



2013-14 Achievements

- Tasting Trail membership grew to 37 active businesses and individuals
- Launched the user-friendly and interactive Cradle to Coast Tasting Trail mobile app
- Granted approval for the highly visible TQUAL Signage Project
- Featured prominently in the Flavours of Tassie promotion on Spirit of Tasmania and achieved direct engagement with travellers
- Increased Social Media presence and activity to connect with potential and past Trail visitors
- Implemented collaborative advertising campaigns with Trail members in a variety of tourism publications reaching a variety of audiences
- Initiated new product development collaborations between members
- Generated a strong and consistent presence at Tasmanian and interstate festivals and events
- Achieved feature stories and numerous mentions in international, interstate, and Tasmanian press
- Distributed more than 40,000 tear-off maps promoting the Trail and its members offerings, and
- Won the 2014 WIN Television Cradle Coast Regional Tourism Award for Excellence in Food Tourism . a recognition of all of these achievements and more!

Let your Tastebuds Travel,
Follow the Trail...