

Tubs of Tasmania Prospectus Document

www.tubsoftasmania.com.au

Updated: September 2026

The Platform

Where the tub is the reason for the trip

Tubs of Tasmania is a curated directory of the island's finest bathing stays. Every property is handpicked, and every one is chosen for the same reason: the tub is not a feature of the stay, it is the point of it.

We are not a booking platform and we take no commission. Travellers find your property with us, then book directly with you.
What we offer is discovery. An audience of people who have already decided they want to soak somewhere remarkable, arriving at your listing ready to plan.

A PROUD
PARTNER OF

TASMANIAN



Forth River Cottage

Who Finds You Here

A tailored audience arriving with intent

Our travellers are not browsing. They are planning.

- Couples seeking design led escapes, where the setting matters as much as the room
- Slow travellers who choose experience over itinerary
- Interstate and international visitors building a Tasmanian trip around a handful of memorable stays
- Tasmanians looking for a weekend without leaving the state

The numbers below tell that story better than any description can. Visitors spend more than three minutes on the site and rarely leave without looking further. That is the behaviour of someone deciding where to stay.



The Numbers

Website, twelve months to July 2026

The average listing page drew around 200 views across the year, with the strongest pages above 500. This is a deliberately curated audience rather than mass traffic, and the time on site figures suggest these are people genuinely planning a stay.

