

Great Eastern Drive Holiday Guide

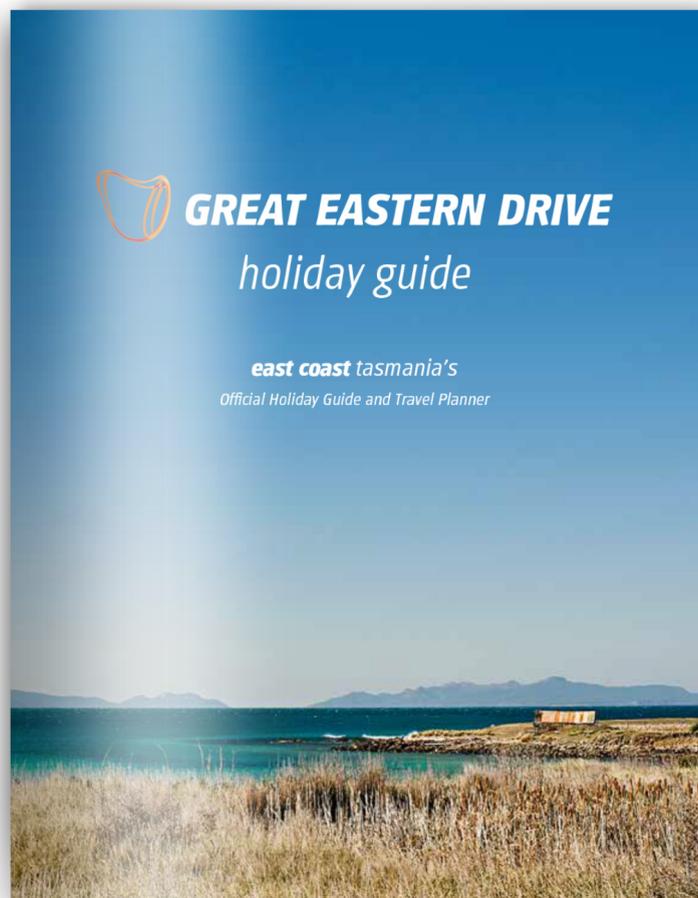
Operator Advertising Opportunities

The official East Coast Tasmania Holiday Guide

This year there will be a new, redesigned **East Coast Tasmania Holiday Guide**. The previous two holiday guides have enjoyed a large, targeted distribution, both offline and online. To date approximately **100 thousand** print copies, plus a large number of digital copies have been distributed to visitors while travelling along the coast, as well as to potential visitors planning their trips. The guide will be designed like a quality magazine and will showcase East Coast Tasmania through 60 full-colour pages of rich content and beautiful imagery.

All images in this prospectus are taken from the previous guide.

This year's guide will have a new design and imagery.



A significant place to showcase your business

Because of its wide distribution and targeted audience, this guide will be a significant place for you to showcase your business. Promoting your business in this guide will be a **powerful and effective way** to always be on the minds—and at the fingertips of holiday makers as they use this stunning publication as their handbook to plan their trip and as their guide while on holiday.

- Connect with a large audience of visitors already interested in East Coast Tasmania
- Highly visible offline with wide distribution at significant points along the visitor's journey
- Highly visible online available to more than 2,500 visitors each week
- Quality publication with beautiful imagery, professional design and helpful content

Discover Wineglass Bay from the water.

THINGS TO DO

The Great Eastern Drive will lead you to the best experiences on Tasmania's east coast. Whether your passion is food and wine, outdoor adventures, luxurious getaways or simple, pure relaxation, this is the journey that will take you there.

road trips
Experience one of Australia's greatest road trips on the Great Eastern Drive. This 176-kilometre journey of discovery extends between Orford and St Helens and can be experienced in a weekend, a week, or longer. The more time you spend here, the more you'll discover and enjoy, so take your time, just stop...and wander.

food and wine
The Great Eastern Drive is a journey that will lead you to the most delicious experiences on Tasmania's east coast, in some of its most beautiful locations.

outdoors
On the Great Eastern Drive, unforgettable outdoor experiences are as easy as getting in your car and just wandering, until adventure finds you.

relax
Tasmania's east coast is so full of opportunities to stop, take a breath and relax, you might even forget what busy feels like. The Great Eastern Drive will lead you to places and experiences that will make it impossible not to unwind.

luxury
If you're looking for an indulgent holiday experience, a place to celebrate something special, or just a bit of extra pampering, you'll find it on the Great Eastern Drive.

national parks
Tasmania's east coast has some of the state's most diverse and captivating national parks. Take your time to discover the World Heritage-listed cultural sites and abundant wildlife of Maria Island, walk the famous white beaches of Freycinet, or explore the protected forests, gorges and waterfalls of Douglas Apstley.

