



Membership Prospectus 24/25

For our visitors, the *Tasting Trail* is a self-guided touring experience in Tasmania's north and northwest that showcases the diversity of premium produce and the personalities behind it.

For our industry, the Tasting Trail is a marketing group aiming to collaborate with producers and tourism operators to market a cohesive destination experience that encourages visitors to stay longer and engage deeply with our region.

The Tasting Trail is **membership-based** and seeks members with a common interest in sharing our place, produce and stories with visitors. We are more than the sum of our parts: a genuinely regional offering of diversity, depth and authenticity. Members include **producers** of wine, craft beer and spirits, gourmet foods (such as cheese, olives, condiments, and confectionary), fruit, vegetables, nuts, meat and seafood; and are open to public visitation for all or part of the year. Membership also extends to **transport/tour** providers that sell tour packages based around the Tasting Trail – a means of knitting the Trail as a cohesive destination product.

Collectively, our members already attract over 500,000 visitors per year across the north and northwest. The Tasting Trail membership offers immediate access to referrals between members, facilitated wayfinding through guided signage, interactive and printed maps, social media, PR as well as powerful business-to-business word of mouth recommendations.



The Tasting Trail territory comprises nine local council areas. The strategic rationale for this territory is to draw visitors from Launceston, right along Tasmania's northwest.

1. Circular Head
2. Waratah-Wynyard
3. Burnie
4. Central Coast
5. Devonport
6. Kentish
7. Latrobe
8. Meander Valley
9. West Tamar

	PRODUCER MEMBER	TRANSPORT MEMBER
BUSINESS CRITERIA	\$803 p.a. (excl GST)	\$803p.a. (excl GST)
Grows or produces food and/or beverages.	✓	
The produce is the <i>core essence</i> of the business and subsequently provides a customer experience.	✓	
Is limited to a tourism operator not including markets or cafes (unless the produce incorporates the above).	✓	
A fixed outlet/location, open to visitors on a <i>walk-in basis</i> for tastings, product purchase, etc.	✓	
Listed on Aust. Tourism Data Warehouse (ATDW).	✓	✓
Up-to-date website and active social media platform.	✓	✓
Sells a dedicated Tasting Trail tour/package.		✓
Actively promotes the tour/package on their website and social media.		✓
BUSINESS BENEFITS		
Website tastingtrail.com.au	1pg business listing under Producers	1pg business listing under Tours/Transport
Printed Maps Download HERE 23/24 map Please note 24/25 map will include changes View HERE the prospectus	Premium listing inc. business summary Inclusion in the “suggested itinerary” itineraries Location marker Regular supply of printed maps for distribution	Business details listed as tour/transport Inclusion in the “suggested itinerary” itineraries No location marker Regular supply of printed maps for distribution
Signage Signage Order Form HERE	Road signage across region creating awareness Supply of Tasting Trail posters for display in your business and any of your partner businesses Up to \$150 towards Tasting Trail signage for display at your business premises (per year)	Road signage across region creating awareness Supply of Tasting Trail posters for display in your business and any of your partner businesses
Social Media Instagram and Facebook	Minimum of 2 x feature posts per year on Instagram <i>and</i> Facebook. Opportunity for member cross-promotion of events, promotions, experiences, etc. Private Facebook group for members	Minimum of 2 x feature posts per year on Instagram <i>and</i> Facebook. Opportunity for member cross-promotion of events, promotions, experiences, etc. Private Facebook group for members
TrailGraze Event (marketing opportunity) Event Website HERE	Opportunity to participate in TrailGraze	Opportunity to participate in TrailGraze
Networking	Opportunity to attend networking, staff development and/or promotional events	Opportunity to attend networking, staff development and/or promotional events
Committee	Opportunity for nomination to committee	Opportunity for nomination to committee
Additional Advertising Opportunity on printed map	Opportunity for extra advertising on the Tasting Trail map at a subsidised rate.	Opportunity for extra advertising on the Tasting Trail map at a subsidised rate.

Not a current member? To register your business as a member of the Tasting Trail click below

[Producer](#)

[Tour/Transport](#)