# 2024-2025 ADVERTISING PROSPECTUS

Let's create an unforgettable Tasmanian travel experience, together

Cape Queen Elizabeth, Bruny Island

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### WELCOME

#### Dear Friends and Colleagues,

How time flies. It's been a very interesting year for us at the Tasmanian Travel and Information Centre (TTIC). In general, tourism was certainly more positive with more international visitors back in Tassie and about 83 cruise ships visiting Hobart over the course of the season.

We are excited to share our advertising prospectus for the coming 2024 – 25 financial year (FY) with you. There is still a fair bit of global uncertainty, with conflicts in Ukraine and Palestine, inflation and high costs of living causing concern within the tourism and hospitality sectors. The past winter wasn't as great for tourism at the TTIC as the previous year and we expect it to be similar going into the new FY. On a positive note, you may be aware that in November 2023, we were fortunate to be announced as Gold Winners at the Tasmanian Tourism Awards for Visitor Information Services.

The cruise ship season is Hobart is scheduled to start towards the end of October 2024. This coming season we expect to see 87 cruise ships, giving tourism operators much-needed confidence in the market. We continue to provide advertising opportunities at the MAC 02 Cruise Ship Terminal to make it easy for you to package various options to reach your customers.

Similar to 2022 – 23, we saw some of our biggest visitation numbers over February and March. Tourism continues to be a key driver of the Tasmanian economy and we are here to help promote your business to new and returning visitors. Our wonderful advertising options will help you reach not only visitors considering Tasmania as their next holiday, but also locals and new Tasmanian residents who want to explore their own backyard, by giving them the information they need to create an unforgettable experience.

Please use this prospectus to choose the advertising mediums that are right for your

business while building your own annual advertising program. This will help you position your business to appeal to visitors no matter what stage they are at in planning their Tasmanian journey.

By working closely with your business, the TTIC can help give visitors an exceptional holiday experience in our beautiful island state. And if you are based out of Hobart but would like to see how your brochure or other ads will be displayed, please take a virtual look at our store: hobarttravelcentre.com.au/walkthrough

In line with the T30 Visitor Strategy, and the current Positive Impact tourism strategy being driven by the State Government, we are continuing to offer discounts on 2nd brochure positions at the TTIC, if operators/advertisers choose to reduce the number of printed brochures. You can choose our "Reduce Your Impact" special "green card display" (further details can be found on page 6).

We look forward to assisting your business this coming season.

Yours sincerely, Adi Munshi and the team.



Visitor Information Services



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Photo credits: Adi Munshi



### MAXIMISING YOUR SUCCESS THROUGH THE TASMANIAN TRAVEL AND INFORMATION CENTRE



#### WHY ADVERTISE WITH US?

- We are proud to sell ONE destination: Tasmania.
- We are proud to sell ONE brand: Tasmanian.
- Our visitor centre is on the corner of two of Hobart's busiest streets, Davey and Elizabeth streets. We also have an Information Hub in the heart of Hobart.
- Our team has extensive knowledge of all Tasmanian products and experiences. Our team care and want all Tasmanian visitors to have the very best travel experience their money can buy.
- We share our first-hand knowledge and experiences with all visitors and make recommendations based on customer needs and preferences.
- We value our industry partners and commit to educating our travel advisors on the unique selling points of your business or region.

### ALL THE PRICES WITHIN THIS PROSPECTUS INCLUDE GST

Our customers turn to TTIC travel advisors for local insider knowledge and tips. They also seek curated experiences and solutions tailored to their travel preferences and needs. It's really important for us to understand your product so our team can recommend your business with confidence.

#### FAMILIARISATIONS AND INVITATIONS

Introduce your business to our team by arranging a visit with us. We value these opportunities that help our team remain Tasmania's most knowledgeable travel advisors. When our staff aren't helping visitors plan their holidays, they love to explore this island as well. Offering open invitations for our team to experience your products will allow them to promote your business with authenticity.