Read more about things to do in the coming pages

Experience the exquisite beauty of the Freycinet Peninsula on a Wineglass Bay cruise.

Wineglass Bay is beautiful and remote, the journey is no less spectacular; we will stop and let you gaze at the sheer granite cliffs, get up close to the wildlife and provide informative commentary on landmarks, wildlife and history.

Enjoy a Tasmanian ploughman's lunch at anchor in relaxed style. Taste local beverages and cool-climate wines and you'll feast on a bento box full of fresh local produce.

Book your cruise now
Phone 03 6257 0355
wineglassbaycruises.com
Coles Bay | East Coast

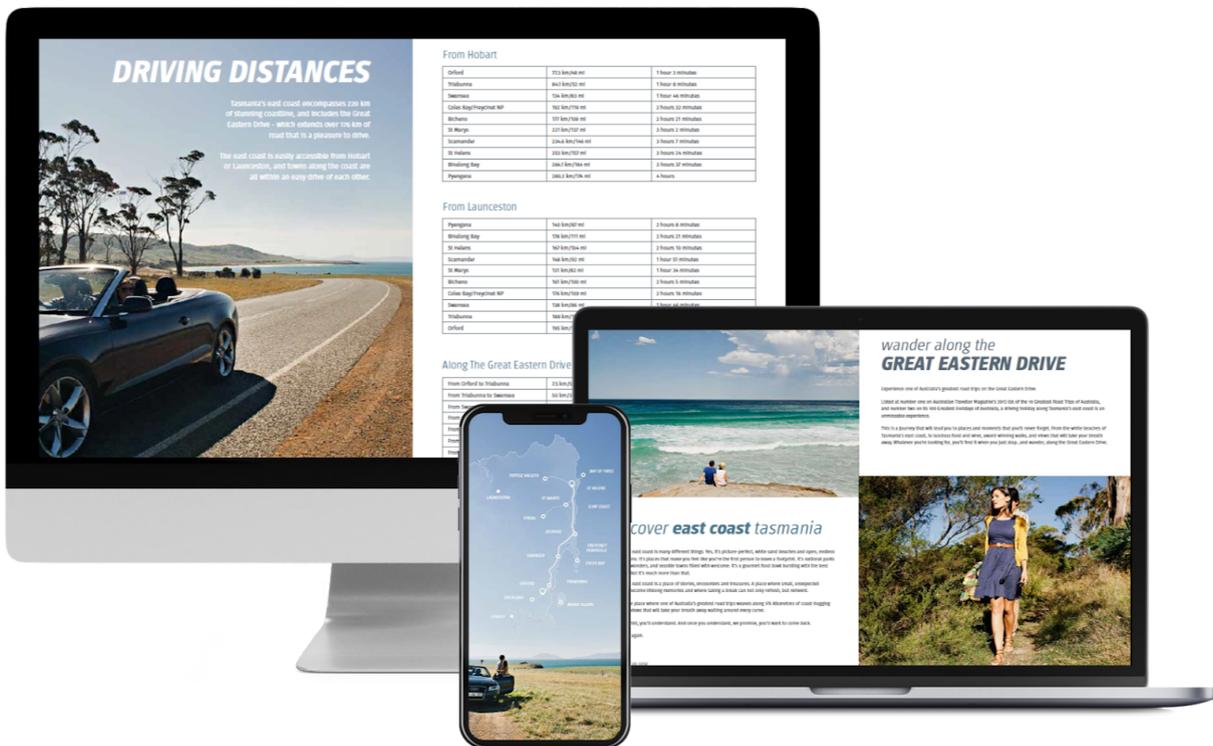
WINEGLASS BAY CRUISES

Official Holiday Guide and Travel Planner 13

Distribution

Some of the locations and businesses that will distribute the Holiday Guide.

