

FREE LISTING !

For those who get in early!



"It is really exciting – they are ahead of the industry and will hopefully set an example for other regions around the state."

Praise for this project by Luke Martin, CEO of the Tourism Industry Council, in the Examiner's Northern Midlands News this week.

THIS IS YOUR GOLDEN OPPORTUNITY TO GAIN A HIGH MARKETING PROFILE FOR YOUR BUSINESS FOR *FREE*
(If you respond before September 30th, 2011)

This opportunity is for all Heritage Highway Region operators, whether you have a website or not!

The Northern Midlands Business Association has secured funding through the Tasmanian Community Fund towards the development of an interactive application ('app') that will be downloadable to smart phones and used as an interactive way to discover the intriguing heritage, cultural, social and business aspects of the Heritage Highway region (the Central Tasmania area covered by the Northern and Southern Midlands Councils, and Pontville in the Brighton Council area).

To see what our app will be able to do, visit www.lansing.org, and check out the 'where to stay', 'where to dine', 'shopping' menus on the right hand side of the home page. These are the types of entries and links we will be creating to easily entice visitors to stop, shop and stay in the Heritage Highway region. If you have a smart phone, download the free Greater Lansing app. At the end of this letter, there are examples of the app, and how easily an operator's listing can be found.

In order to get the best possible outcome, we need to populate the app with detailed information on each business, attraction, event, tour, and facility (parks, public toilets, visitor centres, ATMs, playgrounds, libraries, public BBQs etc...).

A form for you to complete regarding your business is attached (please note that if you have a dual business i.e. accommodation and a restaurant – you need to fill out 2 separate forms if you wish to register both.) Put as much information as possible as the more data that is gathered the first time, the better the entry & the less need for follow-up calls. You might think 'Why not just attach our brochure?' but that means the people entering the copious amounts of data this project will generate, will be delayed trying to extract the relevant data from your brochure and they may not extract and present your information as you would prefer it to be presented. The form includes an option of offering a discount voucher. If possible, please do offer a voucher as this will give us some clear measurements as to whether the app is having its intended effect of increasing business activity, and also give us data to work with to refine the app ongoing.

You can either return the completed form by mail to the Business Assn at PO Box 118 Perth TAS 7300, fax it to 63 977 331, or scan and email to lorraine.green@nmc.tas.gov.au or you can download the form from the home page of www.heritagehighway.com.au, complete it and return to Lorraine. Ideally your form is returned electronically as then you can attach digital photos of your business, business logo and products for use on the app.

As stated above, businesses returning their completed form(s) by September 30th 2011, will be listed on the app free for the first 12 months (we aim to have the app available by March 2012 at the latest).

On behalf of the Project Planning Group I thank you for your support of this exciting venture.

Lorraine Green, Executive Officer, NMBA
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Here is an example of how the app will work on a smart phone.
 Below are screen shots from the Greater Lansing smart phone app.

The welcome screen is simple, uncluttered and easy to navigate. This one uses changing images. Users can see at a glance what is available for them to look up.



A touch of a finger takes the user to the Greater Lansing Guide, and an easy to read list of the Guide categories.



Another touch of the finger takes the user to Things To Do, and brings up an easy to read break-down of Categories of Things To Do.

Let's say this user chooses Attractions & Museums.



A touch of the finger takes the user to all of the listed Attractions and Museums. Easily scroll down the page for the complete list, each listing clearly shows the operator name, address and brief description.

This brief description is taken from the first paragraph of the full listing, so it is important when writing your description to be compelling. This is the user's first impression of your business.

For more detail, the user touches their finger on whichever venue interests them.



A touch of the finger brings the user to the operator's complete listing. This includes:

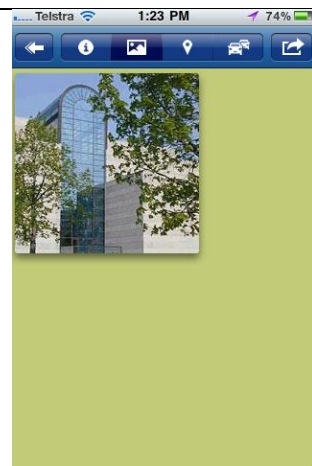
- A thumbnail image.
- Contact details:
 - Operator's phone number can be called by simply tapping it with a finger!
 - A live link directly to the operator's own website, if they have one, again – with just a touch of the finger.
- Longer description of services etc.

There is a menu along the top, linking an enlargement of the image, a map showing the location, and a travel route calculator from where the user is located at that moment.

It is easy to navigate back to the menus at any time with the back button on the top left.



Touching the image link brings up an enlargement of the thumbnail.



Touching the map link brings up a map of the operator's location.