#### **PRODUCT PRESENTATIONS**

You are invited to pop into the TTIC for a 15-minute training and awareness session with our team after hours (or we could even arrange this online). Introduce yourself and your business and help us to help you

### **INSTANT BOOKINGS**

We understand that operators are at times too busy to keep us updated on absolutely everything, so we encourage you to build a detailed and reliable Bookeasy console. Make sure your products and contact details are loaded and updated in the system and connect with us via a channel manager if possible.

#### **SOCIAL MEDIA**

Tagging us in your posts, or using the #tassietravel hashtag helps us keep track of what you're up to and gives us the opportunity to share your stories with our followers. To help reach additional audiences with your messaging, consider using industry hashtags when suitable:

#tasmania #discovertasmania #tasmaniagram #thisistassie #thisistasmania #tasmaniaandbeyond #tassieoffseason #tassiegram #hobartandbeyond #aussie #tasmania #hobart

#### **OPTIMISE YOUR PARTNERSHIP WITH US**

We are dedicated to helping visitors explore Tasmania far and wide and are on the ground, speaking to visitors as they make their travel choices. The tips below will help us provide visitors with a seamless experience:

- Regular updates: Keep our team posted on any changes - offerings, prices, schedules, etc.
  While this can be done using your channel manager, if there are any urgent changes, please phone or email our friendly team to ensure timely communication with customers.
- Come and say hello: We love meeting the people we work with so drop by the centre so that we can put faces to the names of the people whose businesses we love to promote.
- Please make sure your staff always quote commissionable rates.

Our clients expect us to be experts on every experience available in Tasmania, so your assistance in making this happen is greatly appreciated. We would like to sell your product/ service in exactly the same way you do. The above initiatives will help our team get to know your business better and give us the confidence that when we send travellers your way we know they are in the very best of hands.

 \*\* Destination Southern Tasmania (DST) members are entitled to various discounts at the TTIC. Look for the following symbols throughout this document.





# GENERAL BROCHURE DISPLAY

Printed brochures are one of the most direct and cost-effective forms of advertising for your business. Visitors come to us to find out about attractions and activities, to pick up a map or printed brochure. With no additional fees, we can store your brochures in-house to ensure

you always maintain a presence in our centre.

Brochures are displayed under regional and interest categories. We also provide a complimentary mailout service for visitors planning their Tassie travels from home.



GENERAL PRICE		
DL	\$262.50	per annum
A4/A5	\$414.75	per annum

DST MEMBERS	5 10% DISCOUNT	
DL	\$236.25	per annum
A4/A5	\$372.75	per annum

#### **REDUCE YOUR IMPACT SPECIAL**

(Buy 1 Full Price Regular Brochure, and get 50% off any additional "Green" Display Cards)

Reduce your environmental impact with our "Green" display cards. These complement your existing brochures, giving you double the normal exposure at a deeply discounted rate. The cards remain on display all year round and reduce your business carbon footprint by cutting down on printing and paper wastage. All of your essential tour information is clearly presented on the card, and a prominent QR code allows instant access to your additional online information.

We offer a 50% discount on our green display cards to anyone who is buying and displaying DL, A4 and A5 brochures at the TTIC. For more details, please reach out to one of our team members.

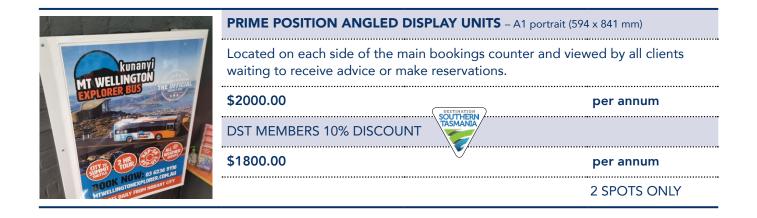
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GENERAL PRIC	E	
DL	\$131.25	per annum
A4/A5	\$207.38	per annum
DST MEMBERS	10% DISCOUNT	
DL	\$118.13	per annum
A4/A5	\$186.38	per annum



# POSTER DISPLAYS

Premium exposure opportunities that help our travel advisors highlight and sell your business.