- Hobart and Launceston Airport
- The Spirit of Tasmania (TT Line)
- Hire Car airport desks
- Hobart and Launceston Visitor Centres
- East Coast Tasmania Visitor Centres
- Available in businesses right along the Great Eastern Drive
- Online at eastcoasttasmania.com.au



Holiday Guide Ad Prices

Places are limited so make sure get in quick to secure your place.

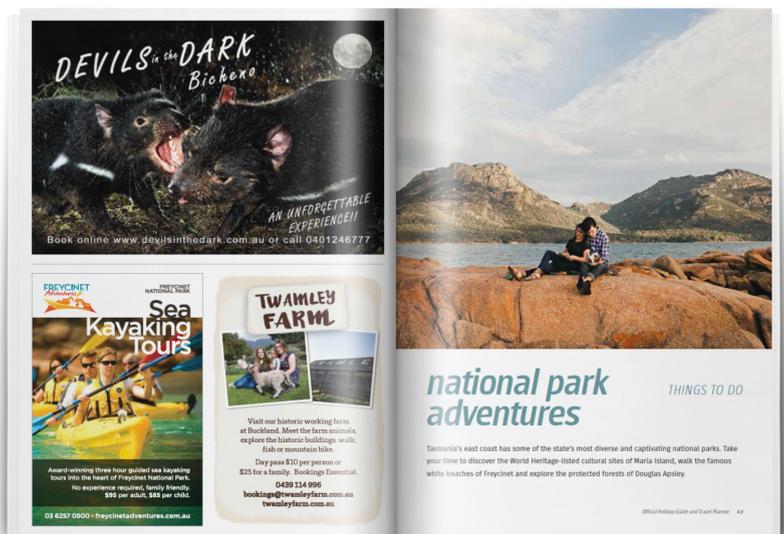
AD TYPE	FULL PRICE	DISCOUNTED PRICE Price if paid in full by May 31
Full page 148mm x 210mm Includes a featured listing	\$2,800	\$1900
Half page 138mm x 100mm Includes a featured listing	\$1800	\$1000
Quarter page 67mm x 100mm Includes a featured listing	\$900	\$650
Featured listing Heading with a few lines describing your business offering and details. Word count TBA. No image.	\$120	\$90

Please note

- Prices exclude GST
- Ad dimensions and type may change slightly once guide design is complete
- Ad placements are limited and will be allocated on a first in first served basis

Ad Specs

- All artwork must be provided as hi res PDF
- Minimum 300 dpi with CMYK colour
- Add 3mm bleed to ad
- All fonts outlined

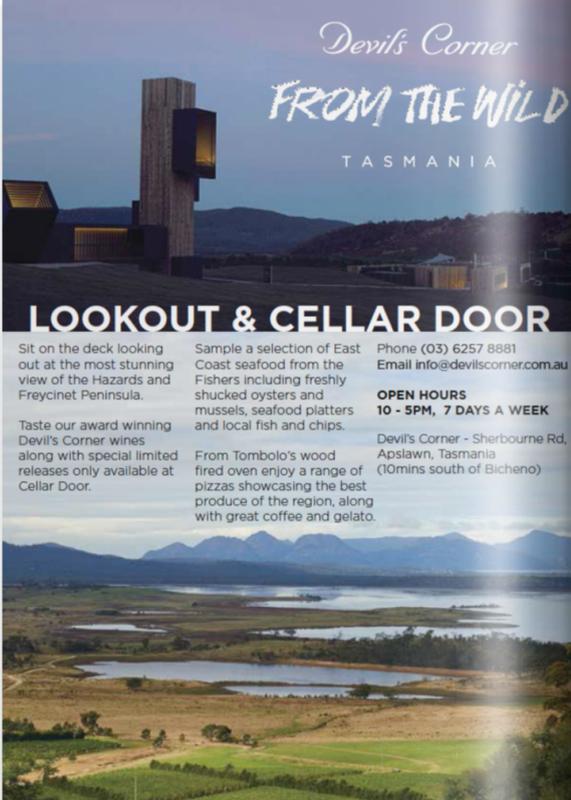


Advertising Deadlines

- All artwork and ad content due by June 6, 2019
- Early bird price deadline May 31
- All other ad payments due June 6, 2019

Examples

Full page ad



Devil's Corner
FROM THE WILD
TASMANIA

LOOKOUT & CELLAR DOOR

Sit on the deck looking out at the most stunning view of the Hazards and Freycinet Peninsula.

