

A yellow outline of a spotlight hangs from the top center of the page. A soft, purple glow emanates from the bottom of the spotlight, creating a cone of light that illuminates the text below.

CITY SPOTLIGHTS HOBART

Get to know some of Australia's top regional cities



**14 OF 19
MAJOR CITIES
IN AUSTRALIA
ARE IN
BOOMTOWN.**

WELCOME TO HOBART

Capital of
the apple isle

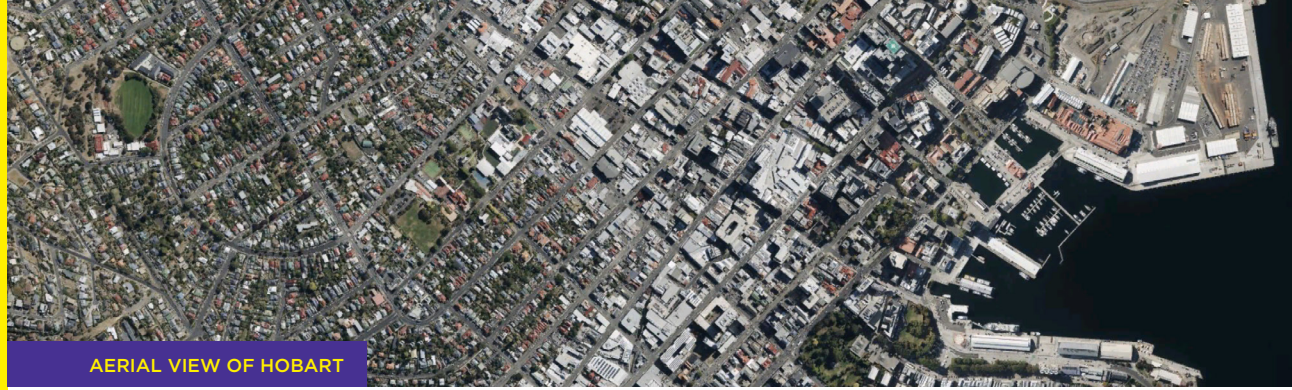
+ wine
+ cheese
+ oysters

"Within a 30-minute drive, you could be on top of a mountain, on a remote beach or in a rainforest — a lifestyle that carries great appeal in Australian culture." - Mathew Chugg, Knight Frank Hobart department manager.



Hobart, Australia's second oldest capital city (after Sydney) experienced a massive reinvention over the past 10 years. No longer seen as 'Slowbart' - Hobart's popularity with both tourists and residential migration has turned the city into a hotspot of food, festivals and an enviable lifestyle with nature at its doorstep (Tasmania is ranked #1 for cleanest air in the world - hence the Tasmania tourism "come down for air" campaign).

In 2014 Tasmania was the first state to establish a Department of State Growth - and since then it's been an upwards trajectory. Hobart's economy stays strong thanks to a diversified mix of tourism, shipping, and it's the launchpoint to Antarctica!



AERIAL VIEW OF HOBART

ECONOMIC FOCUS

GROSS REGIONAL PRODUCT

\$38.61 billion.

KEY ECONOMIC CONTRIBUTORS

Key economic contributors: Healthcare, Public Administration and Education are the largest employers.

59% of Hobart residents fully own their own homes.



Besides Cascade Beer and Tassal Salmon, Hobart is also home of the famous Blundstone boot.



EVOLVED SPIRITS - A HIGH END FOSSIL-DECORATED BAR



MT WELLINGTON SITS ADJACENT TO THE CITY

CONSUMER OPPORTUNITY



CURRENT POPULATION

253,654.

Each year Hobart has 1.26m+ domestic visitors.

In 2022 Hobart was ranked #4 in the world in terms of real estate performance (behind 3 Turkish cities!).

Despite the increase in real estate prices, cost of living in Hobart is still the cheapest of any capital city! For example, groceries will cost you 10% more in Melbourne.



There are 'climate migrants' looking to escape increasingly extreme conditions on the mainland.

"The climate here is a major drawcard." - University of Tasmania professor of planning Jason Byrne.

