

# Impressions

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Tasmania is a unique, beautiful & interesting place; with stunning natural & cultural heritage

- Our appeal comes from the combination of terrific experiences, authentic places & people
- It seems we are increasingly on the radar as a place of national & international acclaim:
  - ⦿ Tasmanian Wilderness WH Area
  - ⦿ National Landscapes initiative
  - ⦿ Convict WH nomination
- Historic heritage is a key feature, from our icons, humble places, intact precincts & journeys
- But, we can't afford to be complacent



# Themes

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## Can they help define our uniqueness?

- Our convict past & story of forced migration
- European exploration & colonial settlement
- Unique iconic places & heritage precincts
- Maritime activity, our islands & features

## If agreed, where should they lead us?

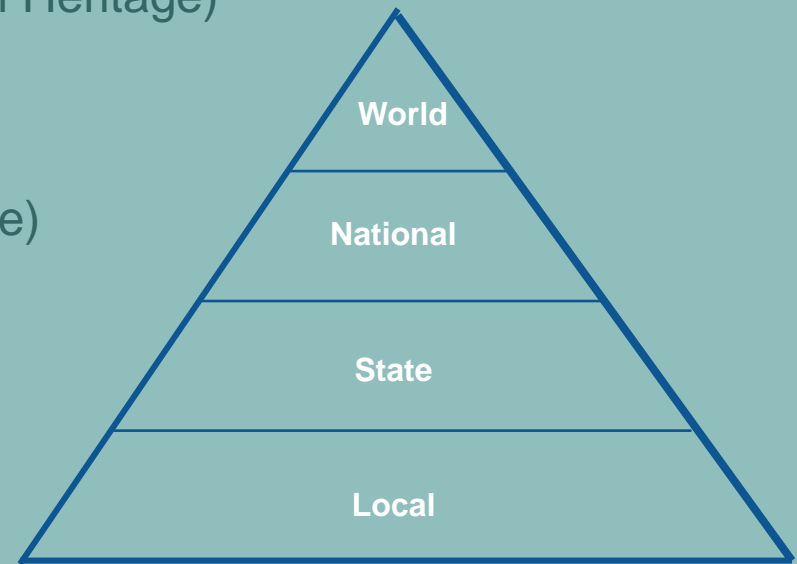


# Legislative reforms

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## A clear & more integrated approach ..

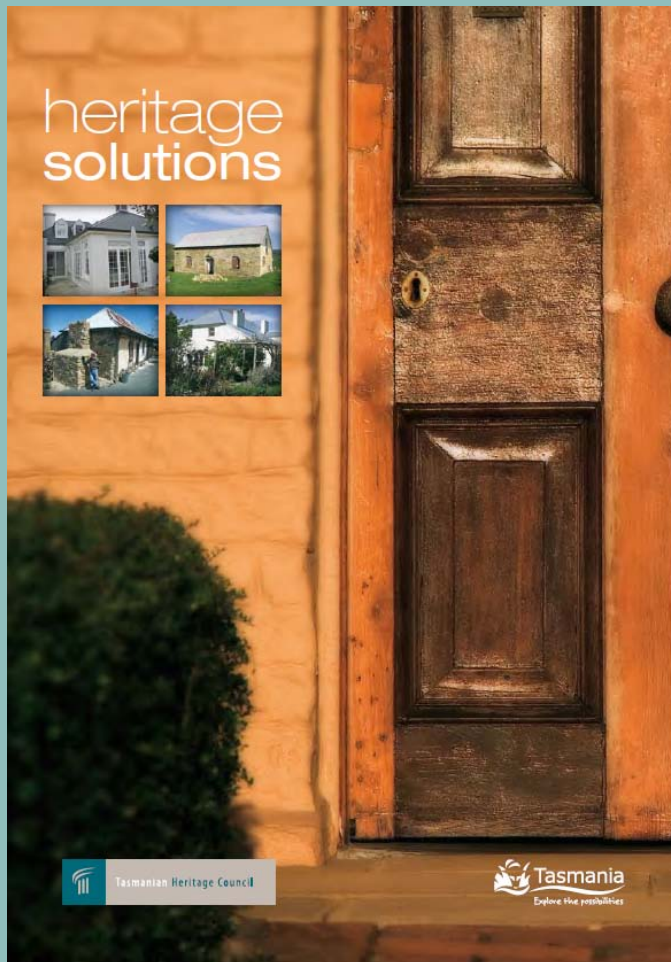
- ◉ Australian Government (World/National Heritage)
  - ◆ World & National Heritage Lists
- ◉ Tasmanian Government (State Heritage)
  - ◆ Tasmanian Heritage Register
- ◉ Local Government (Local Heritage)
  - ◆ Local Heritage Schedules



## Components of a heritage tourism strategy?



# Can do attitude



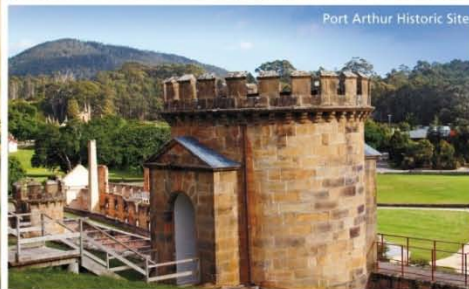
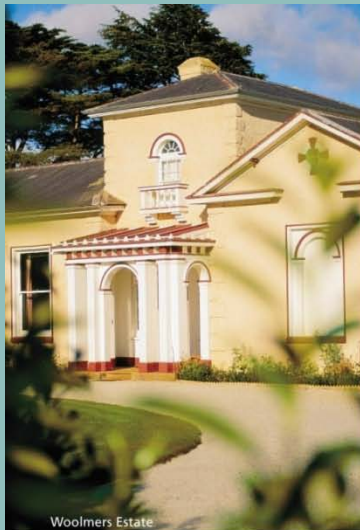
## Aim of proactive collaboration:

- Port Arthur Historic Sites
- Henry Jones Art Hotel
- Parliament Square
- TMAG & QVMAG
- Inveresk Precinct
- Moorilla/MONA
- Boags Brewery
- Islington Hotel

98% approval rate (2008/09)

# WH potential ..

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## Tasmanian Convict Sites – World Heritage Nomination



.. and leverage

# Heritage experiences

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## In attractions, accommodation & activities:

- Our most iconic heritage drawcards
- Major (often understated) attractions
- Exceptional experiences & festivals
- Regional & local activities & events
- A unique combination of appeals
- Exploring & journeys to be had



# Opportunities?

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- Define our edge & unique heritage themes, so clear strategies & funding can develop & hone them
- Identify practical ways to support our ability to offer authentic, quality & personal visitor experiences
- Celebrate & praise brilliant ideas, & help facilitate investment that breathes new life into heritage
- Explore how to respond to increasing interest in connecting real people with heritage places
- Identify trends to better capture new or emerging markets & work to expand our market share

