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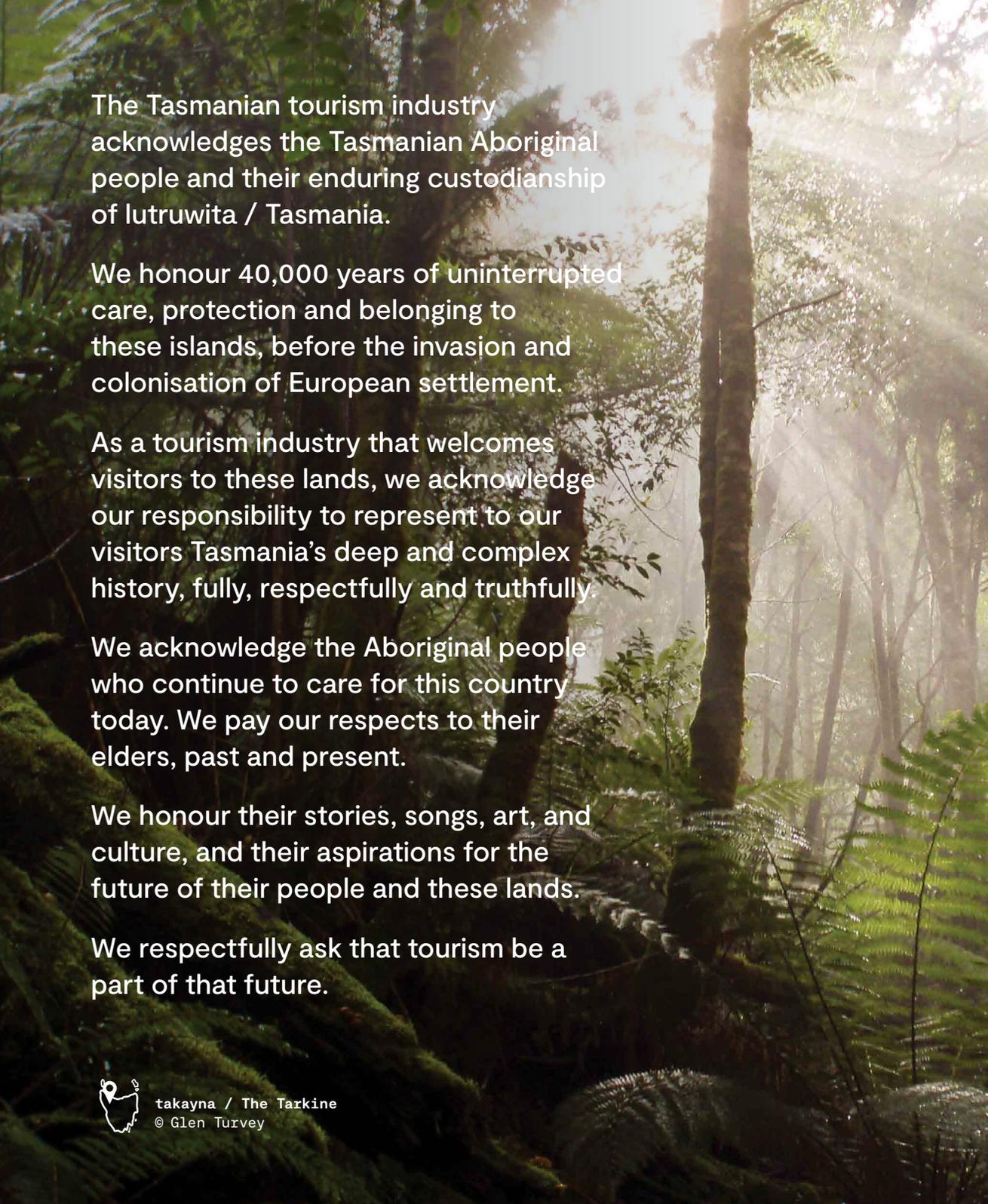
# T21 Visitor Economy Action Plan 2020-2022

PRIORITIES JULY TO DECEMBER 2021



Tourism Industry Council Tasmania





The Tasmanian tourism industry acknowledges the Tasmanian Aboriginal people and their enduring custodianship of lutruwita / Tasmania.

We honour 40,000 years of uninterrupted care, protection and belonging to these islands, before the invasion and colonisation of European settlement.

As a tourism industry that welcomes visitors to these lands, we acknowledge our responsibility to represent to our visitors Tasmania's deep and complex history, fully, respectfully and truthfully.

