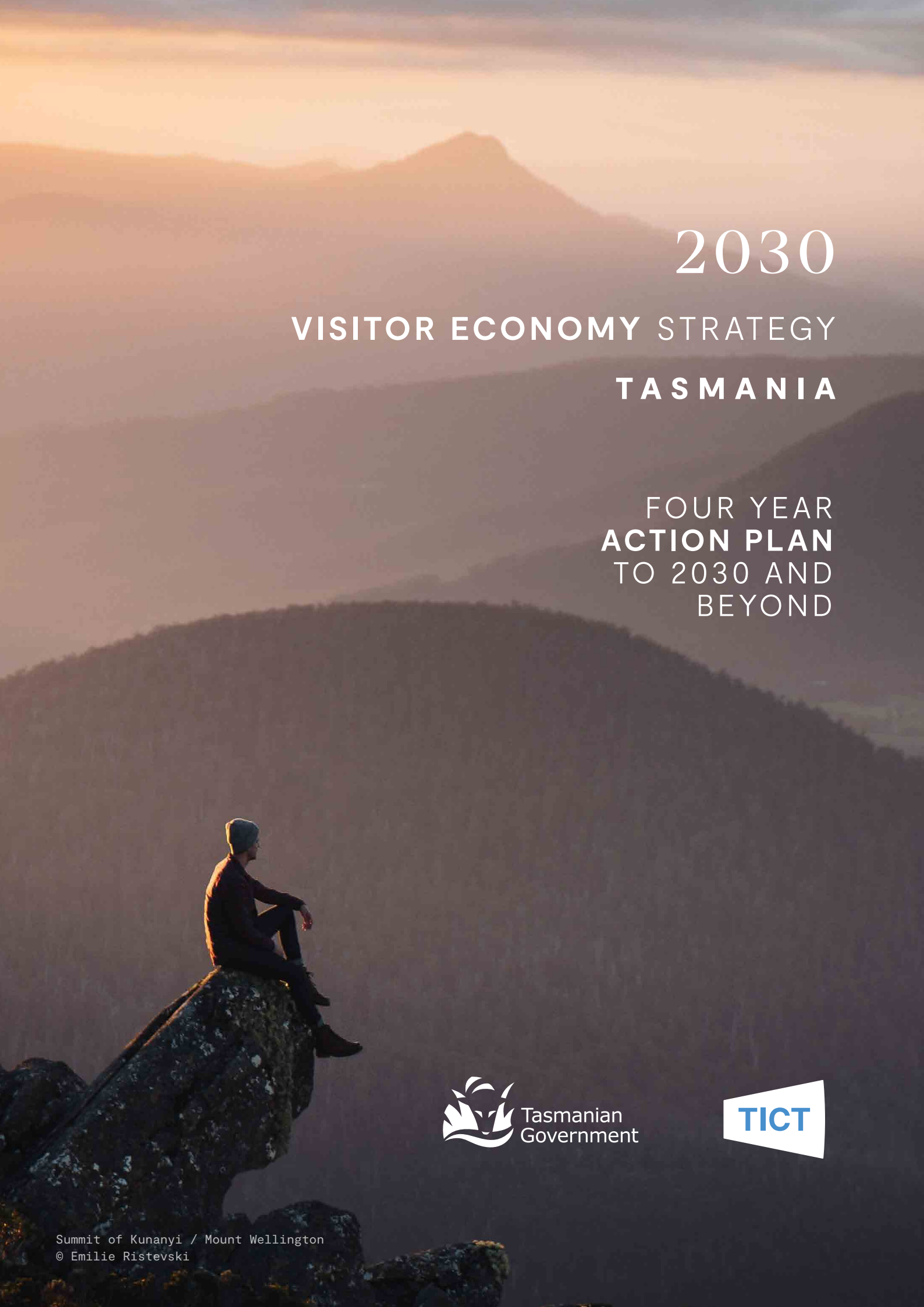


A person is sitting on a rocky outcrop in the foreground, looking out over a vast mountain range. The sun is setting behind the mountains, creating a warm, golden glow. The mountains are layered, with the closest ones in dark silhouette and the distant ones catching the light.