Taste our award winning Devil's Corner wines along with special limited releases only available at Cellar Door.

Sample a selection of East Coast seafood from the Fishers including freshly shucked oysters and mussels, seafood platters and local fish and chips.

From Tombolo's wood fired oven enjoy a range of pizzas showcasing the best produce of the region, along with great coffee and gelato.

Phone (03) 6257 8881
Email info@devilscorner.com.au

OPEN HOURS
10 - 5PM, 7 DAYS A WEEK

Devil's Corner - Sherbourne Rd, Applawn, Tasmania (10mins south of Bicheno)

contents



Smart tips for visitors	6
Getting around	6
Weather	6
Free Wifi	7
Visitor centers	7
Driving distances	9
Discover East Coast Tasmania	10
Wander along the Great Eastern Drive	11
Things to do	13
Why everyone's raving	15
Road trips	23
Food and wine	27
Outdoor	31
Relax	35
Luxury	39
National park adventures	43
Places	46
Buckland	47
Orford	51
Triabunna	55
Maria Island	59
Swansea	63
Coles Bay (Freycinet Peninsula)	67
Bicheno	71
Fingal	75
Surf Coast	79
St Marys	83
St Helens	87
Fertile Valleys	91
Bay of Fires	95

Design & Production: Why Then View & White Flag Photography: Lisa Kullenburg eastcoasttasmania.com.au

Half and quarter page ads

Freycinet Marine Farm

Savour our beautiful fresh oysters and mussels harvested daily. Enjoy our succulent seafood with fine Tasmanian wine and beer and other seasonal seafood such as rock lobster, abalone, salmon and scallops. Eat in or take away to another beautiful spot on the picturesque Freycinet peninsula.

Open 9am-5pm daily (Sept-May)
10am-4pm (June-Aug)

1784 Coles Bay Road, Coles Bay
03 6257 0261

www.freycinetmarinefarm.com





A Boutique Vineyard in the Bay of Fires area. Visit our rustic cellar door and taste our premium cool climate wines.

280 Ansons Bay Road, St. Helens
0486 479 699
www.prioryridgewines.com




SPRING VALE

FREYCINET COAST, TASMANIA
A family passion

Succulent east coast produce matched with award winning wines

Restaurant open Nov-April
Cellar Door open 7 days 11am-4pm
130 Spring Vale Rd Cranbrook
0459 581 316

food and wine

THINGS TO DO

When you embark on the Great Eastern Drive, you'll need to come with an appetite. This journey will lead you to many of Tasmania's most delicious experiences in some of its most beautiful locations. The east coast's mild climate creates perfect growing conditions for the state's premium fresh produce, from sweet berries and nuts to fine cool climate wines, award-winning cheeses and the freshest seafood imaginable. The region has long attracted passionate growers, producers, winemakers, cheesemakers and chefs, whose creations are just waiting for you to try.

Take a weekend, a few days or longer to explore, feast and wander. Break your journey at a B&B with an ocean view, a luxury lodge or coastal retreat and, when you need time to digest all those delicious flavours you've been spoiling yourself with, grab a taste of some of the region's most memorable experiences—kayak along the coast, take a cruise to the east coast's famed beaches, or work up a fresh appetite on some of Australia's best walks.

How to book your ad

If you wish to secure your place and showcase your business in the Great Eastern Drive Holiday Guide please complete this form [here](#).

For all other enquiries:

Alison Wallace

0419 090 245

alison@eastcoasttasmania.com.au



Terms & Conditions

The terms and conditions hereof form part of this Contract and the Client agrees to be bound by the terms and conditions whether or not the Client has signed this contract. The Client requests East Coast Regional Tourism to insert, and agrees to pay for as herein provided, these items of advertising in the Online Cooperative Marketing prospectus. The Client warrants that the Client personally has the authority to request and agree to pay for such advertising and enter into this contract.