We acknowledge the Aboriginal people who continue to care for this country today. We pay our respects to their elders, past and present.

We honour their stories, songs, art, and culture, and their aspirations for the future of their people and these lands.

We respectfully ask that tourism be a part of that future.



takayna / The Tarkine  
© Glen Turvey

## Premier's Message

**We are nearly at the twelve-month mark of implementation of the T21 Visitor Economy Action Plan 2020-22 and what a year it has been.**

With the first six months of the T21 Action Plan 2020-2022 concluded, 50 of 90 priority actions have been completed. In addition, extra measures such as the Make Yourself at Home travel vouchers have also been successfully delivered.

Our tourism and hospitality businesses have been buoyed by the extraordinary support of Tasmanians in getting out and about experiencing all regions of our state. Some of our businesses are reporting strong recovery, however we know this is patchy and many other Tasmanian tourism and hospitality businesses are still experiencing disruption.

The good news is that interstate visitor demand is strong – but we are not resting on our laurels as we enter what is traditionally our low season. Tourism Tasmania has been in market with 'The Off Season' marketing program since 26 April – the largest investment in a winter campaign ever, in recognition that building demand across the year is more important than ever to support our businesses and our workforce. Tasmania's tourism and hospitality industry across the state has also collectively rallied around the campaign by creating unique Off Season offers that can only be experienced this winter. Our regional tourism organisations are working closely with operators to take advantage of this market opportunity.

While COVID-19 has resulted in many negative impacts, a positive story is that Tasmania is now enjoying direct aviation routes from a number of cities in Australia along with the capacity and frequency to support not only visitor demand, but also provide improved access for Tasmanians. We know that maintaining and growing aviation access is the backbone of our recovery and this will continue to be a priority focus area over the coming six months.

We do have some challenges that we are facing head on. T21, the government and industry partnership, is working hard to meet a number of supply-side challenges including:

- workforce and skill shortages
- hire cars
- targeting the support measures for business recovery.

We have announced an incentive program to attract more vehicles into the hire car fleets. We will continue our priority support of operators through winter, while preparing for our upcoming 2021/22 summer season. The Tasmanian Government has provided a range of programs to support industry recovery, including tourism and hospitality grant programs and event support.

The Australian Government's Recovery for Regional Tourism Program is providing a timely stimulus that will aid Tasmania's tourism recovery. We are investing these funds in priorities aligned with our recovery strategy including an accelerated agri-tourism development program; two significant familiarisation programs aimed at the business events and incentives market and the other targeting travel trade and media. We are targeting product development through a New Product and Experience Development program that is funding projects of regional significance identified through collaboration with Tasmania's four regional tourism organisations.

We will continue to work hard to grow our visitor economy for the benefit of Tasmanians. Our priority now is to continue working with our tourism and hospitality industry partners to deliver the June to November action plan.



Hon. Peter Gutwein MP  
**Premier of Tasmania**  
**Minister for Tourism**

## TICT Chair's Message

**Tourism Industry Council Tasmania (TICT), on behalf of the Tasmanian tourism industry, is proud to partner with the Tasmanian Government in the T21 Visitor Economy Action Plan 2020-2022.**

This Action Plan was launched in August 2020 at the peak of the greatest disruption our industry has ever experienced, with closed borders and so much uncertainty about what tourism would look like in a post-COVID world.

In this context, it says so much about the character and resolve of our tourism industry, the commitment of our Government, and the way we work in tourism together in Tasmania, that we were able to even launch such an ambitious plan for our recovery, but also that we were able to agree on such pragmatic priorities for rebuilding our visitor economy. Very few visitor destinations in the world have been able to respond to the crisis as rapidly and effectively as we have in Tasmania.

On behalf of the Tasmanian tourism industry, I want to acknowledge the responsiveness of the Tasmanian and Australian Governments over the past 15 months in recognising with urgency the need to support our businesses and tourism destinations. The Tasmanian Government's hardship grants program, and its 'Make Yourself at Home' travel voucher programs, along with the Australian Government's 'Free Car Fares' on the Spirit of Tasmania and 'Half Price Airfares' initiative to stimulate domestic visitation to the State has no doubt saved Tasmanian tourism jobs and businesses.

The State Government and the industry has also recognised the human impact of the COVID disruption, with targeted support for our foreign workers left in the State when borders shut down and work dried up, along with boosting mental health support for our business operators and workforce.

Disruptions continue to present and new challenges emerge on a near daily basis. Clearly, this next phase of the T21 Action Plan must prioritise the workforce challenges being felt across the industry especially as we plan for what promises to be a bumper 21/22 domestic summer.

