

2030
VISITOR
ECONOMY
STRATEGY
TASMANIA

Action Plan Progress Report

JANUARY–JULY 2026

Floating Sauna Lake Derby
© Jason Charles Hill





KEY DIRECTION 1

Reduce emissions and improve environmental sustainability practices

- TICT's Emissions Reduction Program continued to grow, with 147 businesses now enrolled, 100 current emissions measurements completed, 1,353 actions lodged and 85 renewable energy transition plans in place, resulting in 134 tonnes of emissions offset to date.
- DSG continued funding support for TICT's dedicated Sustainability and Carbon Reduction Advisor and secured approval to deliver an EV Destination Charging Grant program in 2026–27.
- TICT launched the Plastic Free Places Program, with 52 businesses participating and 37 site audits completed or booked.
- TICT and HT delivered the Peak Body Partner Program Final Report, now publicly available, and are finalising a Waste Resource Recovery Partnership with the Tasmanian Waste and Resource Recovery Board (TWRRB), with funding identified for priority recommendations to increase circularity from 2027. Both bodies remain active participants in the Single-Use Plastics Phase-Out Stakeholder Reference Group.
- HT, in partnership with TICT and with funding support from TWRRB, completed a detailed survey and scan of waste and waste management across Tasmania's hospitality and tourism sectors. Consultants were appointed, stakeholder consultation and a data audit were completed, and a first draft report was finalised, with the final document anticipated by September 2026.
- TICT completed filming of the Sustainable Tourism Spotlight e-module, with launch expected after July 2026, and, together with HT, made submissions to the next Waste and Resource Recovery Strategy on behalf of the hospitality and tourism industries.
- TICT published EV tourism resources for industry, backed by CCO funding for an 'EV Ready Tasmania' Badge and Toolkit Program launching in July 2026 and an EV tourism enablement and coordination program running from July to December 2026. DSG, supported by TICT, developed an EV Destination Charging Grant program opening 3 July.



KEY DIRECTION 2

Manage visitor growth to protect the brand, environment and community values

- DSG completed procurement for the 10 Year Visitor Economy Infrastructure Plan, with consultants appointed and initial stakeholder consultation, a data audit and a first draft completed; the final document is anticipated by September 2026.
- TICT continued its advocacy and partnership with key stakeholders on the sustainable operation of the West Coast Wilderness Railway and continued its role on the Steering Committee overseeing the future transformation of the former Dismal Swamp site.
- TICT delivered industry development initiatives supporting visitor stewardship and sustainable tourism management, including environmental sustainability, waste reduction, sustainable transport uptake and visitor participation in conservation outcomes.
- TTas progressed the Sustainable Visitation Framework, with two detailed regional assessments, Tamar Valley and Mt Field and Surrounds in final stages.
- A draft Tamar Valley Tourism Opportunity Report was completed with local councils, VNT and operators, setting out growth opportunities.
- TTas's Regional Dispersal KPI was sustained at 69–70% of nights spent outside Hobart, with Off Season intrastate partnerships, including Hobart and Launceston Magazine and Lume, extending statewide reach, while TTas's brand Pricing Power hit a three-year high of 1.07 in December, sustained through the first quarter of FY26 — the strongest signal yet of visitors' willingness to pay for the Tasmanian experience.



KEY DIRECTION 3

Grow visitor contribution to Tasmania

- TICT continued its ongoing participation in activities and initiatives to develop a strategy ensuring Tasmania's parks are sustainably managed into the future.
- The OCG has continued to work with global, national and local tourism businesses and investors to identify development opportunities in Tasmania; the Trade Mission to Singapore and Indonesia generated strong international interest in nature-based and immersive experience opportunities. Separately, the Tourism Expression of Interest process for Crown and Reserved land has received four approaches for the development of accommodation, wellness, and adventure experiences in regional Tasmania.
- TICT, through industry mentoring, awards programs, site visits and Sustainable Tourism Accreditation support, continued to encourage operators to incorporate visitor stewardship opportunities, including conservation activities, citizen science, visitor donations and operator-led environmental initiatives.
- TICT delivered industry development initiatives supporting visitor stewardship and sustainable tourism management, including environmental sustainability, waste reduction, sustainable transport uptake and visitor participation in conservation outcomes.
- NRE Tas awarded the contract for a new online visitor booking system for national parks and reserves to eDirect Australia, delivered through Tyler Technologies. The \$2 million cloud-based platform will replace more than 12 existing booking systems (camping, park passes, walking tracks and tours), with the implementation phase now mobilised.



