

Statement of Corporate Intent

July 2009 to June 2012

This **Statement of Corporate Intent** is a summary of the *Tourism Tasmania Corporate Plan June 2009 to July 2012*, which outlines the authority's role and corporate objectives and sets out the key activities Tourism Tasmania will undertake to achieve these objectives.

Tourism is of vital importance to the Tasmanian economy:

- It directly contributes \$1.024 billion or about 4.9% to Gross State Product (GSP).
- It comprises approximately 2,100 separate businesses (TigerTour database March 2009).

Despite the onset of the global financial crisis in late 2008 and early 2009, tourism in Tasmania has achieved record levels and continues to defy the national trend of a deteriorating domestic travel climate.

In the year to March 2009, Tasmania reached the historic milestone of one million visitors in a 12-month period for the first time and recorded its third consecutive quarter of visitor growth (Tasmanian Visitor Survey). Expenditure also reached record levels, with \$2.158 billion spent in one year by visitors to the State and Tasmanians holidaying at home.

Tourism Tasmania will continue to focus on helping to grow the Tasmanian economy through developing strategies and undertaking integrated activities that deliver results and value for the tourism industry and the community.

These include:

- Building the capability and creating a competitive advantage for the Tasmanian tourism industry through e-commerce learning and development.
- Developing cooperative marketing programs with industry to ensure consumers have the depth of knowledge to best engage with the destination and keep Tasmania top of mind as a holiday destination.
- Maximise the distribution of Tasmanian tourism product using a broader range of distribution channels, particularly through online distribution.
- Continue to work with key partners to maintain and improve access, and to drive conversion to travel to Tasmania.
- Assist industry to consistently deliver quality products and unforgettable experiences.

We also recognise the importance of balancing these corporate priorities and economic goals with demonstrated care for our community and our staff, protection of the environment, and the preservation of our heritage assets. Our approach is to support the development of an industry that is truly sustainable into the future and which is supported by the people of Tasmania.

Our Role

Tourism Tasmania's clearly defined role is to:

Lead the industry to jointly deliver marketing and development programs that drive benefits for Tasmania from domestic and international tourism.

To fulfil that role we will actively intervene in the tourism market to:

1. Create new knowledge and understanding for industry and stakeholders about tourism through research, analysis and insights.
2. Address the barriers to conversion and travel to Tasmania by identifying and taking effective, consistent action with those who can make a difference.
3. Establish, articulate and maintain the Brand and Brand Values, particularly through creative and innovative marketing.
4. Achieve alignment of Tasmania's tourism product, experiences and infrastructure to match market expectations of the Brand.

Tourism Tasmania and the tourism industry must work together to build on our competitive advantage and position the State as a must visit destination for domestic and international visitors. It is also our collective role to grow the number of Tasmanians holidaying at home by demonstrating to locals that our island is a compelling and appealing holiday destination.

Our Goals

Tourism Tasmania has set ambitious, but achievable, goals for the next three years which will need the continued full support of industry for success.

Our seven key goals focus on:

1. Growing our domestic tourism market share.
2. Growing our international tourism market share.
3. Growing the number of Tasmanians holidaying on the island.
4. Attracting high-yield visitors.
5. Strengthening our relationship between our Brand and consumers.
6. Increasing stakeholder satisfaction with our performance.
7. Increasing customer satisfaction with their Tasmanian experience.

We will set measures and milestones for these goals for the next three years and provide regular updates on our progress.

We will set our sights high and will work to bring the individual efforts of the tourism industry together with a new emphasis on partnerships and creating joint business and promotional opportunities including:

- Working together to create a shared vision for the future.
- Assisting industry to gain the skills and knowledge to improve their business potential through learning and development programs.
- Joint advertising and promotional programs which provide a shared platform for building our brand and converting awareness, preference and intention to visitation.
- Facilitate consumer conversion through our digital distribution initiative (Tas e-Connect).
- Sharing information about our markets, how we are performing as a tourism destination and what is happening in our industry.

Our Contribution to the Tourism Industry

Tourism Tasmania has a key role to play in contributing to the delivery of information, products and services from the tourism operator to the consumer. This system is known as the supply chain. The diagram below outlines where Tourism Tasmania can intervene in the tourism supply chain for Tasmania to meet the demands of the consumer.

Supply Chain



The full version of the Tourism Tasmania Corporate Plan can be found online at www.tourismtasmania.com.au/publications/corporate_plan