

## - Media Kit -



# LAP OF TASMANIA

*Your ultimate Australian road trip*



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## What is the 'Lap'?

Tasmania is a small State and a self-guided 'lap' of the island is the perfect way to experience everything it has to offer.

The route is 1,500 km long, and visitors have complete freedom to plan their own memorable Lap of Tasmania road trip.

## Our audience

We appeal to couple, solo and family travellers with a passion for self-guided journeys by car, campervan or motorcycle.

## Our vision

To be recognised both locally and globally as the premier Australian road trip.

## Our mission

Through engaging and actionable content we:

- Inspire travel, and help visitors to plan and experience the perfect road trip holiday.
- Support local businesses and regional communities through active promotion and increased visitation.



25,000+  
Page Views per Month



2,400+ Followers  
across Page and Group

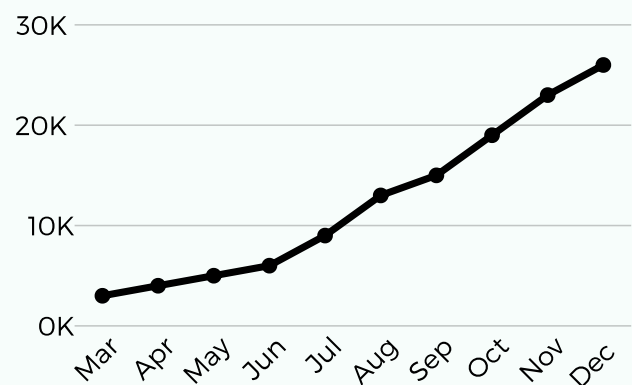


30,000+  
Reached per Month

## Website reach and growth

The Lap of Tasmania launched in March 2019 and has experienced rapid growth, driven by:

- A highly engaged online community of like-minded travellers
- SEO-optimised articles that satisfy consumer demand and clearly align with user intent



**Let's grow together. Contact us today!**