

2026-2027 ADVERTISING PROSPECTUS

Let's create an
unforgettable
Tasmanian travel
experience,
together

Kingston Beach, Southern Tasmania



TASMANIAN
TRAVEL AND
INFORMATION
CENTRE



City of **HOBART**

WELCOME

Dear Friends and Colleagues,

It has been another busy year at the Tasmanian Travel and Information Centre (TTIC), with tourism continuing on a positive and encouraging trajectory.

Over the past financial year, we have taken meaningful steps to strengthen our role as a welcoming, inclusive, and professional gateway to Tasmania. This includes being Highly Commended as an Employer of Choice reflecting our commitment to supporting and developing our people, alongside progressing our work to be more nature positive, achieving TICT Accessibility Accreditation to better serve a broader range of visitors, and continuing to build respectful and collaborative relationships with the Tasmanian Aboriginal community through the City of Hobart—an important journey that remains ongoing.

While global pressures such as rising living costs, international conflicts, and trade uncertainty continue to influence travel patterns, Tasmania remains a highly desirable destination. From the TTIC's perspective, these factors—along with the rapid growth in the use of artificial intelligence (AI) for travel planning—have contributed to changes in visitor behaviour. Increasingly, we are seeing visitors arrive with AI-generated itineraries and pre-booked tours, reinforcing the importance of strong online visibility and influence early in the visitor journey.

International visitation continues to improve, and Hobart welcomed approximately 68 cruise ships during the most recent season. While internal staffing challenges limited our ability to fully service the MAC02 Cruise Terminal from January 2026 onwards, we remain confident in the opportunities this market presents.

Looking ahead, the 2026–27 cruise season is set to commence in the first week of November, with 56 cruise ship arrivals currently scheduled.

We will continue to offer a range of advertising opportunities at the MAC02 Cruise Ship Terminal and plan to have our Travel Advisors onsite during peak arrival days to assist disembarking passengers with tour bookings, recommendations, and local insights.

We are pleased to present the 2026–27 TTIC Advertising Prospectus, developed to help your business connect with visitors at multiple touchpoints throughout their Tasmanian journey. Our advertising options provide exposure not only to holidaymakers, but also to locals and new residents who are actively seeking inspiration to explore the island. We encourage you to use this prospectus to tailor an annual advertising strategy that aligns with your business goals and places your offering front of mind at the right time.

For businesses located outside Nipaluna (Hobart), we invite you to take a virtual tour of the centre to explore our display opportunities: hobarttravelcentre.com.au/walkthrough

We also continue our commitment to supporting positive environmental change through our “Reduce Your Impact” initiative. Now in its third year, the program offers discounted second brochure placements for advertisers choosing to reduce printed materials - further details can be found on page 6.

We look forward to partnering with you in the coming season and supporting your connection with visitors to Tasmania.

Warm regards,
Adi Munshi and the TTIC Team



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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 two digital advertising screens in the Elizabeth Street Mall 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 #tasmanigram
#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.

* Not-for-profit organisations are eligible for discounted advertising rates at the TTIC. Please contact our team for further information.

** Destination Southern Tasmania (DST) members are eligible for certain 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 mail-out service for visitors planning their Tassie travels from home.

GENERAL PRICE		
DL	\$360.00	per annum
A4/A5	\$444.00	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.

GENERAL PRICE		
DL	\$141.00	per annum
A4/A5	\$223.00	per annum



POSTER DISPLAYS

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



PRIME POSITION ANGLED DISPLAY UNITS – A1 portrait (594 x 841 mm)

Located on each side of the main bookings counter and viewed by all clients waiting to receive advice or make reservations.

\$1600.00 **per annum**
2 SPOTS ONLY

SPECIAL INTRODUCTORY OFFER



A2 PILLAR-END POSTER PACKAGE – A2 portrait (420 x 594 mm)

Located at the end of our central interest pillars, your A2 poster commands attention in a dedicated, high-impact position with no competing brochures. This makes it effortless for our travel advisors to spotlight and actively sell your business. This year, we've boosted the offering with space for three DL brochures beneath your poster – maximising your exposure at a special rate.