7,500
Visitors to the website

32,619
Page Views

342
Direct enquiries through the site

3.11
Average Time on site (minutes)

Instagram @tubsoftasmania

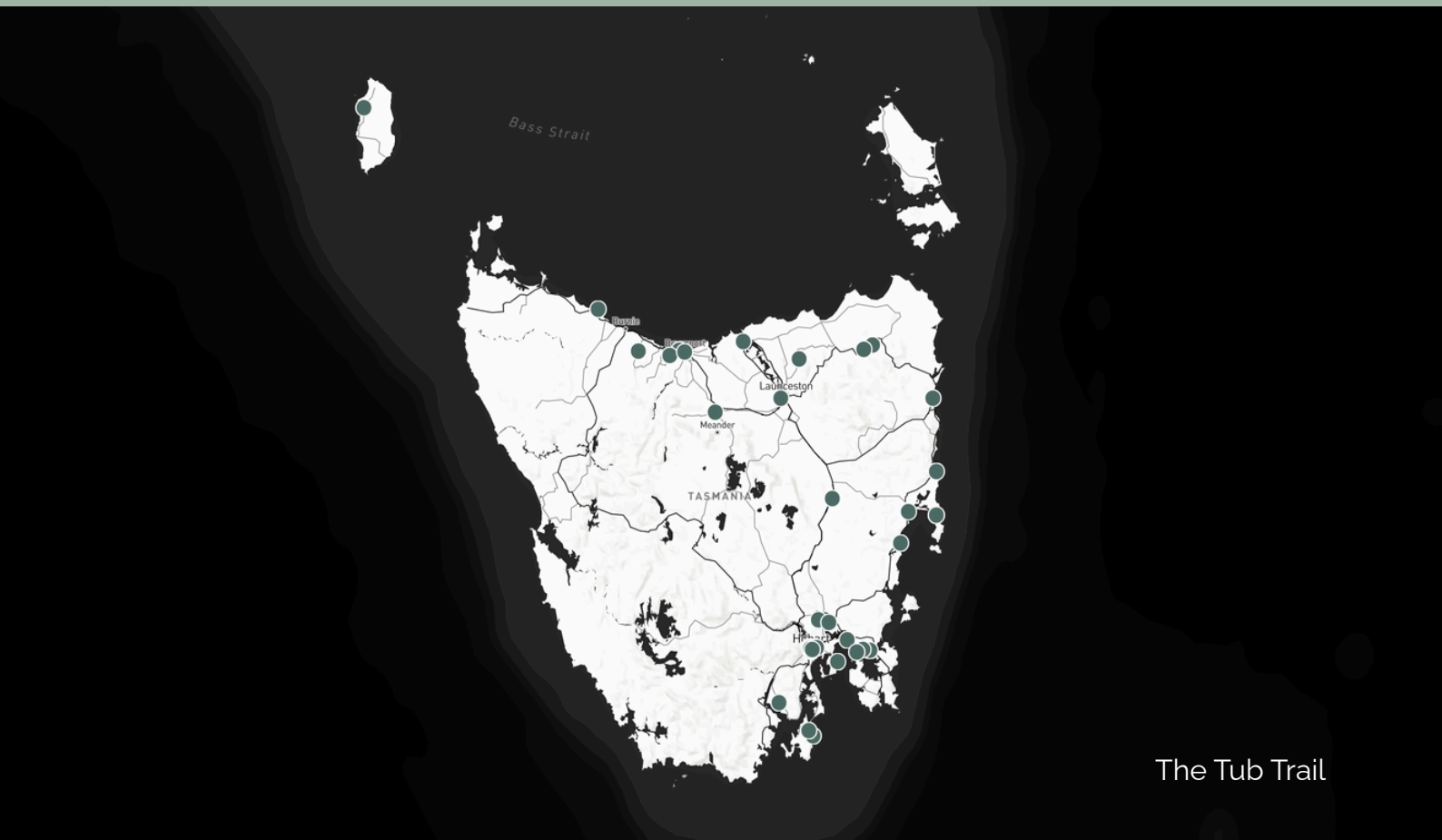
4,093
Followers

55.92
Impressions July 2026

~3%
Monthly Growth

449
Shares, July 2026

2,116
Engagements July 2026



Media And Recognition

Where we have been seen

Coverage brings travellers to the platform, and the platform brings them to you.

- Discover Tasmania, Tourism Tasmania's official visitor site, featured Tubs of Tasmania in its story on the state's outdoor baths, with a call out to the Tub Trail
- RACT Journeys, summer edition
- Vacations and Travel
- The Mercury
- The Hobart Magazine
- Howl by Slow Journal

We also run a monthly advertisement at the State Cinema in Hobart, with premium listings rotating through the partner placement.


NEWS 03

Fire lab a 'game-changer'

New facility puts UTAS at epicentre of global bushfire research

Why we are mad for the Labubu

Belle of the bath soaks up new fans

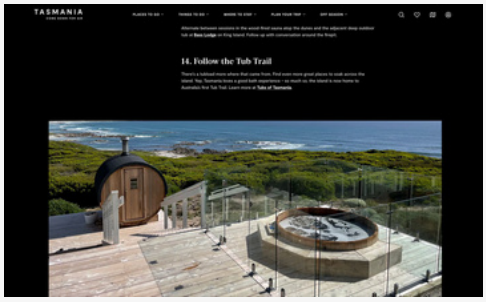

travel news.

WALK, REST AND REJUVENATION

NEW FLAVOURS AT DEVIL'S CORNER


JUDY MARTIN

HOBART


TASMANIA

14. Follow the Tub Trail

What A Listing Includes

Why list with us

Tubs of Tasmania is Australia's first curated Tub Trail, a beautifully designed discovery platform connecting discerning travellers with the finest bathing stays across the island. We are not a booking platform. We are a trusted editorial voice in the Tasmanian accommodation landscape, built on genuine curation, a growing and engaged audience of slow travellers, and a deep commitment to showcasing what makes each property extraordinary. Listing with Tubs of Tasmania places your property in front of guests who are actively seeking exactly what you offer, and alongside a handpicked collection of stays that share your values. This is not directory listing. This is belonging to something.

- Access to a curated, highly engaged audience of slow travellers actively seeking premium Tasmanian bathing experiences
- Placement on Australia's first dedicated Tub Trail, a nationally recognised discovery platform with a growing profile across print, digital and social media
- A dedicated listing page showcasing your property's story, features, photography and direct booking links
- Inclusion on the interactive Tub Trail map, making it easy for travellers to find and explore your property alongside the island's finest stays
- Regular feature opportunities across the Tubs of Tasmania Instagram, including Premium Listing Features, Tub Trail regional roundups and thematic content series
- Direct booking model, meaning travellers are connected straight to you with no commissions, no intermediaries and no competing listings on the same page
- A listing partner community that spans the full breadth of Tasmania, from Bruny Island to King Island, from the Coal River Valley to the Bay of Fires