I also expect through the remainder of 2021 we will see tangible progress towards the ambitions we share for Tasmania as a destination in a world after COVID. The vision of Tasmania as one of the world's first and only truly carbon neutral destinations is an exciting one, but it will require leadership and commitment from industry and government. If we can progress this work with the same spirit of collaboration as we have seen over the past 12 months, I have no doubt we will build the foundations for another exciting era for Tasmanian tourism.



Daniel Leesong  
**Chair**  
**Tourism Industry Council**  
**Tasmania**

# T21 Visitor Economy Action Plan 2020-2022

PRIORITIES JULY TO DECEMBER 2021

## Priority 1: Rebuilding visitation

Implement a destination marketing program supporting our highly desirable brand	
Grow demand through winter 2021 with the 'Off Season' marketing program and into summer 2021/22 through an integrated demand plan across all key demand drivers – leisure, business and events – leveraging all market opportunities.	TTas, RTOs, BET, SG, TT-Line
Invest in research to deepen our understanding of the changed market and customers.	TTas
Maintain connection with other key international markets to prepare for easing of Australian border restrictions. – Ongoing content support programs to be activated for identified global markets.	TTas
Promote hero experiences, including those in our Unordinary Adventures Program, focussed on passion travel e.g. walking, mountain biking, golf and fly fishing.	TTas
Continue to attract visitors to our Bass Strait islands through incorporation in campaigns and other activities that drive demand to these locations considering island community aspirations.	TTas
Optimise Tasmania's digital marketing assets and tools to provide a better online experience for visitors, improving customer engagement before, during and after their travels.	TTas
Tasmania's natural environment	
Progress masterplan investments in visitor infrastructure at our iconic Cradle Mountain and Freycinet National Parks.	PWS
Pursue the realisation of Tasmania's next Iconic Walk on the west coast.	PWS
Foster the highest standards and expectations for commercial tourism operators providing experiences within our protected areas.	PWS / TICT
Our home-grown festivals and events	
Support our iconic Tasmanian events to adjust to COVID-19.	SG
Provide grant assistance to events proposed for 2021 to implement COVID-19 safe practices.	SG
Support intrastate movement during 2021-22 through a small-grants program to encourage events, primarily involving overnight stays.	SG
Encourage the development of innovative and new event opportunities with potential to be held in 2021-22.	SG, RTOs
Use the Business Events Attraction Fund to be competitive in attracting business events.	BET
Develop options to enable operators to adapt their products and experiences to support business events.	BET, RTOs
Strategic targeting of businesses events that are rescheduling international programs. Conduct a business events familiarisation program, including four familiarisation tours to host site inspections to showcase destination capability.	BET

Focus on the corporate incentives market as the business events market adjusts: – BET to host in market sales activity to conference and incentives targets in Melbourne and Sydney. – Trade Show attendance at Get Local in Sydney and the Associations Forum in Melbourne. – Undertake planning and marketing in preparation for hosting the Professional Conference Organisers Association (PCOA) conference in Hobart in December 2021.	BET, RTOs
Develop a business events digital solution for destination market promotion to drive pre and post touring.	BET, RTOs
Pursue the opportunity to access the New Zealand corporate market as part of the travel bubble and direct flight opportunity.	BET
Prioritise strategic investment in events venues in Hobart and Launceston including the upgrade of the Derwent Entertainment Centre at Glenorchy and the upgrade of the Albert Hall in Launceston.	OCG, TICT
Drive holidays and Tassie road trips	
Invest in the road network in Tasmania to support the touring market and visitation to regional communities.	SG
Uniquely Tasmanian operators and experiences	
Support and champion quality tourism operators that enhance our brand through prioritising marketing assistance, industry development support, advocacy and other assistance.	TTas, TICT, RTOs, SG
Champion entrepreneurialism and innovation in new products and experiences that reinforce and enhance our core brand proposition and competitive strengths.	TTas, RTOs, TICT
Support emerging sectors around greater cross-sector collaboration and specific development initiatives.	All
Invest in Tasmania's iconic historic sites to support recovery.	DPIPWE
Playing to our creative strengths	
Focus on signature food and beverage experiences that present contemporary Tasmanian cuisine.	TTas
Feature brand-aligned artisan products across all regions as a key driver of regional dispersal.	TTas, RTOs
Activate Tasmania's emerging competitive strengths in artisanal and boutique/small-batch products and experiences by working with producers and growers on tourism opportunities.	TTas, RTOs
Implement the Tasmanian agri-tourism strategy, including helping businesses engage with agri-tourism, reduce barriers that constrain the development of agri-tourism and drive investment in new experiences.	TTas, SG, RTOs
Launch Tasmanac, a platform that connects Tasmania's cultural collections and encourages dispersal to our regional towns.	TMAG