\$844.00 **per annum**
3 SPOTS ONLY



A3 PILLAR-END POSTER PACKAGE – A3 landscape (420 x 297 mm)

Our central feature panels showcase businesses thematically and are designed to target visitors looking for specific themed experiences, such as culture and gourmet, nature and adventure, cruises, tours, etc. An A3 poster matched with three DL brochures is an exceptional focal point for your business.

\$844.00 **per annum**
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.



INTERNAL LIGHTBOXES – A1 landscape (841 x 594 mm)

Highly visible locations; situated directly above regional brochures. These are some of our quickest sellers. Get in early to secure a place above your region.

\$1125.00

per annum

DST MEMBERS 10% DISCOUNT



\$1012.00

per annum

24 SPOTS ONLY



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.

\$600.00

per annum

DST MEMBERS 10% DISCOUNT



\$540.00

per annum

6 SPOTS ONLY



LIGHTBOXES WITH BROCHURE UNITS – A1 portrait (594 x 841 mm)

Unobstructed internal windows with background lit lightboxes are great for displaying your experience. Situated at eye level and with either 4 x DL or 2 x A4 brochure display options, this is the ultimate way to make your business stand out.

\$2679.00

per annum

DST MEMBERS 10% DISCOUNT

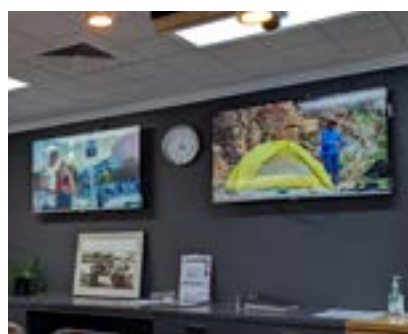


\$2411.00

per annum

6 SPOTS ONLY

SMART SCREEN AND VIDEO DISPLAYS



ON THE GO INTERNAL SCREEN OFFER (LANDSCAPE)

\$788.00

per annum

One ad – double the benefit. Runs on two screens



24-HOUR ON THE GO EXTERNAL SCREEN OFFER (PORTRAIT)

\$1350.00

per annum

\$899.00

per half year

\$450.00

per month

\$282.00

per week

One ad – double the benefit. Runs on two external facing screens on both Elizabeth and Davey Streets.



SCREEN DISPLAY AND BROCHURE PACKAGE

\$2643.00

per annum

5 SPOTS ONLY

EXCLUSIVE OFFERS

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

1

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.
\$8661.00 per annum

2

EXCLUSIVE OFFER 2
Large wall display located right next to the main bookings counter and the regional brochure walls.
\$3712.00 per annum

3

EXCLUSIVE OFFER 3
One square metre of floor space coupled with smart screen display on the wall directly above.
\$3374.00 per annum

4

EXCLUSIVE OFFER 4
Located just as you enter the travel centre - 90-degree 1.5 m² corner wall space with exclusive screen display and brochure racks on adjoining wall.
\$3712.00 per annum

5A

EXCLUSIVE OFFER 5A
Located on our front check-out counter adjacent to our retail space this fantastic space measures 920 mm x 850 mm and has great visual impact on all customers.
\$2812.00 per annum

5B

EXCLUSIVE OFFER 5B
Located on our front check-out counter as you enter the travel centre. Measuring 1050 mm x 850 mm, this space is sure to catch the eye of every visitor.
\$2812.00 per annum

6

EXCLUSIVE OFFER 6
Use this premium space (140cm x 60cm / 0.8 m²) 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.
\$2475.00 per annum

7

EXCLUSIVE OFFER 7
Exclusive space within retail display adjacent to check-out counters as you enter the travel centre.
\$675.00 per annum

8

EXCLUSIVE OFFER 8
Smart screen display directly above the Hobart region brochures and facing the centre entrance.
\$1406.00 per annum