	PILLAR-END POSTER DISPLAY – A2 portrait (420 x 594	mm)
EDUCATION ABOUT DEFECATION	<b>EDUCATION ABOUT</b> <b>DEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b> <b>IDEFECATION</b>	
	\$462.00	per annum
	DST MEMBERS 10% DISCOUNT	
22 Bridge Street Richmond, Tasmania pooseum.com.au	\$414.75	per annum
		3 SPOTS ONLY

	CULTURE and GOUP	PILLAR-END POSTER PACKAGE – A3 landscap	be (420 x 297 mm)
		Our central feature panels showcase business to target visitors looking for specific themed e gourmet, nature and adventure, cruises, tours three DL brochures is an exceptional focal poi	experiences, such as culture and 5, etc. An A3 poster matched with
		\$787.50	per annum
		DST MEMBERS 10% DISCOUNT	
		\$708.75	per annum
Conception and a second			18 SPOTS ONLY

# LIGHTBOXES

Running the length of the internal walls above the regional brochure displays are our A1 lightboxes. Use great imagery coupled with your unique selling points to capture the best conversion. Get in early to secure a spot above or near your local region or consider an external lightbox, visible 24 hours a day from the street.

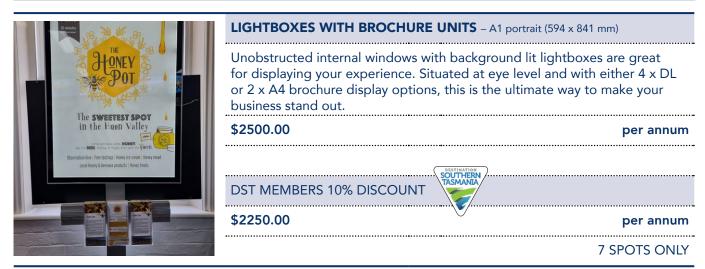




WINDOW LIGHTBOXES – A1 landscape (841 x 594 mm)

Make your presence stand out with our A1 external lightboxes. Visible 24 hours a day, these background lit lightboxes stand out to those waiting outside for tours to depart as well as those walking by in the evening.



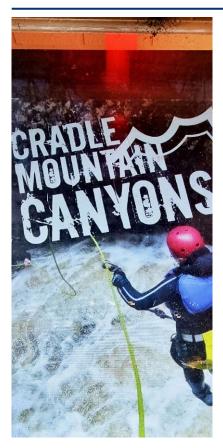


ADVERTISING PROSPECTUS 2024-2025

# SMART SCREEN AND VIDEO DISPLAYS

Our 24-hour video display runs on two 40" screens facing Elizabeth and Davey streets. All images and video files must be a minimum:1080p. Image files format: jpeg, png, or pdf. Video files MP4 format, no sound, captions fine (30 sec or less).





24-HOUR ON THE GO EXTERNAL SCREEN OFFER (PORTRAIT)	
\$1260.00	per annum
DST MEMBERS 10% DISCOUNT	
\$1134.00	per annum
\$840.00	per half year
DST MEMBERS 10% DISCOUNT	
\$756.00	per half year
\$420.00	per month
DST MEMBERS 10% DISCOUNT	
\$378.00	per month
\$262.50	per week
DST MEMBERS 10% DISCOUNT	
\$236.25	per week
	2 SPOTS ONLY



SCREEN DISPLAY AND BROCHURE PACKAGE	
\$2467.50	per annum
DST MEMBERS 10% DISCOUNT	
\$2220.75	per annum
	5 SPOTS ONLY

### **EXCLUSIVE OFFERS**

Highly recommended for local regions or products that need more than a static one-dimensional promotion.

