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Newsroom

Jetstar and Tourism Tasmania launch microsite to encourage travellers to 'Experience Tasmania'

Australia's low fares leader, Jetstar together with Tourism Tasmania has launched an online campaign to entice more visitors to Tasmania year-round, by promoting tailored packages via a 'Experience Tasmania' section on Jetstar.com.

The website showcases Tasmanian tourism operators across four main lifestyle categories; Food and Wine; Relaxation; Exploration; and Challenging.

High quality images, a viewing gallery and the ability to 'like' and share information via social media and email make it easy for users to plan escapes with family and friends prior to booking.

How does 'Experience Tasmania' work?

Select a category using an interactive map of Tasmania; find the region to visit and click on the pinpoint to reveal three, five and seven day sample itineraries. Tailored packages including flights, accommodation and car hire can then be created when booking as a package through Jetstar Holidays on 131 538.

Jetstar recommends the following Experience Tasmania sample itineraries:

1. Food and Wine – 3 Day Country Sweets and Historical Treats itinerary:

Enjoy three glorious days exploring the beauty of Launceston. Pick fresh strawberries and tour the Tamar Valley Wine Region, taste the honey at the Chudleigh honey farm, visit Elizabeth Town for some Ashgrove cheese before heading to Longford and Evandale to explore the historic galleries and craft stores. This is a sophisticated and relaxing escape ideal for couples looking for a romantic getaway.

2. Relaxation – 5 Day Fresh Sea Air, Organic Spa and Beachside Brunch itinerary:

A spectacular five day relaxation journey discovering the magic of Hobart and Coles Bay. Immerse yourself in Hobarts' vibrant art scene, treat yourself to world class food and wine and relax and unwind at Harmony Hills Wellness & Organic Spa. At Coles Bay start the day with oysters fresh from the bay at Freycinet Marine Farm and top it off with a gourmet lunch on the Wineglass to Wine Glass cruise.

3. Exploration – 5 Day Whitewater thrills, wilderness and artistry itinerary:

Jump aboard the old Coach Tram and take in the sights of Hobart before you shift a gear and buckle up for the Tasmanian Devil Jet white-water boat at New Norfolk. Discover the heart of Tasmania's west coast on the WestCoast Wilderness Railway and enjoy the spectacular scenery on the Franklin River Walk. This package offers adventure and plenty to see and do for the whole family.

4. Challenging – 3 Day downhill cycling and sea cave exploring itinerary:

For the travelling thrill seeker, this package starts with a Downhill Descent cycle tour of Mount Wellington before heading skyward at the Tahune Airwalk – 48 metres high in the tree tops – where hang gliding is an option for real dare devils and top it off with a cruise on a Huon Jet Boat.

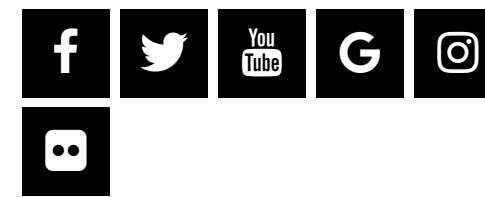
Holidays will be tailored to your interests, including flights, accommodation and car hire when booking via Jetstar Holidays on 131 538. To 'Experience Tasmania,' visit Jetstar.com.

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About Jetstar Group

Jetstar first took to the skies in 2004 and has since flown more than 350 million customers across an extensive international and domestic network. The Jetstar Group is made up of Jetstar Airways (subsidiary of the Qantas Group) in Australia and New Zealand, Jetstar Asia in Singapore, and Jetstar Japan in Japan. A leading low-fares airline, Jetstar is committed to offering everyday low fares to enable more people to fly to more places, more often. As one of Asia Pacific's fastest-growing airline brands, Jetstar was voted Best Low-Cost Airline in Asia Pacific in 2021 and was recognized for its excellent flight safety records and services when listed on the "2022 World's Top 10 LCC" released by Airline Ratings.

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