9

EXCLUSIVE OFFER 9
Measuring 3.5m wide and 1.5m high this new offering allows operators to showcase their business "larger than life" creating maximum impact.
\$11 385.00 per annum

10

NEW EXCLUSIVE OFFER
Reach Tasmania's visitors first with a prime located A1 wobble board advertising on Davey Street, positioned
\$2500.00 per annum



ELIZABETH STREET MALL DIGITAL SCREENS

Located in the heart of Hobart, the Elizabeth Street Mall is a lively and well-loved destination, attracting a steady flow of locals and visitors every day. Businesses can take advantage of this prime location through advertising on two high-visibility digital screens, offering a dynamic way to showcase products, experiences, and services. Positioned within one of the city’s busiest pedestrian precincts, these screens provide a great opportunity to connect with audiences when they are exploring the busy CBD area.

VIDEO SCREENS

There are 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).

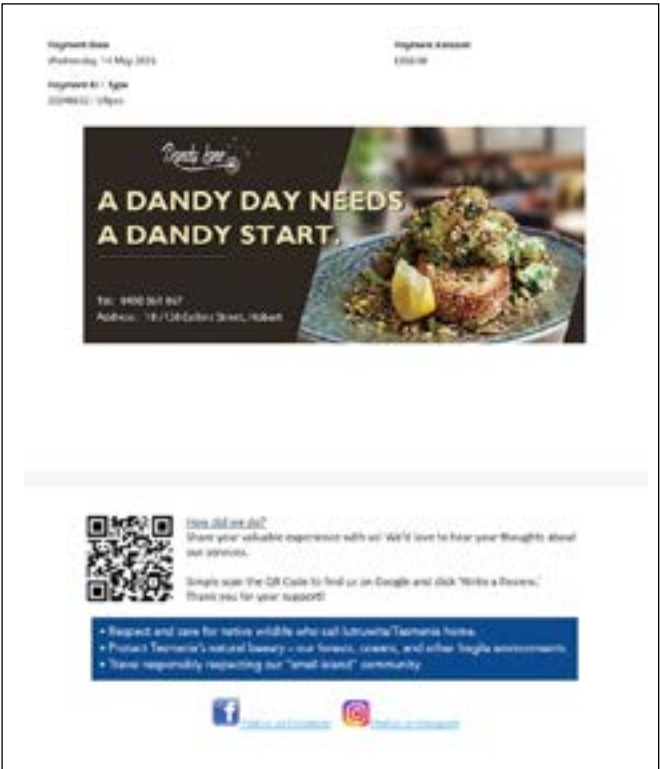
	VIDEO SCREEN PRICES	
	\$1350.00	per half year
	\$562.00	per month
	\$282.00	per week

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.



\$113.00 **per month**

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.



\$250.00 **per week**

MAC 02 CRUISE SHIP TERMINAL

We're excited as another cruise season will be upon us in early November 2026 with 56 visits currently scheduled to April 2027.

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. 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 45,000 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

\$1237.00 per annual edition

30 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.

DL \$259.00 per season

A4/A5 \$393.00 per season

ELECTRONIC DISPLAYS

65" Digital Display Screens (One ad – double the benefit. Runs on two screens)

These easy to move 65" digital screens are strategically located near the cruise terminal embarkation/ disembarkation area and at the cruise terminal exit 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. Your advertisement will be displayed simultaneously across both screens, maximising visibility and exposure to arriving cruise passengers and others visiting the MAC2 cruise terminal



\$1125.00 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).



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 supplied by the Operator which they have 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 Exclusive Offers; and
 - b) ensure the Operator's Advertising Material is stocked daily (when open) as long as the Centre continues to have stocks of the Advertising Material.
4. 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.
6. 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 2026 and expire on 30 June 2027 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.
11. 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 pro-rata 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, lock-out, 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 2026–2027 will end at the close-of-business on 30 June 2027. 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

STREET ADDRESS

20 Davey Street, Hobart, TAS, 7000

MAILING ADDRESS

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

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



FIND US ON