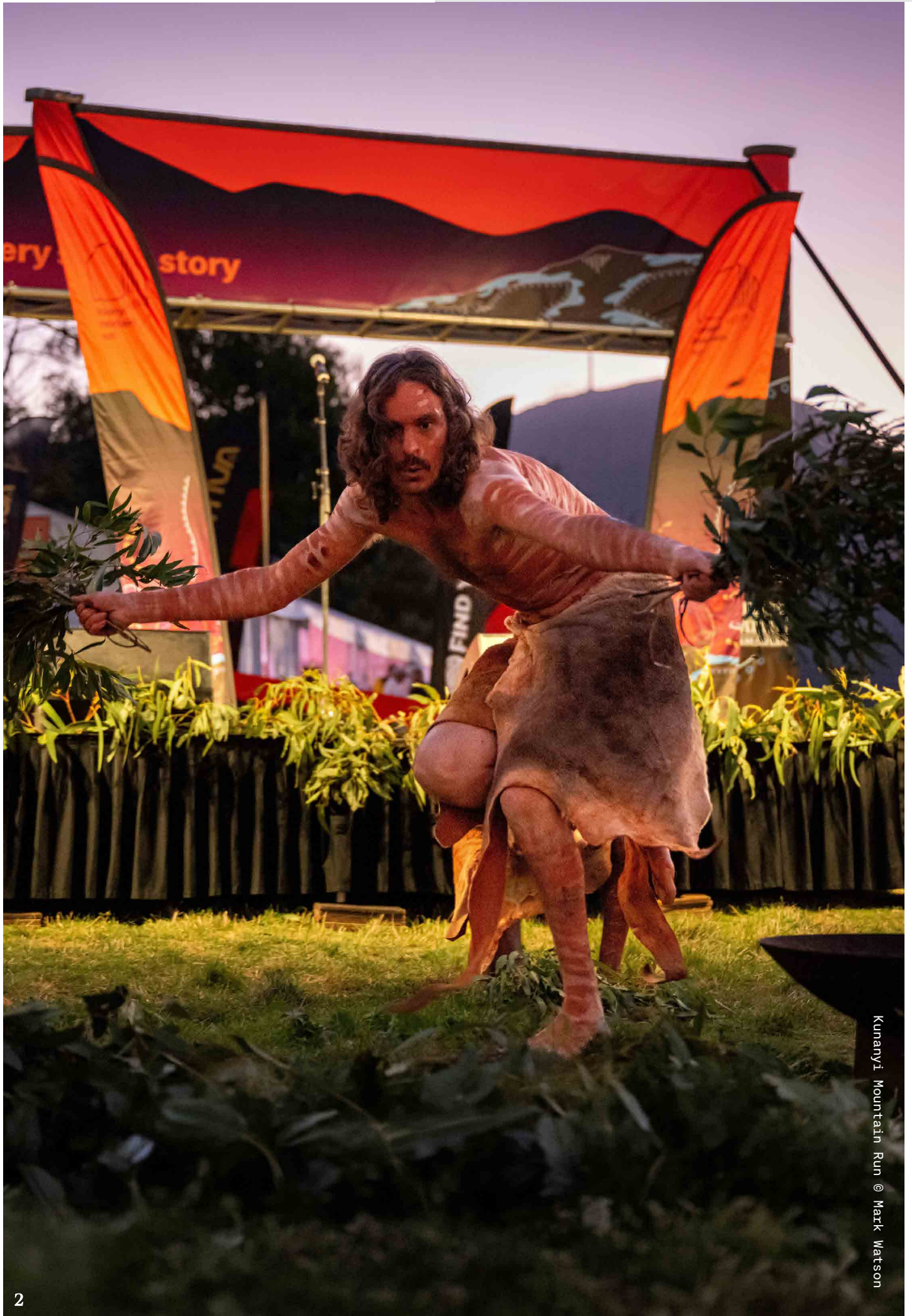
2030

VISITOR ECONOMY STRATEGY

TASMANIA

FOUR YEAR
ACTION PLAN
TO 2030 AND
BEYOND





Kunanyi Mountain Run @ Mark Watson

Acknowledgement

We acknowledge the Tasmanian Aboriginal people and their enduring custodianship of lutruwita (Tasmania).