KEY DIRECTION 4

Attract visitors to Tasmania through brand positioning and alignment of all demand drivers

- TTas's Off Season 2026 campaign launched on 30 March across paid, PR, social and partnership channels, achieving 11.4 million earned media reach at the local media launch and growing to 149 pieces of coverage reaching 23 million people by May, backed by \$3.8 million in interstate and \$350,000 in intrastate paid media investment, including high-impact executions at Martin Place and in the Melbourne Metro tunnel. The campaign website attracted 320,558 users to date, on course to meet benchmark, as well as +13,000 clicks through to Off Season offers and +7,500 clicks through to Off Season events.
- TICT co-partnered with TTas to hold regular industry roundtables monitoring the impacts of global uncertainty and fuel shortages and to adjust marketing and industry responses accordingly, while continuing to champion the Off Season as a way to strengthen industry resilience. Tasmania's Top Tourism Towns program saw its largest uptake yet, with nine finalists announced.
- TTas maintained digital leads to industry and ATDW profile views as standing monthly KPIs, with 35,944 digital leads recorded in February, up 5.9% year on year.
- TTas delivered a Jetstar seat sale co-op that exceeded targets, worked with Qantas on a \$100 off return flights co-op for the winter campaign, Off Season period, and maintained domestic OTA co-op partnerships across TripAdvisor, Expedia, Skyscanner and Tasmanian Vacations.
- TTas completed a Conversion Rate Optimisation program to improve lead generation through the Discover Tasmania website, testing five UX improvements across desktop and mobile experiences; two successful tests are projected to deliver more than 40,000 additional leads to industry each year.

- TTas sustained activity across six key international markets — UK, US, China, Hong Kong, Singapore and New Zealand. The UK Market Manager procurement was finalised in February, an in-market visit to China was completed in June, and a DSG-led trade mission to Singapore and Indonesia was delivered in April.
- TTas delivered the inaugural G'Day Stories media event with Tourism Australia, hosting 40 top-tier international media and content creators, and secured nine media and creator famils across seven markets through the same program.
- TTas extended stakeholder engagement through a Jakarta/Surabaya trade mission, with meetings held with Qantas, Singapore Airlines and Tourism Australia.
- TTas delivered further activity through the G'Day Stories and One Voice programs, confirming a UK One Voice content partnership for May 2026, and attended the International Media Marketplace, securing one-to-one meetings with 25 top-tier travel journalists.
- TTas implemented live digital accessibility search filters allowing visitors to search by wheelchair accessibility, mobility aid friendliness, blind/low vision accessibility, deaf/hearing loss accessibility and high support needs, with operator accessibility detail now also visible on ATDW listing pages.
- TTas delivered content across Road Trips, including a 10-page National Geographic UK feature and Plating Locally, and Events and Focus Pillars, including a 23-piece Broadsheet program and a 10-piece Design Files editorial series. Positive Impact remained a key theme throughout, including famil coverage highlighting the wukalina Walk in Escape and Time Out Australia.
- TTas partnered with Real Life Resilience to produce an accessible travel content series, co-designed using their lived experience. Content is scheduled for release in August 2026, with regional itineraries for remaining areas also in development, and an Auslan interpretation overlay being explored for the long-form video.

- TTas published multiple industry-facing reports, including Quarterly Visitor Data Snapshots for December and March and three Monthly Accommodation Reports, and continued to build understanding of community attitudes to tourism through its regular community sentiment survey.
- TTas continued to build understanding of both potential and actual visitors and their motivations and needs, with the ongoing Tourism Information Monitor and Tasmanian Visitor Survey providing insights into domestic target segments and conversion strength, and the Consumer Demand Project continuing to provide global insights to support growth in key international markets.
- The final 2026 wellness and event opportunity reports have been published and are available, along with an accompanying toolkit, on TTas's new corporate website.
- TTas collaborated with Treasury on a project to build a stronger understanding of the value of tourism, quantifying the economic and fiscal return of state tourism investment.
- TTas completed a successful tender for the Tasmanian Visitor Survey, securing an expanded scope and improved deliverables, including coverage of Flinders and King Island and more regular reporting, to better meet the needs of industry and government.
- Brand Tasmania completed research into the value of Tasmanian-origin, finding producers believe their origin commands a price premium, with food and beverage manufacturers nearly three times, and tourism operators twice, as likely to hold this view as other sectors. Almost all producers (95%) publicly identify their business as Tasmanian, motivated by community and identity, market positioning, and quality signalling. A complementary consumer report found buyers in Tasmania and on the mainland were willing to pay an average 7.8% premium for Tasmanian origin products.