#### **EXCLUSIVE OFFER 1**

One square meter of floor space coupled with a smart screen display on the wall directly above. Faces the information counter and front door.

\$8085.00	per annum
DST Members	10% Discount
\$7276.50	per annum

### **EXCLUSIVE OFFER 2**

Large wall display located right next to the main bookings counter and the regional brochure walls.

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\$3300.00	per annum
DST Members	10% Discount
\$2970.00	per annum

### **EXCLUSIVE OFFER 3**

One square metre of floor space coupled with smart screen display on the wall directly above.

\$3150.00	per annum
DST Members	10% Discount
\$2835.00	per annum

### **EXCLUSIVE OFFER 4**

Located just as you enter the travel centre - 90-degree 1.5 m<sup>2</sup> corner wall space with exclusive screen display and brochure racks on adjoining wall.

\$3465.00	per annum
DST Members	10% Discount
\$3118.50	per annum

7

### **EXCLUSIVE OFFER 5**

Located on our front checkout counter adjacent to our retail space this fantastic space measures 920 mm x 850 mm and has great visual impact on all customers.

\$2625.00per annumDST Members10% Discount\$2362.50per annum

#### **EXCLUSIVE OFFER 6**

Use this premium space (140cm  $\times$  60cm / 0.8 m<sup>2</sup>) located right behind our retail counters as you enter the travel centre and skin your offering. This offering will certainly draw attention as it is directly above our checkout counters.

\$2310.00	per annum
DST Members	10% Discount
\$2079.00	per annum

### **EXCLUSIVE OFFER 7**

Exclusive space within retail display adjacent to check-out counters as you enter the travel centre.

\$630.00	per annum
DST Members	10% Discount
\$567.00	per annum

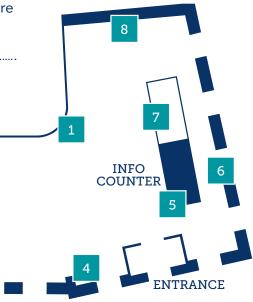
### **EXCLUSIVE OFFER 8**

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BOOKING

Smart screen display directly above the Hobart region brochures and facing the centre entrance.

\$1312.50	per annum	
DST Members	10% Discount	
\$1181.25	per annum	



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### ELIZABETH STREET MALL DIGITAL HUB

The Elizabeth Street Mall is a bustling space in the heart of the city and so we will continue to offer digital advertising options utilising the Digital Hub. Hobart's first commissioned Aboriginal artwork 'Feeling the Country' covers the walls of the Digital Hub. This beautiful piece, created by Michelle Maynard, is a vibrant and sophisticated interpretation of the many historical layers of the city landscape. The artwork celebrates the beauty and vibrancy of the Mouheneenner people and their culture.

### **VIDEO SCREENS**

Our Information Hub has two large retail-quality (portrait) screens providing 30-second advertising spots (no audio) on a permanent cycle, targeted at pedestrian traffic.

All images and video files must be a minimum:1080p. Image files format: jpeg, png, or pdf. Video files MP4 format, no sound, captions fine (30 sec or less).

	VIDEO SCREEN PRICES	
	\$1260.00	per half year
	DST MEMBERS 10% DISCOUNT	TASMANIA
	\$1134.00	per half year
Discourt be har of 4 creation lated ath core 20 strainer, design and protocore, every stratisty B. 30 and to 3 pm	\$525.00	per month
Salamaca Pikok Lakancanaristonau Bananani Kalancanaristonau Bananani Kalancanaristonau	DST MEMBERS 10% DISCOUNT	SOUTHERN TASMANIA
	\$472.50	per month
	\$262.50	per week
	DST MEMBERS 10% DISCOUNT	SOUTHERN TASMANIA
	\$236.25	per week

