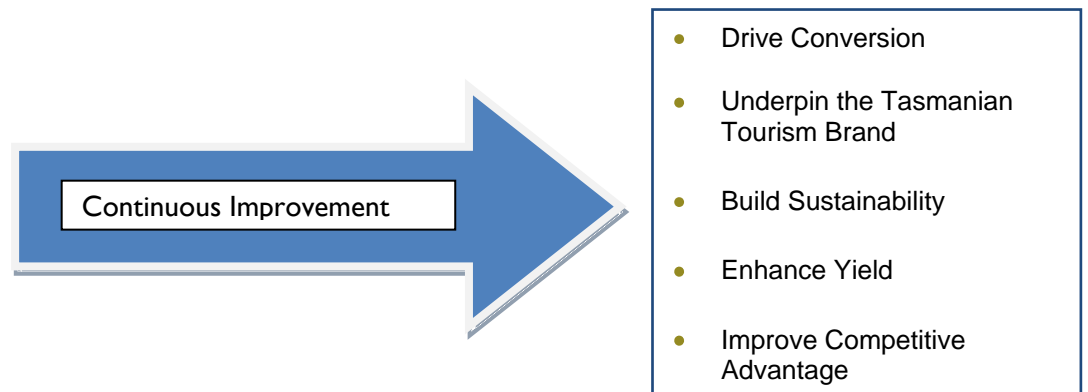


Join Tourism Tasmania's Pilot Signature Experience Pilot Development Program

A Signature Experience can be defined as 'An experience which excites our visitor, fits with our Brand and showcases the best Tasmania has to offer', as such, they are often a catalyst for conversion and contribute to Tasmania being recognised as a destination of choice.

Tourism Tasmania is preparing to deliver a Pilot Development Program to assist a group of Tasmanian operators in reaching their potential as Signature Experiences for our state.

Signature Experience Model



The pilot program offers individually tailored and group development opportunities over a twelve (12) month interactive delivery period.

Headline Opportunities and Benefits for participants

- Enhanced Access to Tourism Tasmania resources
- Mentoring
- Networking and Partnership Opportunities
- Interstate Study/Lecture Tour
- Business Support
(through Department of Economic Development and Tourism networks)
- Tourism Award Support
- Research and Business Intelligence

Who should apply?

Expressions of Interest (EOI) are invited from tourism businesses who meet the rigorous selection criteria. Please note – significant input and commitment (including some financial commitment) will be required of successful operators.

A formal memorandum of understanding will be signed between Tourism Tasmania and successful participants.

Information and how to Register

Further information including a detailed Program Guideline and EOI form are available at www.tourismtasmania.com.au.

Note: Closing date for the Expression of Interest is 22nd August 2008.

Selection Process

The assessment will be run in three stages including an EOI, an information workshop and submission of a formal application.

Timing

The process detailed below will provide an opportunity for candidates to compile a thorough application.

- **Stage 1:** Promotion of Program 4 to *22nd August 2008
- Closing date of Expressions of Interest **22nd August 2008**
- **Stage 2:** Information Workshops 2
 - **Hobart :** 25 August 2008, at The Old Woolstore, 10am-12noon
 - **Launceston :** 26 August 2008 at The Sebel, 1pm-3pm
 - **Burnie :** 27 August 2008 at The Bayview Restaurant, 10.30am-12.30pm
- **Stage 3:** Closing date - formal application 12 September 2008
- Advice to successful applicants Late September 2008
- Program Commencement October 2008
- Program Completion 30 September 2009

Contact Us

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