KEY DIRECTION 5

Strategic investment in Tasmanian events and business events

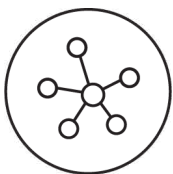
- DSG continued delivering the Tasmanian Festival and Events Support Fund and Event Attraction Fund, with funded events to be delivered from 2025 to 2027, alongside its ongoing Major Events Partnerships and Grants programs.
 - HT continued to support the recovery, growth and promotion of hospitality venues and events statewide, including major and regional events, industry networking, and best-practice publications and awards.
 - TICT strongly advocated for the role events play in supporting industry year-round — particularly during the off-season — including securing appropriate event funding through the 2026/27 State Budget and worked actively with business and industry leaders in the state's north to plan for the region's future events and business events opportunities.
 - DSG engaged research provider IER to deliver 17 economic impact assessments, covering social, brand and economic impacts, between July 2025 and June 2026, and will continue this engagement in 2026–27, including releasing Evaluation Guides to help small events assess their own impact.
 - BET separately engaged IER for an annual economic impact report and UTS to capture case studies of legacy benefits beyond tourism.
 - DSG completed the Northern Events and Festivals Infrastructure Strategy, with next steps now under consideration by VNT ahead of public release.
 - DSG is finalising the Southern Major Events and Festivals Infrastructure Strategy with DarkLab, with completion likely in the second half of 2026 ahead of Government review.
 - TICT participated in an industry leadership roundtable on coordinated planning for new business events infrastructure in the north, and Tasmania's peak industry bodies formed a working group on the economic development opportunities presented by the Macquarie Point Multipurpose Stadium.
- Following the Tasmanian Government's \$10 million commitment to a Launceston Convention Centre, the demand and feasibility study was no longer required and did not proceed.
 - BET won 72 conferences during the period, representing 16,976 delegates and an estimated economic impact of \$60 million, while 49 conferences were held, attracting 11,367 delegates and an estimated \$38 million in economic impact.
 - BET funded 20 events to be held during the off-season and secured 22 conferences with strategic links to Trade Tasmania priorities, 15 of which were funded through the Business Events Attraction Fund.
 - BET attended tradeshow including AIME with eight members, the PCOA National Conference with three members and the Franchise Convention with two members and hosted a North America fam for 14 delegates with membership support across three days.
 - BET launched its Visionary program, engaging industry leaders across all key trade sectors; the program aims to secure 200 global ambassadors for Tasmania, growing the annual economic impact of business events to \$600 million by 2034.



KEY DIRECTION 6

Strategic approach to visitor infrastructure benefitting locals and visitors

- DSG appointed consultants for the 10 Year Visitor Economy Infrastructure Plan, completing initial stakeholder consultation, a data audit and a first draft, with the final document anticipated by September 2026.
 - TICT continued supporting development of the 10 Year Infrastructure Strategy and delivered a coordinated infrastructure funding priority ask as part of its state and federal election priorities.
 - HT made major submissions to the Tasmanian Legislative Council and other government inquiries, covering TasWater's proposed pricing changes, TasNetworks' new transmission charges and energy cost impacts, the review of liquor licensing laws, Red Tape Reduction initiatives, and the Tasmanian Government's Small Business Growth Strategy.
 - TICT continued advocacy and support for developments across the state that build year-round demand and regional dispersal.
 - OCG's Tourism EOI process received four new inquiries, with advice provided to prospective proponents on community and local government engagement, compliance, business case development and finance. The OCG continues to work with key asset managers (Parks and Wildlife Service, Sustainable Timber Tasmania, Hydro Tasmania) to develop and implement processes to attract new participants in the tourism industry.
 - HT continued to engage telecommunications providers, government and regional stakeholders on connectivity issues across Tasmania, with its CEO maintaining discussions with Telstra to progress identified mobile and internet black spot concerns, particularly on the West Coast.
 - TICT continued ongoing advocacy for destination preparedness ahead of the new Spirit of Tasmania vessels, and continued promoting the Spirit Ready: Onboard to Onshore education module, including at the North West Tourism Forum in May 2026, with dedicated follow-up workshops in Launceston and the North West in early July 2026.
- NRE Tas fully committed the funds received to date, with a portion committed to commence Black River Campground upgrades, Waterhouse Conservation Area works completed, and scoping and site investigations nearing completion for other projects
 - Remediation and infrastructure upgrade works at the former Dismal Swamp site occurred throughout the period, improving site safety, restoring essential services and preparing the site for future redevelopment.
 - Concept development activities at the former Dismal Swamp site were undertaken by Skyscape Management Group, resulting in a new tourism hub proposal incorporating accommodation, hospitality and wellness experiences – preparations are now underway to take the project to market to attract a commercial operator and investment partner.