### SPECIAL FEATURES

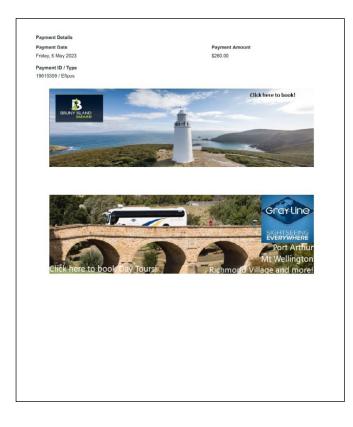
### ITINERARY FEATURE (LIMITED TO 2 PER ITINERARY)

This option means you are included at the bottom of every digital and printed customer confirmation. This is the perfect place to remind people of your products while they think about how they can fill gaps in their itinerary.

The image supplied should be below 2 Mb, 675 pixels wide and no more than 200 pixels high.

### FEATURED BUSINESS OF THE WEEK (BROCHURE STAND)

A great standalone option that promotes your business to every customer that walks through our door. The Featured Business stand faces the front entrance and is filled to the brim with your brochures.





\$105.00	per month
DST MEMBERS 10% DISCOUNT	/
\$94.50	per month



# MAC 02 CRUISE SHIP TERMINAL

We're excited for another busy cruise season in Hobart with 4 more ships than the 2023-24 season and expect this market to grow – 87 ships are due to dock in Hobart from late October 2024 to April 2025.

Our Meet and Greet volunteers are a passionate bunch and provide wayfinding and tourism advice to cruise ship passengers as they disembark. This past season, our TTIC travel advisors were present at the MAC2 Cruise Ship Terminal making limited sales for approximately 44 cruise ships and we hope to carry this forward into the coming season with more options. Other than the above exception, our volunteers are the only personalised tourism presence allowed permanently within the MAC 02 Cruise Ship Terminal. There is a dedicated information service desk and the team are armed with maps, brochures and our arrival guide.

### **CRUISE SHIP ARRIVAL GUIDE**

We create and publish this guide for each cruise ship season and it contains helpful advice, local business promotion opportunities and a map of Hobart. Most recently Meet and Greet volunteers handed out about 30,000 guides inside the cruise ship terminal.



Advertising in the Cruise Ship Arrival Guide is one of the most direct and effective ways to make cruise ship passengers aware of your product. This option includes:

- Photo of your business
- Your business location, marked on the map
- Brief business description of up to 30 words
- Brochure display inside the MAC 02 terminal
- \$1155.00 per annual edition
- 20 spots available



**CRUISE TERMINAL BROCHURES DISPLAY** 

Our information desk at the MAC 02 Cruise Ship Terminal is the only face-to-face tourism presence inside the terminal, so there is no better place to capture cruise ship passengers than here. Meet and Greet volunteers and TTIC travel advisors help passengers with queries about displayed brochures. They also provide wayfinding advice to assist passengers to the Tasmanian Travel and Information Centre where they can facilitate your booking. The information desk operates whenever there is a cruise ship in port, with the exception of Christmas Day.

DL \$241.50 per season

A4/A5 \$367.50 per season

### **ELECTRONIC DISPLAYS**

#### 55" Dual-sided Screen

This 55" stand-up screen is just inside the main roller door where cruise passengers enter the MAC 02 Cruise Ship Terminal. The digital signage is a double sided 4K 55inch LED display in a portrait orientation that is positioned at eye level, making it easy for customers to see your offer as they disembark and on their return from a day of sightseeing. Multiple digital advertisements can be placed consecutively using this dual-sided digital display.

#### 43" Portable Digital A-Frames

This easy to move 43" digital screen is strategically located near the cruise terminal exit and adjacent to the passenger seating area to maximise exposure. The digital signage is a single sided 1080p LED display in a portrait orientation. Multiple digital advertisements can be placed consecutively using these screens.