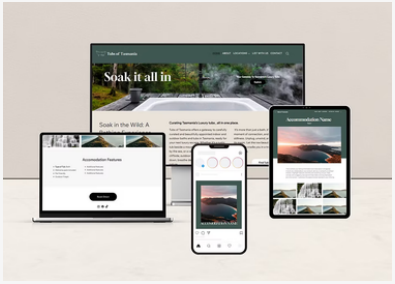
All prices ex GST

What A Listing Includes

Two ways to join the trail

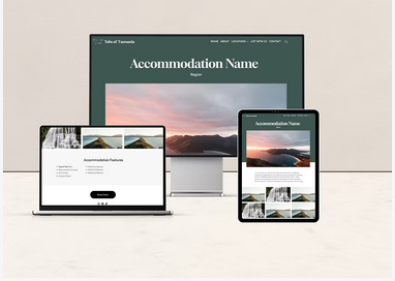
Essential
$380 per year, or $30 per month

- Your own listing page with a direct link to your booking platform
- A 50 word description of your property
- Up to three images plus a hero image
- Links to your social pages
- Inclusion in the regional Tub Trail
- Quarterly statistics report on your listing
- Quarterly newsletter
- Invitations to our listing owner webinars



Premium
$550 per year, or $45 per month
Everything in Essentials, plus:

- An extended gallery of up to ten photos, with an optional video tour
- A 150 word description, with the option of a longer detailed write up
- Featured placement in the homepage rotation
- A featured banner on your own listing page
- Priority placement at the top of the Tub Trail and the listings page
- Inclusion in our social media spotlights and campaigns
- Rotation in the State Cinema advertisement
- A YouTube tour uploaded to our channel
- An annual review of your listing with our team
- Monthly statistics reports
- Monthly newsletters, including a personal profile in one of them
- Direct correspondence with Judy rather than bulk email
- Early access to new features and initiatives



What To Expect On Socials

How often your property appears

We run Premium Listing Features each week. Across our premium properties that works out at roughly four dedicated feature posts per property per year.

Each is a full carousel of your own photography, with your account tagged and added as a collaborator so the post appears on your feed as well as ours.

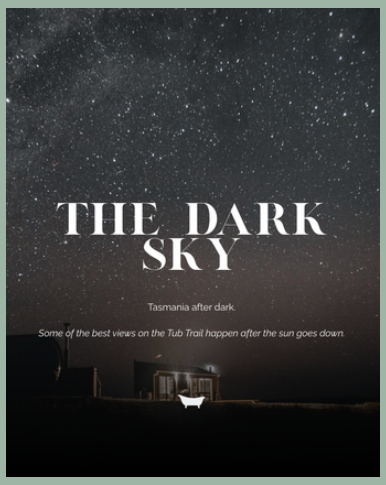
On top of that, every listing appears in our regional Tub Trail roundups.

These rotate through the Tasmanian regions weekly, giving you roughly a dozen further appearances a year alongside other properties in your area.

Essentials listings sit on the website and in the regional roundups. The dedicated social spotlights are a Premium inclusion.







How to Join

How it works

- Complete the listing application at tubsoftasmania.com.au/list-with-us
- Send us your images and your own words about the property. We use your copy as you write it.
- We build your listing and send it to you for review
- Once you are happy, we publish and introduce you across our channels

Your listing goes live within a week of receiving everything we need.

Questions?

info@tubsoftasmania.com.au
tubsoftasmania.com.au



Grass Tree

Reporting

You will know what your listing is doing

Premium listings receive a monthly report.

Essentials listings receive one quarterly.

Each report covers:

- Views on your listing page
- Click throughs to your booking site
- How your property compares month to month, with seasonal context
- Social performance where your property has been featured

We are not a booking platform, so we will never claim a booking came from us. What we can tell you is exactly how many people we sent to your door.



The Tailored Pod



We look forward to hearing from you!

www.tubsoftasmania.com.au
@tubsoftasmania