KEY DIRECTION 7

Industry of choice for Tasmanians

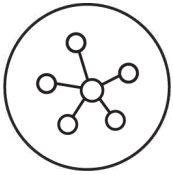
- The TasTAFE School of the Visitor Economy Industry Advisory Group continued to meet regularly, including in January and May 2026, with its CEO participating in the Tour Guide Training Working Group and TICT hosting a TasTAFE Advanced Diploma of Tourism and Hospitality student one day per week.
- The Tasmanian Tourism and Hospitality Workforce Advisory Committee (TTHWAC) delivered its Chef Shortage Research Report and Action Plan in March 2026. The report was tabled at PVEAC on 9 June, and recommendations are being jointly considered by Government and industry.
- TICT continued rolling out the Future of Guiding Program, funded by DSG, including T21 and PVEAC approval of the Future of Tour Guiding Training Framework and the launch of the second Tassie Tour Guide Award, backed by a significant entrant support program.
- The Tasmanian Government continues to support the Tasmanian Hospitality and Tourism Academy with \$2.55 million over three years through to 2028–29.
- The Tasmanian Hospitality & Tourism Academy recorded 287 training bookings in the relevant reporting period, a 42% increase on the same period in 2025.
- Hospitality Tasmania's Workforce Development Programs engaged young people ahead of leaving school through 35 hospitality industry sessions attended by more than 7,000 secondary students, 16 regional showcases reaching 2,500-plus students across 96 schools, five major industry expos attended by more than 1,000 students, and 74 hospitality awareness sessions attended by 1,480 students.
- HT's Women in Leadership program hosted 11 networking events attended by more than 500 people, awarded 39 scholarships supporting career development from entry level to senior management, and saw 124 participants enrol in its 'Every Opportunity' bias and inclusion training.
- TICT continued its Future of Guiding Project, delivering Tasmania's first coordinated Tour Guiding Training Framework, launching the second Tassie Tour Guide Award, finalising preparations for the Tassie Guiding Spotlight series, and mapping Tourism VET courses against the Tassie Tourism Ambassador Program ahead of statewide rollout at the end of 2026.
- HT, through TTHWAC, worked with industry, training providers and government to identify workforce attraction and retention challenges, with a key focus on the ongoing shortage of qualified chefs, informing advocacy on training pathways, career promotion and workplace culture.
- TICT's Young Tourism Network Committee was funded for a further year and continued to meet regularly, delivering its second educational tour of regional Victoria for five participants to bring learnings back to Tasmanian industry.
- TICT's annual Tasmanian Tourism Collective event was held in March to mark International Women's Day, including a contribution to Dress for Success and a keynote from Leigh Sales.
- Advocacy by HT for the long-term sustainability of the Tasmanian Hospitality and Tourism Academy contributed to it securing multi-year funding for the first time through the 2026–27 State Budget, strengthening its capacity to deliver ongoing training and workforce development.
- HT's Hospo Health Leaders Program, a 12-month evidence-based wellbeing program, was completed by 10 businesses across all regions of Tasmania in 2025–26, covering leadership development, the HOSPO Health Wellbeing Framework, Gallup Strengths coaching, mindfulness and psychosocial safety training, with evaluation finding strong participant engagement and satisfaction and early evidence of positive workplace impact.