We honour their uninterrupted care, protection and belonging to these islands, skies and waterways, before the invasion and colonisation of European settlement.

As part of 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.

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Tourism, a powerhouse for Tasmania

Tourism underpins the Tasmanian economy and way of life right across the state, creating jobs, supporting businesses and strengthening communities in every region.

Tourism is a job creator – 50,800 jobs, 1 in 6 in the state, in every corner of Tasmania¹.

6,500 businesses across the state are tourism businesses – 46% of them regional – the cafes, guides, producers and hoteliers who bring Tasmania to life for visitors and locals alike.

In many regional and remote communities, tourism is what makes local services and infrastructure viable. Tourism generates the economic activity that funds community infrastructure, supports local services and builds the Tasmania we want for future generations.

The frequency, connectivity and affordability of air and sea services into Tasmania, including to regional airports, is largely driven by visitor demand.

Tasmanians know this: 62% believe tourism has brought benefits or positive changes to their community².

Tourism is an ecosystem. Marketing generates demand. Demand justifies access investment. Access brings visitors. Visitors spend across accommodation, food, transport and retail, generating \$4.5 billion in economic activity, with \$2.2 billion flowing into industries beyond tourism itself.

The return on government investment is compelling: every \$1 invested returns \$5.91 in government revenue and \$53 in visitor spend to the broader economy³.

As an industry we recognise the important role we have as stewards of Tasmania, showcasing what is unique and special about our place to our visitors.

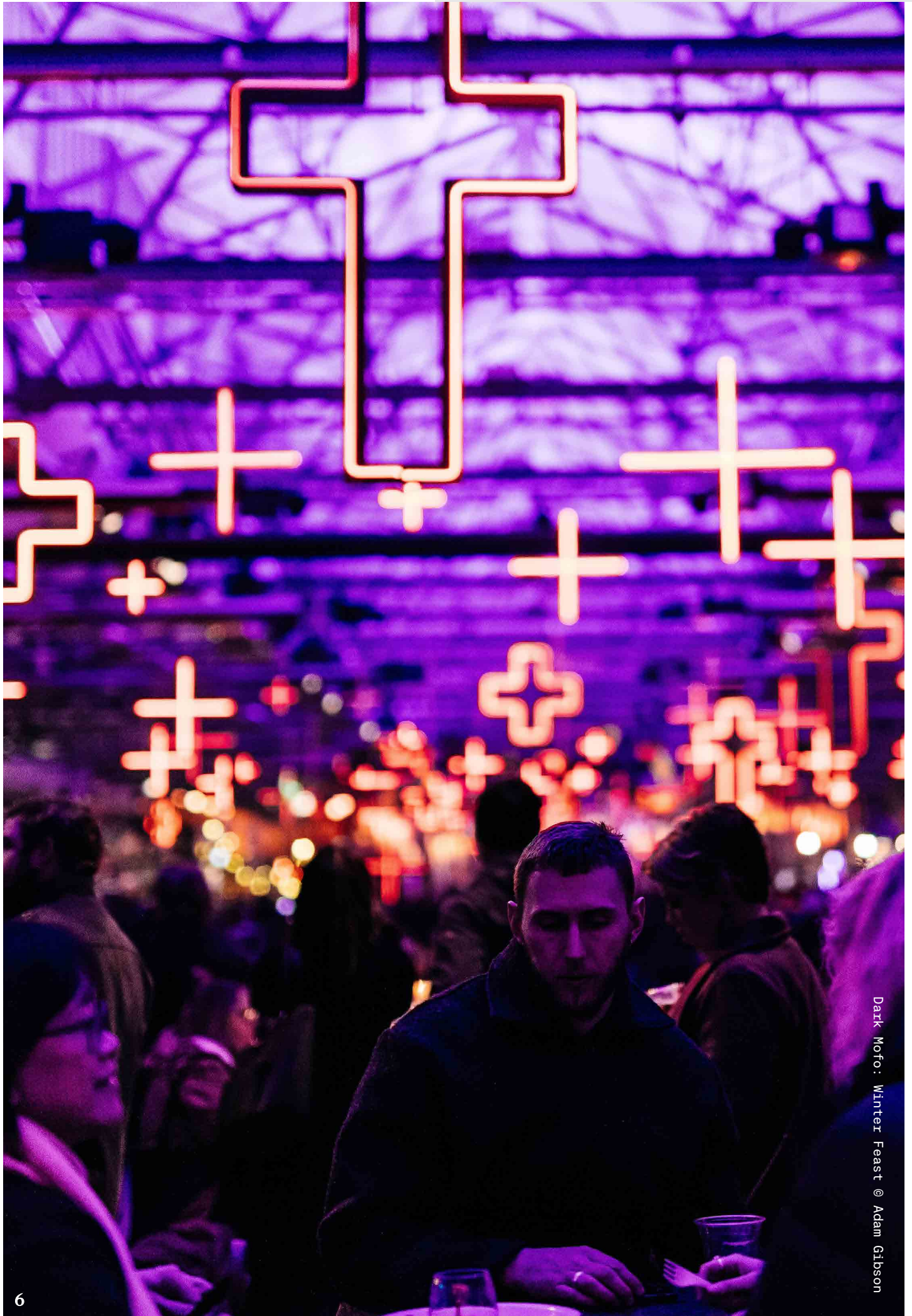
We also recognise that we are an important building block for our future generations.

