



LUMINA

LIGHT UP YOUR WINTER. TASMANIA 2011.

LUMINATASMANIA.COM

# Lumina 2011

Lumina, the umbrella campaign promoting events and festivals around Tasmania during winter, starts again on 1 May and runs until the end of August.

## Free promotion for your event

Promote your event or festival for free through Tourism Tasmania's online Lumina calendar anytime during the Lumina campaign, by listing in our TigerTOUR database. This also provides your event with instant exposure on our consumer website [discovertasmania.com](http://discovertasmania.com) which now has a specific events search category, and upward to the Australian Tourism Data Warehouse, which in turn feeds a number of market-leading travel websites.

## How to list or update event details

List your event or update your details on our TigerTOUR database by contacting our event marketing team:

- **Di Byrne:** 03 6230 8145 [Diane.Byrne@tourism.tas.gov.au](mailto:Diane.Byrne@tourism.tas.gov.au)
- **Christie Sweeting:** 03 6230 8225 [Christie.Sweeting@tourism.tas.gov.au](mailto:Christie.Sweeting@tourism.tas.gov.au)

## Lumina campaign

Following its success within Tasmania last year, Lumina 2011 will focus intrastate to get Tasmanians out and about this winter. Lumina will again have a strong online presence, a social media promotion aspect, television advertisements run in partnership with Southern Cross and radio promotion in partnership with Tasmanian Broadcasters. Australia Post and the Examiner are also partnering the campaign with a direct mailout and newspaper support respectively.

## Amazing advertising opportunities

All Tasmanian tourism operators are being offered the opportunity to make the most of Lumina and bookings generated by event-goers. Tourism Tasmania has struck great deals with Tasmanian Broadcasters – allowing participating operators to buy into a schedule of radio advertising – and with Southern Cross for TV advertising.

## Hot value TV advertising opportunity

All event organisers are also offered an amazing opportunity to participate in Lumina through a great sponsorship deal provided by Southern Cross. This sponsorship allows you to buy a two week television schedule (90 x 30 second advertisements) throughout the Lumina Campaign period for only \$2,000 and \$500 for production. The schedule is primarily Southern Cross but also includes bonus spots on 7TWO and 7mate.

To be eligible for this offer, advertisements must include reference to Lumina and be broadcast before 31 July 2011. Contact Damon Wise at Southern Cross Television on 6281 7500 for more information.

### **Radio advertising with Tasmanian Broadcasters**

To be eligible for this offer your ad should be part of the Lumina campaign and be broadcast before 31 July 2011. Please see the attached advertising proposal for details.

Contact Chris Harry-Jones at Tasmania Broadcasters on 03 6216 1080 or email [cjones@tasmanianbroadcasters.com.au](mailto:cjones@tasmanianbroadcasters.com.au) for more information about the radio spots or to book.

### **Free online promotion features**

If you are interested in new ways to increase your business profile, such as having a '*Nearby Events and Activities*' feature on your website to show what Lumina events are on near your attraction or accommodation venue, or an '*I love Lumina*' feature to link with the campaign, contact Rory Mackay on 03 6230 8133.

We will work with you on Facebook content, and a set of twitter hash tags are also available. A QR code (a Quick Response barcode which when photographed by a smart phone with camera application will navigate directly to the *Lumina 2011* website) for promotional materials is also available so smart phone users are driven to your Lumina calendar listing. Again, to talk through what might suit you and how to do it, please contact Rory Mackay on 03 6230 8133.