



## Advertising Prospectus 24/25

**For our visitors**, the *Tasting Trail* is a self-guided touring experience in Tasmania's North and North West 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 as well as powerful business-to-business word of mouth recommendations.

### ADVERTISING OPPORTUNITY

As a valued Tasting Trail member or a recommended partner by Tasting Trail membership, we're excited to offer you an exclusive advertising opportunity. This initiative is perfect for local businesses such as producers, accommodations, eateries, and food-based businesses that support and enhance the Tasting Trail experience. By participating, you'll advocate for North and North West Tasmanian produce and give visitors more reasons to stay longer in our region.

A unique advantage for you is inclusion in our highly recognised and widely used map-brochure, which is a staple in Visitor Information Centres and a go-to resource for tourists.

#### OUR MARKETING REACH

- **Printed Map Brochure** - 50,000 maps distributed annually through:
  - Spirit of Tasmania
  - Statewide Visitor Information Centres
  - Geelong Visitor Information Centre
  - Producers and local businesses in our region
- **Interactive Website** - attracting 3,000 to 5,000 unique monthly visitors.
- **Active Social Media Presence** - Two posts per week on Facebook and Instagram promoting members and recommended businesses, reaching over 8,000 combined followers.
- **Directional Road Signs** - A series of signs to guide travellers around the area.
- **Local Advertising Coverage** - Including placements at Launceston Airport and Devonport Airport (in motion).

#### WHAT WE ARE OFFERING | ADVERTISING COST MAP-BROCHURE SPECIFICATIONS | Format: A3 size with an additional A4 trifold map

Size	TASTING TRAIL Member fee (ex GST)	NON TASTING TRAIL member fee (ex GST)	Tasting Trail Map Inclusion	Website Page	Social Media	QTY social media post/yr Tasting Trail get 1 additional on top of membership post
1/6 advertisement	\$1000	\$1200	*W44mm x H63mm advert Plus, location marker on correlating suggested itinerary	✓	✓	1 post/Advertiser (3x total for Tasting Trail member)
1/3 advertisement	\$1500	\$1800	*W90mm x H63mm advert Plus, location marker on correlating suggested itinerary	✓	✓	1 post/Advertiser (3x total for Tasting Trail member)
½ advertisement	\$1750	\$2100	*W135mm x H63mm advert Plus, location marker on correlating suggested itinerary	✓	✓	1 post/Advertiser (3x total for Tasting Trail member)

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PLEASE NOTE : MOCKUP ONLY

MAP-BROCHURE SPECIFICATIONS | Format: A3 size with an additional A4 trifold map

(one side 3x A4 sheets long – not to scale)

Front | Producer and Tours exclusively

Back | Suggested itinerary and advertising

**Tasting Trail TASMANIA**  
Access our interactive map at [tastingtrail.com.au](http://tastingtrail.com.au)

**PRODUCERS**

A touring experience for visitors in Tasmania's north and northwest that showcases the diversity of premium produce and the personalities behind it. Our Tasting Trail Producers grow, make and create some of the world's finest food and beverages... come see for yourself.

1. LA BELLE VINEYARD  
2. WESTON TRUST DISTILLERY  
3. DUNE BLUE GELATO CARÉ  
4. CONSUMERS MARKET  
5. LITTLE GREEN MEAN BEERWINE  
6. MEANDER VALLEY VINEYARD  
7. 4T SOUTH TASMANIA  
8. THE TRUFFLE FARM  
9. TRUFFLES OF TASMANIA  
10. MEAD HONEY FARM  
11. THE HOPKINS FAMILY  
12. HAZELBROE HAZELNUTS  
13. VAN DIEMENS LAND CREAMERY  
14. VIKI CONFECTIONERY  
15. ANVERS CHOCOLATE FACTORY  
16. LA BELLE VINEYARD  
17. WESTON TRUST DISTILLERY  
18. DUNE BLUE GELATO CARÉ  
19. CONSUMERS MARKET  
20. LITTLE GREEN MEAN BEERWINE  
21. MEANDER VALLEY VINEYARD  
22. 4T SOUTH TASMANIA  
23. THE TRUFFLE FARM  
24. TRUFFLES OF TASMANIA  
25. MEAD HONEY FARM  
26. THE HOPKINS FAMILY  
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29. VIKI CONFECTIONERY  
30. ANVERS CHOCOLATE FACTORY  
31. LA BELLE VINEYARD  
32. WESTON TRUST DISTILLERY  
33. DUNE BLUE GELATO CARÉ  
34. CONSUMERS MARKET  
35. LITTLE GREEN MEAN BEERWINE  
36. MEANDER VALLEY VINEYARD  
37. 4T SOUTH TASMANIA  
38. THE TRUFFLE FARM  
39. TRUFFLES OF TASMANIA  
40. MEAD HONEY FARM  
41. THE HOPKINS FAMILY

## TASTING TRAILS

### Stanley to Burnie Trail

- Hursey Seafoods
- Alchymia Distillery
- Communion Brewing Co.
- Hellyers Road Distillery

### Penguin to Devonport Trail

- Penguin Beer Co.
- Tasmanian Pickled Onions
- Southern Wild Distillery
- Spreyton Cider Co.

1/6 advertising space  
Dimensions: \*W44mm x H63mm

1/2 advertising space  
Dimensions: \*W135mm x H63mm

### Devonport to Sheffield Trail

- Leaping Goat Coffee
- Eastford Creek Winery
- House of Hargrave
- Plump Berries
- Island State Brewing

### Deloraine Trail

- Dixie Blue Gelato Caré
- Little Green Men Brewing
- The Truffle Farm
- 4T South Tasmania and Georgie's Café
- Meander Valley Vineyard
- Western Tiers Distillery

### Family Trail

- Hazelbroe Hazelnuts
- Christmas Hills
- Raspberry Farm Caré
- Van Diemens Land Creamery
- Ashgrove Dairy Door

### Grown Up Trail

- Anvers Chocolate Factory
- Truffles of Tasmania
- House of Hargrave
- The Trufflelore
- Ghost Rock Wines
- Seven Sheds Brewery

## TOURS

Book a Tasting Trail tour with one of our seasoned tour members for a stress-free and local experience.

### Castle Hill Tours

Simply let us know your location and we will create a customised Tasting Trail itinerary just for you. Showcasing truly spectacular venues along the way.

P: 0452 432 919  
E: [w@castlehilltours.com.au](mailto:w@castlehilltours.com.au)  
W: [castlehilltours.com.au](http://castlehilltours.com.au)

### eGuide

eGuide Tasmania offers immersive Tasting Trail tours, capturing the essence of local flavours, from vine to kitchen delights. Embark on unforgettable culinary journeys with eGuide's curated expertise.

P: 0433 732 334  
E: [david@eguide.com.au](mailto:david@eguide.com.au)  
W: [eguide.com.au](http://eguide.com.au)

\*Based on approximate dimensions.

TO ADVERTISE ON THE 2024/25 BROCHURE MAP, PLEASE COMPLETE THE BELOW FORM

**COMPLETE FORM HERE**

- ### INDICATIVE TIMELINE
- Completed Agreement Form: Friday 26 July 2024
  - Artwork: Friday 2nd August 2024
  - Brochure-map Proof: August 2024
  - Print: September 2024
  - Fees are payable by 15 August 2024

### QUESTIONS

Contact Sarah Norton  
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