1. CONDITIONS OF ADVERTISING

i) All advertising material is accepted subject to approval and may be rejected at the discretion of East Coast Regional Tourism Organisation, Inc (hereinafter referred to as ECT), at any time and without giving any reason. ii) While every endeavour will be made to ensure the participation in all campaigns will be in accordance with instructions no liability will be accepted for any loss occasioned by error, omission, misplacement or otherwise and whether as a result of negligence or any other cause. iii) The placement of all advertising content is at the sole discretion of ECT. ECT may alter advertisements, including text, to fit any particular style concept relating to design or editorial. iv) ECT may place advertisements as it considers appropriate and in any position considered appropriate. ECT may place the word "advertisement" in any copy which in its opinion closely resembles editorial matter. v) ECT shall not be liable to correct any error, omission, misplacement or other failure to comply with instructions or be required to notify any such matter to any person. vi) ECT may alter any advertising material supplied in order to conform to publishing requirements without being responsible for any loss or damage. vii) ECT may delete or alter (wholly or in part) any advertisement without notice or compensation to comply with any requirement or standard relating to publication Advertising material whether imposed by ECT or any other person. viii) No advertisement will be placed until payment in full has been received.

2. WARRANTY

i) The Client and the Agent, if any, each warrant that the advertising and its contents are true and correct in all respects, that they are in no way misleading or deceptive or otherwise contrary to any provision of the Trade Practices Act, that they comply with all relevant laws and that publication of the material will not infringe on the rights of any person nor give rise to any rights against or liabilities in ECT or any servant or agent of ECT. ii) The Client and the Agents, if any, each warrant that it is the owner of or has the right to use any business name, trade mark, photograph, illustration or the like included in the advertisement. Each warrants that it is authorised to advertise all businesses, products and services referred to in the advertisement.

3. INDEMNITY

i) The Client and Agent, if any, each indemnify ECT and its editors, proprietors, servants and agents against all liability, claims or proceedings whatsoever arising from the publication of copy.

4. LIMITATIONS OF LIABILITY

i) Provision of the Trade Practices Act may apply to this contract and imply warranties, in particular a warranty that services to be provided by ECT under this contract will be provided with due care and skill (Section 74). This contract must be read subject to any such provision. ii) Where Section 74 of the Trade Practices Act of any like provision applies the liability of ECT is to be limited to the supplying of the services again or the payment of the cost of having the services supplied again. iii) Subject to clause 4. i) all conditions and warranties, expressed or implied, whether arising by statute or otherwise, as to the matter of provision or failure to provide the services under this contract by ECT are excluded. Without limitation, ECT shall not be liable for any loss or damage arising from the publication of the advertisement or any failure of the advertisement to appear in committed campaigns whether caused directly or indirectly by delay, error, omission, negligence or otherwise. Cooperative Marketing opportunities | www.eastcoasttasmania.com |

5. PAYMENT

i) The Client shall pay the price of the advertisement appearing on the face of this document by the time stipulated. To secure the early bird price, full Payment is due by May 31 2019. All other payments due by July 15 2019. If payment is not made by these dates your ad placement will be void.

6. WITHDRAWAL OF ADVERTISEMENT

i) If any artwork, photography, copy, editorial or the like required for the advertisement is not provided to ECT by the material deadline date ECT may cancel the order and the client will forfeit their payment. ii) The Client may withdraw an order prior to the order deadline date by notice in writing. In such case the Client will be liable only for an amount equal to 7.5% of the price of the advertisement together with the cost of any design, type-setting, scanning, artwork, bromides and the like incurred to the date of the receipt of notice.

7. AUTHORITY OF AGENT

i) The Agent warrants that is has the authority of the Client to enter this contract. ii) The Agent is personally liable for payment.

8. INTELLECTUAL PROPERTY

i) The Client and the Agent each assign to ECT copyright in the advertisement and in all artwork and the like supplied to ECT. 9. MISCELLANEOUS i) This contract constitutes the entire agreement between the parties and may be amended only in writing. ii) This contract is to be governed the Tasmanian Laws and the parties consent to the non-exclusive jurisdiction of the Courts of the State in respect of any dispute. ii) No objection shall be taken by the parties to the issue of any claim out of the Magistrates' Court registry where such claim refers to this contract iii) ECT may assign its interest in this contract without the consent of the Client.