



## Hollybank Treetops Adventure Case Study

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Tasmania

### Shaped from the ground up

New Tasmanian attraction, Hollybank Treetops Adventure, has been shaped from the ground up by an understanding of what the customer desires in the way of an experience.

While Managing Director Peter During had first-hand knowledge elsewhere in the world of treetops adventures, he respected the need to match Hollybank site's potential to the needs of visitors.



“Every step of the way, we tested and change our decisions according to what was best for creating the desired experience. As our partner, Forestry Tasmania had great market research to feed into the process.”

Examples include the fact that the base for the treetops cloud stations was made from a tensile material so that while visitors are suspended safely in the canopy, they feel some movement; the access path deliberately meanders so that the start of the ride is revealed at the last minute; and enthusiasm was a key criteria for guide selection.



“Interpretation is the core of the adventure so we’ve trained our guides in Thematic Interpretation – that way they understand it’s about delivering insight in a way that leaves customers inspired and ultimately changed in a positive way by what they’ve been through,” Peter says.



There’s also a careful balance between the excitement of hurtling along the high wire above the forest floor and Pipers River at heights up to 30 metres and “the adventure of understanding the ecology”.

“The messages are a critical part of building the experience, which ultimately is created by each customer in the way they interact with what’s provided. Without focused

messages, people could easily leave here on a high, having enjoyed themselves but without taking anything meaningful with them,” Peter says.

While the treetops ride is at the centre of the experience, the lead-in and the immediate period after completion are important and include a heritage walk and the opportunity for socialising in an on-site café or in adjacent picnic and barbecue facilities.

