

Statement of Corporate Intent

July 2010 to June 2013

This Statement of Corporate Intent is a summary of the *Tourism Tasmania Corporate Plan June 2010 to July 2013*, which recognises the authority's role as a leader in the tourism sector, and seeks to align its overarching goals with the organisational priorities for the forthcoming three-year period.

The Corporate Plan 2010-2013 recognises the dynamic nature of the global tourism landscape and the important role Tourism Tasmania plays in fostering the sustainable growth of Tasmanian tourism, while developing innovative and informed marketing initiatives that drive visitation to 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 effectively fulfil this role we will enable the industry by:

1. Creating new knowledge and understanding for industry and stakeholders about tourism through research, analysis and insights
2. Addressing the barriers to conversion and travel to Tasmania by identifying and taking effective, consistent action with those who can make a difference
3. Establishing, articulating and maintaining the Tasmanian tourism brand and brand values, particularly through creative and innovative marketing
4. Aligning Tasmania's tourism product, experiences and infrastructure to match market expectations of the brand.

Our Goals

Tourism Tasmania's five key goals are to:

1. Maximise Tasmania's tourism potential
2. Drive demand for Tasmania
3. Foster the supply of tourism products and experiences
4. Enhance industry's competitive position with market-leading research and analysis
5. Be a highly effective organisation.

These goals are the result of a comprehensive and detailed analysis of the current environment and future trends in tourism and firmly establishes Tourism Tasmania's vision for the three-year period 2010-2013.

To achieve these five goals we have articulated our priorities for 2010-2013 and the strategic initiatives we will undertake to deliver benefits for the Tasmanian tourism industry. These can be found in full in the Tourism Tasmania Corporate Plan 2010-2013, available online at www.tourismtasmania.com.au/publications/corporate_plan