KEY DIRECTION 8

Community centred destination management

- TICT recorded 13 new Sustainable Tourism Accreditation operators, an 11% year-to-date increase in additional module completions covering risk, accessibility, the Emissions Reduction Program and business continuity, and 51 operators registered for the Quality Tourism eLearning Hub.
 - TICT's Future of Guiding program engaged the University of Tasmania through a UTAS academic from the Outdoor and Environmental Education courses, who sits on TICT's Tour Guide Training Working Group and contributed to the Tour Guide Training Framework
 - DSG's Regional Jobs Hubs delivered a range of training and workforce initiatives connecting students and job seekers with tourism and hospitality businesses, including the Hospitality Bootcamp, Hospitality Ready Program, Behind the Job Program and Kitchen Kickstart Program.
 - HT continued to advocate for migration settings that better support workforce attraction and retention, with a particular focus on regional and remote postcode classifications to ensure Tasmanian businesses can access appropriate migration pathways and incentives.
 - TICT continued advocacy to the Australian Government on improvements needed in postcode anomalies relating to working holiday makers in regional areas, including Cradle Mountain and the East Coast.
 - OCG worked with the Cradle Coast Authority and presented at a regional housing forum in March to identify opportunities for increasing key worker accommodation in regional and rural areas and worked with DSG and the Australian Government to identify Commonwealth programs supporting the uptake of modular housing for key worker needs to support Tasmanian participation in the visitor economy workforce.
- NRE Tas developed an Enthusiast Business Licence to reduce red tape for content creators operating in national parks.
 - DSG continued to support wukalina Walk, Tasmania's award-winning flagship Aboriginal cultural tourism experience, with operational funding running until 2027.
 - NRE Tas commenced development of a Cultural Tourism Protocol Policy.
 - In addition to Trade Mission and Tourism EOI work, the OCG has continued to provide assistance to local visitor economy businesses, including advice on planning, finance and community engagement, as well as working with local government to develop their capacity to attract community-centred tourism development.



FOUNDATION 1

A prosperous, resilient and innovative industry

- TTas launched a new industry-facing corporate website, giving operators improved access to information and insights to help promote Tasmania and sustainably grow the visitor economy. The site provides practical resources including campaign toolkits and brand assets, visitor data and market insights, and a newsfeed of the latest updates and opportunities, along with a 'getting started' pathway for new and emerging operators.
- Following the Middle East conflict, TTas and TICT co-hosted regular industry roundtables to inform responses to support operators; and TICT held a dedicated webinar with Federal Assistant Minister for Tourism, Senator Nita Green to inform industry of the federal government's response and begin discussing resilience measures.
- TICT delivered seven Skilled in Sixty webinars covering digital capability, risk and resilience, and financial literacy.
- TTas delivered a broad program of industry engagement across the period, including two Industry Pulse Check surveys on Middle East impacts, four regional update sessions reaching 260 attendees, a three-part AI webinar series attracting 300 registrations, monthly Fresh From The Field showcases, and product familiarisation visits and roundtables with the golf and tourism sectors.
- Tasmania's RTOs also delivered strong industry engagement across the period: West by North West held an Industry Forum in May and a Cradle Mountain stakeholder meeting; Destination Southern Tasmania delivered five Tips and Tipples events, a cruise event and two regional mentoring days; East Coast Tourism Tasmania held five industry events; and Visit Northern Tasmania delivered a Trade Ready event, a Spirit Readiness session, a Great Customer Experience event and two industry mentoring sessions.
- The number of accredited tourism businesses engaging in TICT's Accessible program and completing assessment for an online Accessible Guide grew to 77, with the strongest growth in businesses gaining Accessible Badges, up 50% in the first half of the year compared with July–December 2025.
- TICT drove strong promotion of Off Season involvement and continued its Tasmanian Tourism Awards entrant support program, helping align operators with the Tasmanian brand and regional and state marketing plans.
- TICT recorded 13 new Sustainable Tourism Accreditation operators, an 11% year-to-date increase in additional module completions covering risk, accessibility, the Emissions Reduction Program and business continuity, and 51 operators registered for the Quality Tourism eLearning Hub.
- HT's Great Customer Experience Program has, to date, engaged more than 6,400 venues, undertaken 862 business health checks and conducted 323 Venue Awareness sessions attended by 3,242 business owners, operators and staff statewide, with RTOs supporting delivery in each region.
- TICT reported Tasmania won 18 accolades at the 2025 Qantas Australian Tourism Awards, held in March 2026 — one Hall of Fame, two gold, one silver, seven bronze and seven highly commended.
- TICT reported the national Ecotourism category at the Australian Tourism Awards was restructured into Sustainable Tourism Experiences and Sustainable Tourism Accommodation to better recognise these distinct product types, and the New Tourism Product category was retained alongside New Tourism Business to recognise significant developments by existing operators as well as newcomers.
- TICT's 2026 Tassie's Top Tourism Towns program achieved its strongest engagement yet, with nine finalists across three of the four regions and well-subscribed Entrant Support. A new Local Tourism Accreditation program was launched to formally recognise local tourism associations against a national benchmark for governance, industry engagement and accountability. Winners will be announced at the Tasmanian Tourism Conference in July, ahead of the national awards in September.
- TICT held its Tourism Collective event in March 2026 to mark International Women's Day and hosted the first of two 'In Conversation with Tasmania's Premier' cocktail functions with HT in April 2026.



