOUNTERS**
Bonorong Wildlife Sanctuary



**10% OFF
FAMILY PADDLES**
Roaring 40s Kayaking, Hobart

What you should know

WiFi/Mobile Reception - Hobart has great coverage. With the NBN roll out in most Tasmanian areas, there is no issue with reception in the CBD. The Tasmanian Government has a Free WiFi website, click here to see where you can save some data! Some areas travelling between regions have black spots. All of the major network providers are available.

Petrol Stations - All major petrol companies are in Launceston. Fuel is expensive when compared to the mainland, so the purchase of an RACT United card can save you 6 cents per litre. Coles and Woolworth's also offer their 4 cents off a litre through shopper dockets.

ATMS - All major ATMS and banks are available in the CBD, with some smaller branch stores in regional towns.

Public Toilets - The Australian Government has a fantastic website called The National Public Toilet Map. Its fan-

Opportunity 5

Email Advertising – Adventures Newsletter

Our Sidebar Ads are prominently located on all our main pages.

This ad is static, which means it is not rotational and is visible always. These ads are placed above our rotational placements. Click through is dependent on image and ad offering. We recommend hero images and a clear call to action; 'Save 10%', 'Book two, stay three'.

Option 1 - (Full page square)

Size: 750px wide by 750px high

Text: Promotional heading 2-5 words, Body - three lines of text.

Limit: 1 spot available each month

Cost: \$60 + GST per issue

CTA: Link to your full-page listing or your Book Now page on our website.

Option 2 – Half Page. (Two columns with two different ads).

Size: 350px wide by 750px high

Text: Heading - 2- 5 words. Body 3- 10 lines. Sub Heading – Offer.

Limit: 6 spots available.

Cost: \$75 + GST per issue

CTA: Link to your full-page listing or your Book Now page.

Exclusive Specials for Tassie4Kids readers



APARTMENTS ON FRASER BICHENO

Apartments on Fraser are Self contained, sleeping five. Self Contained, modern spacious and light, families will love coming back to their coastal retreat after a day of exploring the magical Freycinet National Park which hosts the iconic Wineglass Bay, making it the perfect destination to relax after a day of exploring with the family. Within walking distance to Penguin tours and the Blow Holes.

BOOK THREE NIGHTS PAY FOR TWO

Valid until 22nd April 2019, when booking direct.



DERBY FOREST CABINS

Nestled in the heart of the picturesque North East Tasmania, these family sized cabins are just 5kms from the world class Mountain Biking Mecca of Blue Derby. Use the cabins as a base to explore nearby waterfalls, forest walks and Bay of Fires, before returning to the valley to relax by the fire. The abundant local wildlife visit each evening and with the BBQ & fire pit lends itself for a great family holiday.

BOOK FOR MORE THAN TWO NIGHTS, GET THE LAST NIGHT FREE

Valid until 31st October 2018, when booking direct.

Opportunity 6

Social Media – Facebook Offers

Our social media profiles provide over 30% of our website leads. Promotion on our media pages includes:

Facebook Offers – Your advertisement will be placed within our Offers tab, for the duration of your contract. Offers include full descriptions and clear Call To Actions. Facebook Offers has been very successful for Tassie4Kids business. There is also the function of using a voucher code.

Images – one. 500px by 500px

Text: Promotional heading with offer 5 -8 words, Body – up to 150 words.

Limit: unlimited spaces

Cost: \$180 + GST for a six-month contract.

CTA: Link to your booking page on our website.

Offer from Tassie4Kids



**10% OFF
FAMILY PADDLES**

Roaring 40s Kayaking, Hobart

Imagine 10,000 acres of amazing horse riding tracks through beautiful forests.

Look for Echidnas, Wedge Tailed Eagles, Wombats, quolls and Wallaby's on your ride, as Olympic dressage rider Sharon, guides you along the trails.

A magical day out in Southern Tasmania with one of Australia's leading horse trainers.

EXCLUSIVE FOR TASSIE4KIDS READERS:

Enjoy a Tassie Bush Explorer 3 hour experience including a demonstration lesson and trail ride for only \$100pp. (minimum th... [See more](#)

Expires on 4 November 2018 • Online only
Be the first to get this offer

Use this code at checkout.

TASSIE4KIDS

[Shop Online](#)

[Save for Later](#)

Save this offer so that you can access it on your phone when you're in store

ADVERTISING REGISTRATION FORM



Business Details					
Business Type:					
Company/Business Name:					
Contact Person (printed):				Mobile:	
Best Contact Email:					
ACN:			ABN:		
4Kids Australia Certified (Y/N):			TICT Accredited (Y/N):		
THA Member (Y/N):		Other Memberships (if applicable):			
Property Address:					
Suburb:			TAS	Post Code:	
Postal Address:					
Suburb:			TAS	Post Code:	
Bookings Phone:		Bookings Email:			
Business Website Address:					
Advertising Details – Please Circle					
Homepage Feature Ad		\$195, six-month contract, 3 spots available.			
Travel Deal Ad – Home page		\$120, six-month contract, 9 spots available.			
Sidebar Ad		\$150, six-month contract, 2 spots available.			
Destination Individual Pages		\$200, six-month contract, 2 spots available each page			
Email Advertising		Option 1 - Full page square - \$60 / per issue, 1 spot available Option 2 – Column - \$75 / per issue, 6 spots available.			
Social Media Facebook Offers		\$180, six-month contract, unlimited spaces			
Checklist					
Logo PNG File	Hero Image	Heading	Sub - heading	Body text	Offer
Agreement					
<p>I, agree to the Terms and Conditions outlined in this document, and that my business is committed to providing services and facilities to families, in an honest, reliable and engaging manner. I declare that families will always feel welcome at our business, and that we will maintain a reasonable level of knowledge of what other family friendly destinations, activities, services and facilities are within our immediate region. I declare that all staff, if required to do so, will hold the required permits and licenses to work and be around children. I give permission to Tassie4Kids to use my 'Licensed Materials' listed on the Tassie4Kids website, and associated media platforms.</p>					
Signed:		Name Printed:			
Date:		Title:			
<p>By signing and returning this Agreement, you agree to work with Tassie4Kids to promote Tasmania, inspiring families to explore, taste, discover and reconnect with each other. This statement will need to be kept on record, and able to be displayed if required.</p>					

Invoices are issued on acceptance of this registration form. Terms 14 days from date of issue.

Please return this form via email to bookings@tassie4kids.com, or post to Tassie4Kids, PO BOX 210, Strahan Tas 7468