Our strategy demonstrates that we take this responsibility seriously.

¹ Tourism Satellite Accounts 2023-24, Tourism Research Australia

² Tracking Sentiment Towards Tourism in Tasmania February 2026, EMRS

³ Nova Economics, 2026



Dark Mofu: Winter Feast © Adam Gibson

The changing reality

The domestic and global tourism landscape is shifting.

Tourism is moving into a new phase of growth, shaped by AI and digital transformation, the rising influence of major events as travel motivators, and stronger growth potential from international markets.

Competition for visitor attention has never been fiercer.

Tasmania is well placed. What makes Tasmania unique and different aligns strongly with where consumer trends are heading, and our brand gives us a genuine competitive advantage in a crowded market.

Tasmania is in a new era of opportunity. The new Spirit of Tasmania ferries will add much needed vehicle capacity into a self-drive market where we know there is latent demand, the Next Iconic Walk and investments in national parks strengthen our position in nature based tourism, and investment in events and business events infrastructure in the north and south of the state will attract major events.

Our long term vision remains unchanged: a visitor economy valued by Tasmanians for its positive impact on our environment, prosperity and way of life, and valued by visitors for being a genuinely different experience.

But to compete and excel in this new era, we must evolve our priorities and sharpen our investment.

This action plan sets our priorities to leverage this opportunity and lay the foundation for 2030 and beyond.

Maintaining momentum – the next 4 years

The 2030 Visitor Economy Strategy sets eight key directions and six enablers to guide the future of tourism in Tasmania – three years on, our foundations are strong.

We cannot assume our future growth. We need a strong pipeline of investment in accommodation, product and tourism services along with investment in demand generation, particularly marketing and events as the primary demand levers.

We have seen strong results during the first three years of the Strategy – our six-monthly progress reports demonstrate this.

To maintain momentum, we have been working hard to map the next stage of delivery. Through the T21 partnership, we have considered our achievements and gaps, domestic and international tourism market environment, opportunities and challenges.

Forecast growth for the visitor economy is strong, and we are entering an era of new opportunity for tourism with two new Spirit of Tasmania ferries, the Macquarie Point Precinct, new events infrastructure in the north and many other public and private investments that will drive growth. We are already planning to realise benefits for Tasmania from the 2032 Olympic Games – getting Tasmania in front of our international markets as they plan to visit the Games.