\$1050.00 each



\$525.00 each

All images and video files for electronic displays must be a minimum of 1080p.	Image file formats: jpeg, png, or pdf.	Video files MP4 format, no sound, captions fine (30 sec or less).
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## **TERMS AND CONDITIONS**

The Centre has agreed to provide services to the Operator for advertising, promotion, booking and related services, as specified in the Application and on the following terms and conditions. The Operator warrants that it has read these terms and conditions, and that it agrees to be bound by them.

#### DEFINITIONS

- 1. In this Agreement, unless the contrary intention appears:
  - "Advertising Material" means the materials the Operator has requested the Centre to display;
  - "Agreement" means the Application and these terms and conditions;
  - "Application" means the application made by the Operator to the Centre to provide the Services:
  - "Centre" means the Hobart City Council, operating the business known as the Tasmanian Travel and Information Centre;
  - "GST" means the goods and services tax which is imposed pursuant to the A New Tax System (Goods and Services Tax) Act 1999 (Cth);
  - "Operator" means the entity that provides the Operator's Services and which has sought the Services from the Centre:
  - "Operator's Services" means the tourism and travel- related services provided by the Operator to members of the public;

#### "Price" means:

- a) the fee payable by the Operator to the Centre for the display of the Advertising Materials in accordance with clause 9.a) of these terms and conditions; and/or
- b) the commission payable by the Operator to the Centre for making bookings in accordance with clause 10.b) of these terms and conditions;
  "Services" means the advertising, promotion, booking and related services, as specified

in the Application, which will be provided by the Centre to the Operator.

#### Provision of the Services

- 2. The Centre will provide the Services to the Operator, subject to the Application and these terms and conditions.
- **3.** Where the Services include the display of Advertising Material then the Centre will:
- a) display the Advertising Material provided by the Operator to the Centre at its premises at 20 Davey Street, Hobart in Tasmania, or at the premises from which the Centre may conduct its operations. Yet the Centre does not guarantee exact location for the Advertising Material, except for the ATAP Exclusive Offers; and
- ensure the Operator's Advertising Material is stocked daily (when open) as long as the Centre continues to have stocks of the Advertising Material.
- The Centre may display the advertising material of similar businesses, products and services to those of the Operator.
- 5. Where the Services include booking the Operator's Services for a member of the public, then the Centre will receive payment for the Operator's Services from the member of the public and issue a ticket or booking reference to that person on behalf of the Operator.
- The Centre is under no obligation to book any of the Operator's Services for a member of the public unless otherwise agreed.

- 7. This Agreement will commence on 1 July 2024 and expire on 30 June 2025 unless otherwise agreed.
- 8. The Centre reserves the absolute rights, in its sole discretion, to:
- a) cease displaying and to remove the Advertising Material from the Centre's premises; or
- b) terminate this Agreement immediately by written notice to the Operator.

#### PAYMENT FOR THE SERVICES

- 9. Where the Services include the display of Advertising Material then:
- a) the Operator will pay a fee to the Centre as specified in the Application, and payable via bank deposit, credit card or cheque within 30 days of the date of each invoice issued by the Centre; and
- b) the Operator must pay the reasonable expenses for the disposal of any Advertising Material incurred by the Centre, in the event that the Advertising Material is replaced, unused at the expiry of this Agreement, or no longer required for any other reason. These expenses must be specified in an invoice issued by the Centre to the Operator, and paid within 14 days of the date of that invoice.
- **10.** Where the Services include booking the Operator's Services for a member of the public then:
- a) the Centre will receive the full cost of the Operator's Service from the member of the public (including GST);
- b) the Centre is entitled to retain a commission, calculated at 15% of the total cost of the Operator's Services (including GST); and
- c) the balance of the funds received from the Centre will be provided to the Operator via electronic bank transfer within 14 days of receipt of an invoice issued by the Operator to the Centre for the cost of any booking made by the Centre for the Operator's Services less the Centre's commission.
- The Operator is responsible for providing up-to-date bank account details to the Centre for all electronic bank transfers.
- 12. Should this Agreement be terminated upon mutual agreement of both parties, the Operator may be entitled to a refund of any fee paid by the Operator pursuant to this Agreement at the full discretion of the Centre. Any such refund will be calculated on a prorata basis for the remainder of the period of this Agreement.

