



Elizabeth Mall Info Hub

Advertising Opportunities

Along with most of the tourism industry, we had to close the doors to our newly rebuilt Elizabeth Mall information hub in March, but as people start to explore, we will be there in the heart of Hobart's city centre and online to provide the most informative advice to help Tasmanians and visitors explore Tasmania's great experiences and accommodation.

Noone knows Tasmania like we do and our travel advisors assist with itinerary planning and bookings for individuals and groups including for the business events sector.

VIDEO SCREENS

The Elizabeth Mall info hub is equipped with two large retail quality screens providing 30-second advertising spots (no audio) on a permanent cycle, targeted at local pedestrian traffic through one of Hobart's largest pedestrian zones, Elizabeth Mall.

Videos (no audio) to be supplied in high-definition resolution in mp4 format. A selection of rotating slides (up to 5 per 30 sec) is also possible, please enquire.

Due to planning requirements, the info hub advertising spaces are restricted to tourism related businesses. We may request evidence of your tourism related strategy if it is not immediately evident.



DIGITAL FEATURE SCREENS ADVERTISING PLANS:

Monthly subscription

Best for raising awareness of a campaign, new feature or tour, or new business, your digital display will advertise for a calendar month.

\$300 per month

Weekly Digital Feature

Ideal for short-term promotions such as events.

\$150 per week

Limited to (at most) 4 advertiser at one time.



TASMANIAN
TRAVEL AND
INFORMATION
CENTRE

PROUDLY OWNED AND
OPERATED BY



City of HOBART

EVENT TICKETING

Consider us for your event ticketing needs as well. The Elizabeth Mall info hub provides a central box office location in the heart of Hobart, convenient for workers, shoppers and students. Talk to us about a ticket and advertising package to drive more patrons to your event.



GENERAL BROCHURE DISPLAY

Brochures are one of the most direct and cost effective forms of advertising, and a brochure is the only form of advertising that customers can take with them before a final decision is made. Customers come to us for experience, accommodation, tours and transport information at different stages of their journey. Many make their booking immediately, whilst some like to contact operators on their own. We also provide a complimentary mail-out service to customers who are planning their journey and who are seeking brochures to help with their decision making.

DL \$260 per annum

A4/A5 \$450 per annum



Did you know that we offer a complimentary in-house brochure storage facility for up to 2,000 brochures? We will also email you to re-order when brochure stocks are low.



SPECIALS BOARD

Situated adjacent to the info hub, the specials board is lovingly hand drawn by one of our travel advisors, giving a personalised overview of your product. The authenticity of the hand written message often converts business thanks to the conversations that it sparks.

\$110 per week



Weekly specials boards are promoted on social media too, providing additional, valuable exposure to your business.

Did you know?

Hobart's first commissioned Aboriginal artwork 'Feeling the Country' covers the walls of the Elizabeth Mall info hub. This beautiful piece, created by Michelle Maynard, is a vibrant and sophisticated imagery and makes an engaging and dynamic contemporary addition to the many layers of history within Elizabeth Mall and the city landscape. The artwork celebrates the beauty and vibrancy of the culture of the Mouheneneer people that thrives in families and community.

20 Davey Street, Hobart

P +61 3 6238 4222

E advertising@hobarttravelcentre.com.au

W hobarttravelcentre.com.au



TASMANIAN
TRAVEL AND
INFORMATION
CENTRE

PROUDLY OWNED AND
OPERATED BY



City of HOBART