FOUNDATION 2

Growing access into and around Tasmania

- HT's Hospitality 2030 Vision Three-Year Review found significant progress across all five pillars — business capability, workforce development, regional engagement, sustainability and industry collaboration — but confirmed the original challenges around workforce attraction, housing, business sustainability, regional connectivity and environmental sustainability remain relevant to 2030.
 - TICT delivered seven Skilled in Sixty webinars, accessed by 186 viewers, and released 'Insuring Tasmania's Tourism Industry', believed to be Australia's first tourism industry insurance report. Advisory groups were convened to develop an Operator Toolkit for insurance renewal, with webinars on the report, toolkit and the Government's TasInsure response beginning in June 2026.
 - TICT progressed the Visitor Economy Industry Development Strategy, informed by a review of existing strategies and programs and consultation with industry, partners and government, supported by an industry-wide survey and analysis of visitor sentiment and satisfaction data. The finalised strategy is due for delivery in the second half of 2026.
 - TICT continued to communicate pathways and opportunities to operators statewide through regular newsletter content backed by social media.
 - Progressed implementation of the 2025 Agritourism Regulatory Report with 10 of recommendations in progress or complete.
 - The Tasmanian Government is progressing a fully digital licensing system for liquor and gaming, with the Request for Tender closing 11 June 2026.
- TTas released the Tasmanian Access Strategy 2040, setting out priorities to grow aviation access into and around Tasmania.
 - A new Launceston–Canberra route commenced, adding a further direct interstate connection.
 - Tasmania retained aviation capacity in line with the previous year, despite Middle East-related fuel impacts constraining domestic aviation capacity generally, with airlines contracting planned capacity growth to Hobart and Launceston
 - TTas and Hobart Airport continued ongoing dialogue with Asian market carriers on the Tasmanian Government's aspiration to attract a direct flight from a key Asian hub.



FOUNDATION 3

An accessible destination

- TTas partnered with Real Life Resilience to produce an accessible travel content series, co-designed using their lived experience. Content is scheduled for release in August 2026, with regional itineraries for remaining areas also in development, and an Auslan interpretation overlay being explored for the long-form video.
- TTas's Discover Tasmania accessible travel page will be updated to feature the new content, alongside the live digital accessibility search filters and operator accessibility detail now visible on ATDW listing pages.
- NRE Tas delivered \$1.8 million of accessibility projects over four years, with the Goblin Forest Walk, The Stanley Nut and Ferndene State Reserve accessibility upgrades completed this period.



FOUNDATION 4

Authentic Tasmanian experiences

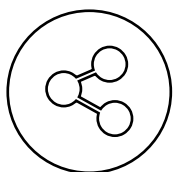
- TICT's Tassie Tourism Ambassador Program reached 1,545 total completions as at 16 June, with 101 new completions this period, supported by a marketing campaign promoting winter upskilling through TICT's social and communications channels.
- TICT's related Tourism Toolbox reached 280 total completions since its Spring 2025 launch, with four modules currently live — Tassie Wine Tourism, Tassie Outdoor Tourism, Tassie Cruise Tourism and Spirit Ready: Onboard to Onshore — and three more, Tour Guiding Spotlight, Sustainable Spotlight and Tassie Accessible Tourism, due for launch in July 2026.
- TICT, in partnership with Wine Tasmania, continued rolling out initiatives under the Bottling Tasmanian Tourism Strategy, including showcasing best-practice operators at the Tasmanian Tourism Awards, progressing operators through accreditation, and planning for the 2026 BLEND event in July.