Boortown.
B

CITY SPOTLIGHTS
HOBART

Reach a quarter million Aussies when advertising in Hobart
- the most affordable capital city to live in.

CULTURAL OPPORTUNITIES TO PLUG INTO



DARK MOFO

Despite the cold, people flock to Hobart during Dark MOFO produced by the groundbreaking MONA (Museum of Old and New Art - the largest private art museum in the southern hemisphere)

WHEN: June



SALAMANCA MARKETS

Nothing is more Hobart than going to the iconic Salamanca Markets on Saturday morning. If you want your brand to be seen by Tassies and tourists alike, this is the spot.

WHEN: Every Saturday



TASTE OF SUMMER

This weeklong festival kicks off just as the Sydney to Hobart Yacht Race ends - and attracts 500,000 people and celebrates Tasmania's culinary culture which punches well above its weight. Get ready to enjoy the state's best wine, cheese and seafood.

WHEN: December/January

UNLOCK 253,654 HOBART RESIDENTS IN MINUTES

The screenshot displays the Boomtown Hub website interface. The header includes navigation links: ABOUT, EVIDENCE, EDUCATION, and THE BOOMTOWN HUB. A 'SUBSCRIBE' button is located in the top right corner. The main content area is divided into several sections:

- Media Coverage:** Includes tabs for Digital, Television, Print, and Radio. A search bar contains 'Hobart, 7000' and a 'Search Boomtown Hub' button. Below the search bar are links for 'Upload Postcodes CSV' and 'Clear Search'.
- Support Centre:** A section for user assistance.
- Media Selection:** A list of media outlets with checkboxes, including News Corp Australia, WIN Network, SCA, ACM ConnectNow, and ARN Regional.
- Actions:** Buttons for 'BRIEF MY SEARCH' and 'EXPORT MEDIA COVERAGE FILE'. A feedback link 'Please provide your feedback' is also present.
- Map:** A map of Tasmania showing media coverage levels. Hobart, 7000 is highlighted with a yellow pin. Other locations marked include Burnie, Devonport, Launceston, Meander, Franklin-Gordon Wild Rivers National Park, and Southwest National Park.
- Media Outlets:** A list of media outlets categorized by network:
 - arn:** Kix Country (RADIO), 7HO FM 101.7 (RADIO)
 - ACM:** The Examiner (Launceston) (PRINT), The Advocate (Burnie) (PRINT)
 - SCA:** Triple M 107.3 (RADIO), hit 100.9 (RADIO), SHAKE (TV), PEACH (TV), BOLD (TV), 10 (TV), SEVEN (TV), 7TWO (TV), 7mate (TV), GO! (TV), GEM (TV), 9 (TV), Herald Sun (PRINT), The Weekly Times (PRINT), Hobart Mercury (PRINT)
- Coverage Levels:** A legend at the bottom right shows three levels: Heavy (dark red), Medium (medium red), and Light (light red).



RESOURCES TO HELP YOU HARNESS THE POWER OF REGIONAL MEDIA AUDIENCES.

Boomtown.media

Sign up for Masterclasses, download case studies, meet Boomtown residents and discover how 9.6m extra Aussies can help you grow your brand.

boomtown.media/hub

The Boomtown Hub is your planning tool to regional Australia. Search interactive maps, download CSVs and use our streamlined to brief multiple media owners.



SOURCES:

<https://economy.id.com.au/tasmania/gross-regional-product> • <https://economy.id.com.au/tasmania/employment-by-industry?WebID=240> • <https://profile.id.com.au/hobart/tenure>
<https://profile.id.com.au/hobart/population> • Tourism Tasmania. Tourism Fast Facts: November 2023 • <https://www.realestate.com.au/news/hobart-leads-australian-cities-in-home-value-growth>
<https://www.budgetdirect.com.au/interactives/costofliving/compare/hobart-vs-melbourne> • <https://www.abc.net.au/news/2020-02-26/hobarts-gone-hipster-but-property-prices-are-locking-locals-out/12003522>