We also face some challenges that could put realising our future opportunity at risk:

- Competition from other growing industries for visitor accommodation in our regions, particularly in the north west of the state.
- Investment in rooms, restaurants and other services that meets forecast demand, particularly from investment in event infrastructure in the north and south of the state.
- Tourism and hospitality workforce availability and specific skills, including chefs and guides.
- Investment by our competitors on destination marketing and event attraction.

This next Action Plan – a four year plan taking us to 2030 and beyond – reflects the ongoing shared ambition of government and industry, to grow a visitor economy that creates jobs, generates benefits across every region, and strengthens Tasmania's reputation as a destination unlike any other.

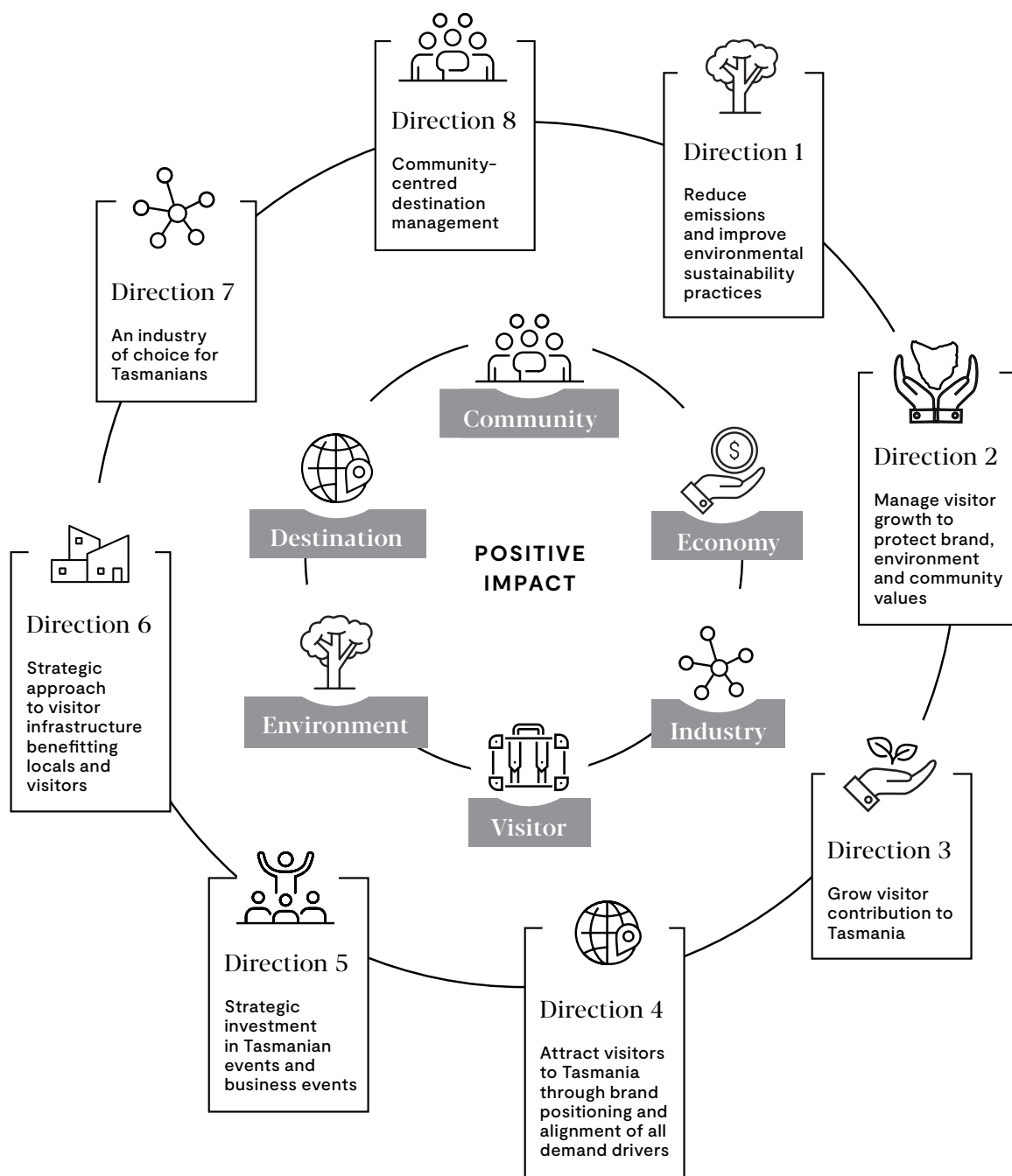
It sets out where we will direct our energy and investment to drive strong economic outcomes and build the foundations that will carry the sector well beyond 2030 – into the following five areas:

- Build brand to inspire travellers
- Grow Tasmanian experiences
- Year round events calendar
- Strengthen access into Tasmania
- Invest in demand driving infrastructure.

We will continue work in the enablers that support our visitor economy, including:

- Jobs and training opportunities for Tasmanians
- Growing visitor contribution to invest in national parks and community infrastructure
- Fostering innovation and efficiencies
- Industry Development.

Our vision: By 2030, the visitor economy will continue to be valued by Tasmanians for its positive impact to our environment, prosperity and way of life, and Tasmania will be valued by visitors for being a genuinely different experience.



Five focus areas define the work, each a distinct lever for growth



1. Build brand to inspire travellers

Tasmania's brand is one of its most powerful assets. In a competitive global market where travellers have more choices than ever, a strong and distinctive brand is what drives consideration and converts it into visitation and economic benefits across the state.

Tasmania's reputation as a genuinely different destination continues to attract international attention, with major global publications consistently featuring Tasmania as one of the 'must visit' places in the world.

As a destination that is outspent by our competitors on marketing and events attraction – these results do not happen by chance, they require strategy, investment and long term commitment to demand generation.

The global travel market has never been as competitive and Tasmania's brand awareness is not a given – we cannot be complacent as other destinations seek to emulate our point of difference.

This is why we will continue to invest in building the brand of Tasmania, not only benefiting our visitor economy, but underpinning trade, international education and creating confidence for investment in Tasmania.

This focus area is about sustaining and building on that brand strength. It means investing in campaigns that grow demand across domestic and international markets, deepening our presence in high value international markets where growth potential is strongest, and working smarter through AI and technology to reach the right travellers at the right time. It also means equipping industry to take full advantage of the market opportunities that brand investment creates, so the benefits flow through to operators across the state.



2. Grow Tasmanian experiences

Tasmania's experiences are what visitors come for and what they tell others about.

The quality, distinctiveness and breadth of what visitors can see, do and taste here is the foundation of our destination appeal and a key driver of spending, length of stay and return visitation.

This focus area is about deepening that experience offer. It means facilitating growth and innovation in product development so Tasmania continues to surprise and reward visitors, cutting through the red tape that holds back small operators particularly in agritourism, and attracting private investment into experiences that are unmistakably Tasmanian.



3. Year round events calendar

Events are one of the most powerful levers for driving visitation.

They drive travel decisions, play an important role in driving year round visitation, generate media attention and create the kind of shared experiences that build emotional connection to a destination. Major events are increasingly influencing where people choose to travel, and Tasmania is well placed to capitalise on this trend.

This focus area is about growing Tasmania's events pipeline across major events, business events and across the state. It means investing in a year round calendar that keeps Tasmania front of mind with travellers throughout the year, actively attracting major events that are brand aligned and deliver strong visitor yield, and building business events attraction as a high value market that brings decision makers and influencers to the state.

Investment in events infrastructure is strengthening Tasmania's capacity to host brand aligned events of national and international significance, from the Macquarie Point precinct in the south to the Launceston Convention Centre in the north.



4. Strengthen access into Tasmania

As an island state, access shapes almost everything, from the cost of living and regional employment through to business competitiveness and the ability to welcome visitors from around the world.