FOUNDATION 5

Our Protected Areas

- NRE Tas continued ongoing reporting to maintain standards for commercial tourism operators in protected areas, and commenced planning for the 2026 Nature Tourism Symposium, to be held on the East Coast at Freycinet in September.
- NRE Tas awarded the contract for a new online visitor booking system for national parks and reserves to eDirect Australia, delivered through Tyler Technologies; the \$2 million cloud-based platform, which will replace more than 12 existing booking systems for camping, park passes, walking tracks and tours, has now entered its implementation phase.
- NRE Tas progressed actions associated with multiple infrastructure projects, including:
 - The Next Iconic Walk on the West Coast, a \$40 million investment, received Public Works Committee approval, with its EPBC referral confirmed as not a controlled action; a Residential Amenity Assessment and development application are the next steps.
 - Freycinet National Park masterplan – completed summer 2025–26 visitor surveys and data capture and analysis, with short-term initiatives for summer 2026–27 now in development.
 - Tasmanian Wilderness World Heritage Area Tourism Masterplan – completed Air Access Policy and Events Policy, continued masterplan review, and delivered Summer Engagement Program initiatives.
 - Arthur–Pieman Conservation Area and West Coast off-road investment – progressed track remediation design and procurement, with accommodation, off-road visitor gateway and track assessments underway.
 - Maria Island Re-discovered project, Stage 3 – critical infrastructure works commenced in December 2025 and are continuing across multiple phases, primarily focused on wastewater management.
- Hastings Thermal Pool reimagining, a \$3.4 million investment – high-level expression of interest process commenced, closing 27 July 2026.
- Cockle Creek campsite Stage 2 upgrade – contract for the Catamaran boat ramp and campground awarded, with works commenced.
- Ben Lomond, a \$2.8 million investment – contract awarded for the lookout and boardwalk, with construction commenced and the management planning process continuing.
- Tamar Island Wetlands boardwalk replacement – contract awarded for replacement of Bridges 1 and 2.
- ‘Edge of the World’ experience at Arthur River, a \$2.75 million revitalisation – review of community consultation feedback in progress, with the design evolving in response.
- Mt Field National Park new arrivals concourse, a \$2.05 million investment – development application process ongoing.
- Tasman Arch–Devils Kitchen Stage 2 upgrade – works underway, with the site currently closed to public access.
- Flinders Island camping and recreational vehicle access upgrade – balance of works delayed due to cost escalation and contractor availability issues linked to the Middle East situation.
- Dora Point toilet – completed as part of the broader investment in toilets and boat ramps on the state’s north-east reserves.



FOUNDATION 6

Connected to customer

- TTas published multiple industry-facing reports, including Quarterly Visitor Data Snapshots for December and March and three-monthly Accommodation Reports, and continued to build understanding of community attitudes to tourism through its regular community sentiment survey.
- TTas continued to build understanding of both potential and actual visitors and their motivations and needs, with the ongoing Tourism Information Monitor and Tasmanian Visitor Survey providing insights into domestic target segments and conversion strength, and the Consumer Demand Project continuing to provide global insights to support growth in key international markets.
- TTas published new research into wellness and event opportunity and reports, along with an accompanying toolkit, are published on TTas's new corporate website.
- TTas collaborated with Treasury on a project to build a stronger understanding of the value of tourism, quantifying the economic and fiscal return of state tourism investment.
- TTas completed a successful tender for the Tasmanian Visitor Survey, securing an expanded scope and improved deliverables, including coverage of Flinders and King Island and more regular reporting, to better meet the needs of industry and government.

ACRONYM DEFINITION

ATDW	Australian Tourism Data Warehouse
BET	Business Events Tasmania
CCO	Climate Change Office, within NRE Tas
DSG	Department of State Growth (mid-restructure)
EPBC	Environment Protection and Biodiversity Conservation Act
HT	Hospitality Tasmania
NRE Tas	Department of Natural Resources and Environment Tasmania
OCG	Office of the Coordinator-General
OTA	Online Travel Agent
PCOA	Professional Conference Organisers Association
PVEAC	Premier's Visitor Economy Advisory Council
RTOs	Regional Tourism Organisations
TasTAFE	TasTAFE (vocational education provider)
TICT	Tourism Industry Council Tasmania
TTas	Tourism Tasmania
TTHWAC	Tasmanian Tourism and Hospitality Workforce Advisory Committee
TWRRB	Tasmanian Waste and Resource Recovery Board
UTAS	University of Tasmania
UTS	University of Technology Sydney
VET	Vocational Education and Training
VNT	Visit Northern Tasmania