## Priority 2: Restoring access

Hold and maintain our network of core routes between Hobart, Launceston, Melbourne, Sydney and Brisbane with a focus on maintaining frequency and capacity across the week.	TTas
Hold and maintain frequency and capacity on Gold Coast, Canberra, Perth and Adelaide.	TTas
Grow trans-Tasman capacity and demand.	TTas
Undertake cooperative marketing using access partner channels to drive conversion.	TTas
Support intrastate connections with our Bass Strait islands.	TTas
Stimulate and meet demand through additional sailings of the Spirit of Tasmania ferries.	TT-Line
Secure trans-Tasman flights from New Zealand with facilities at Hobart Airport to support a long-term international connection to New Zealand.	TTas, SG, HBA

## Priority 3: Supporting our people

Business owners	
Prioritise industry uptake of the Australian Tourism Data Warehouse (ATDW) to develop contemporary multi-channel distribution capabilities for tourism and hospitality operators.	RTOs, TTas, SG, TICT
Prioritise small-business support through grant, loan and business assistance schemes to sustain themselves, build resilience and innovate.	DSG
Launch a new online solution to connect employment opportunities with tourism and hospitality professionals.	THA, TICT, SG
Workforce	
Prioritise initiatives that support workforce re-build with a focus on immediate industry needs and into the 2021/22 peak season.	THA, TICT, SG, TTas
Implement priorities of the industry-owned and led vocational training provider for the tourism and hospitality sectors.	THA, TICT
Support practical initiatives that connect employers to job-ready people.	SG, TICT, THA
Progress work by the Tasmanian Tourism and Hospitality Workforce Advisory Committee Meeting to prioritise workforce skills and training needs with a focus on short term skills needs.	THA, TICT, SG
Grow our workforce through vocational placements for secondary and college students, apprenticeship programs and industry-led promotion of the sector.	THA, TICT

## Priority 4: Shaping our future

Tasmanian Aboriginal people	
Encourage Tasmanian Aboriginal people to maintain a program of cultural presentations and workshops with the broader Tasmanian tourism industry.	TICT, RTOs, TTas
Support Aboriginal tourism operators to establish and operate cultural tourism enterprises on country.	
Climate change	
Finalise the research and report to assess the costs, benefits, value proposition and the pathway in making Tasmania as a carbon-neutral destination.	TICT
Progress an industry toolkit focussed on practical sustainability measures, including carbon reduction, waste and water efficiency.	TICT, TTas
Agree on a pathway towards achieving our carbon-neutral ambition.	TICT, TTas, SG
Inclusive tourism	
Consider inclusive visitor infrastructure in planning and investment in the reserve system where practical and strengthen existing procurement processes within the Tasmania Parks and Wildlife Service to ensure inclusion is considered when purchasing both physical and digital assets.	PWS
Build industry capacity and awareness of inclusive tourism through industry events and communication channels.	TICT, TTas
Cruise ships	
Finalise the research into the value proposition of the cruise market for Tasmania to determine its costs and benefits and its alignment with Tasmania's brand.	TTas
Our future tourism network	
Finalise the review of the roles and responsibilities, structures and resources, being clear on the value proposition for each organisation within the visitor economy network.	TTas, SG, TICT, RTOs
Pilot an ambassador/host program to engage locals in welcoming visitors and providing information services.	TICT, RTOs, SG
Progress a new model for visitor information and engagement.	SG, TTas, RTOs
Engage the Tasmanian community in the future of tourism at a strategic level through consultation on the 2030 Visitor Economy Strategy and at a regional level through destination management planning.	RTOs, SG, TTas, TICT, THA

## Agencies

TTas	Tourism Tasmania
SG	Department of State Growth
TICT	Tourism Industry Council Tasmania
RTOs	Regional Tourism Organisations

THA	Tasmanian Hospitality Association
TT-Line	TT-Line
OCG	Office of the Coordinator-General
LST	Launceston Airport
TMAG	Tasmanian Museum and Art Gallery

DPIPWE	Department of Primary Industries, Parks, Water and Environment
BET	Business Events Tasmania
Brand Tas	Brand Tasmania
HBA	Hobart Airport