#### Liability

- 13. The Centre takes and has no responsibility for the content of the Advertising Material or the promises or offers made within them by the Operator.
- 14. In the event of any breach of this Agreement by the Centre, the remedies of the Operator shall be limited to damages, which shall not exceed the Price payable by the Operator to the Centre under the terms of this agreement.

- 15. The Centre shall be under no liability whatsoever to the Operator for any indirect loss and/or expense (including loss of profit) suffered by the Operator arising out of a breach by the Centre of this Agreement.
- 16. The operator will indemnify and keep indemnified the Centre against any liability, costs, claims actions, demands or expenditure whatsoever or howsoever arising in connection with this Agreement provided that the Operator shall not be required to indemnify and keep indemnified the Centre against any liability, costs, claims, actions, demands or expenditure to the extent that such liability, costs, claims, actions, demands or expenditure are caused by or contributed to by the negligent action or negligent inaction of the Centre, its employees, agents or contractors.
- 17. The Operator will hold and continue to hold a minimum of \$20 million public liability insurance in the name of the Operator.
- 18. Neither party shall be liable for any default due to any act of God, war, terrorism, restrictions imposed in response to Covid-19, strike, lockout, industrial action, fire, flood, drought, storm or other event beyond the reasonable control of either party.

#### General

- 19. The Operator will hold and continue to hold the necessary licenses and permits as required in order to provide the Operator's Services. In agreeing to provide the Services, the Centre does not grant any approval, permit or permission, and makes no representation which will fetter or affect the functions, responsibilities and discretions when acting as the relevant planning authority or carrying out any other statutory function.
- **20.** It is the Operator's responsibility to ensure that the content of the Advertising Material does not violate any laws.
- 21. If any provision of these terms and conditions shall be invalid, void, illegal or unenforceable the validity, existence, legality and enforceability of the remaining provisions shall not be affected, prejudiced or impaired.
- **22.** This Agreement shall be governed by the laws of Tasmania and are subject to the jurisdiction of the courts of Tasmania.
- 23. The failure by the Centre to enforce any provision of these terms and conditions shall not be treated as a waiver of that provision, nor shall it affect the Centre's right to subsequently enforce that provision.
- 24. Nothing in this Agreement is intended to have the effect of contracting out any applicable provisions of the Competition and Consumer Act 2010 except to the extent permitted by this Act where applicable.
- 25. The Centre reserves the right to review these terms and conditions at any time. If, following any such review, there is to be any change to these terms and conditions, then that change will take effect from the date on which the Centre notifies the Operator of such change.



# CONTACT US TODAY

Expressions of interest and open forms will be accepted and processed as they arrive on a first-in-first-served basis. It is recommended that you respond as soon as possible to avoid missing out on your preferences.

All advertising and brochure display agreements for 2024 -2025 will end at the close-of-business on 30 June 2025. Advertising will be removed if no agreement is in place by this date.

Throughout the year, major advertisers will be invited to participate in other initiatives undertaken by the Tasmanian Travel and Information Centre.

For questions and enquiries please don't hesitate to contact our staff today.

#### **INDUSTRY ENQUIRIES**

Adi Munshi 03 6238 4299 aditya.munshi@hobarttravelcentre.com.au

**GENERAL ENQUIRIES** 03 6238 4222 advertising@hobarttravelcentre.com.au

20 Davey Street, Hobart, TAS, 7000

MAILING ADDRESS

**STREET ADDRESS** 

P.O. Box 1665, Hobart, TAS, 7001

INVOICES FOR BOOKINGS MADE BY TASMANIAN TRAVEL AND INFORMATION CENTRE accounts@hobarttravelcentre.com.au