For the visitor economy, the volume, frequency, affordability and reliability of air and sea connections directly determine how many people can get here, how easily, and how often.

This is guided by the Tasmanian Access Strategy 2040 with priorities to pursue a direct international service from an Asian hub, improve connectivity through our international hub airports, and grow the New Zealand service to year round.

Major private investment is already underway, with Hobart Airport's \$200 million terminal expansion and Launceston Airport's \$100 million redevelopment transforming both gateways.

The new Spirit of Tasmania vessels represent a significant opportunity to convert latent demand in the touring market, bringing more self drive visitors who stay longer and travel further into regional Tasmania.

Cruise visitation delivers real economic benefit to Tasmania's port communities, complementing air and Spirit of Tasmania access. Growth will be pursued deliberately — guided by evidence on cruise shipping's impacts and the goals of the Visitor Economy Strategy — balancing visitor benefit with community and environmental considerations.



5. Invest in demand driving infrastructure

Infrastructure that creates compelling reasons to visit is one of the most enduring investments a destination can make.

We need a strong pipeline of future investment in infrastructure, benefitting visitors and Tasmanians. Planning for infrastructure and services to not only respond to that demand but drive it, underlines the importance of the 10 year Visitor Economy Infrastructure Plan – providing the framework to sequence and prioritise these investments to deliver the greatest economic return for the state.

The right infrastructure drives demand, disperses visitors across regions, extends length of stay and generates returns that flow into communities long after the initial investment.

We have a strong pipeline of public and private infrastructure investment that will define the visitor experience for decades. Our two new Spirit of Tasmania ferries increase capacity for caravan and motorhome market and continued investment in infrastructure and services for this market in our regions enables sustainable growth.

The Next Iconic Walk will add to Tasmania's suite of multi day walk experiences and investment in national park destinations including Freycinet, Maria Island and year round access to Mount Field will ensure Tasmania's most loved places are managed for sustainable visitation into the future.

The West Coast Wilderness Railway represents an opportunity to connect visitors to one of Tasmania's most remote regions.



West Coast Wilderness Railway @ Hype TV



Cradle Mountain Visitor Centre © Sarajayne Lada

Enablers of our future

Four enablers create the conditions for the focus areas to succeed. They are the foundation on which a high performing visitor economy is built.



Job and training opportunities for Tasmanians

Tourism's ability to grow depends on having the skilled workforce to deliver it. Continued investment in job and training opportunities ensures Tasmanians are first to benefit from the sector's growth, particularly in regional and remote communities.



Growing visitor contribution to invest in national parks and community infrastructure

Activating mechanisms that direct visitor spending into national parks and community infrastructure closes the loop between visitation and investment and builds long term community support for growth. Ensuring that the maximum visitor spend stays in Tasmania's economy maximises the benefit for Tasmania.



Fostering innovation and efficiencies

Keeping pace with a rapidly changing environment requires the sector to work smarter. This means equipping businesses with the tools and knowledge to leverage new technology, removing barriers to product development, and strengthening the data and partnerships that drive better decisions.



Industry Development

A strong visitor economy depends on the capability of the businesses and people that deliver it. A coordinated and statewide industry development approach will provide an effective and efficient approach for most impact for our industry across five outcomes: strong business foundations, people and leadership development, visitor and market readiness, business capability and resilience, and industry connectedness and collaboration. This approach supports businesses at every stage of maturity to grow, adapt and perform.



Action plan priorities

Build brand to inspire travellers

ACTION	LEAD AGENCY	PARTNERS	DELIVER BY	PRIORITY
Build long-term brand awareness and consideration via culture brand campaigns that differentiate Tasmania.	TTAS	Brand Tas	Ongoing	High
Continue to be creatively brave in our brand and campaigns, to continue to push boundaries and stand out in a competitive marketplace.	TTAS		Ongoing	High
Deliver marketing activity to convert visitation demand across consumer and conversion channels.	TTAS	RTOs	Ongoing	High
Grow non-peak seasons via domestic brand campaign with integrated owned, earned and conversion activity.	TTAS	RTOs, Industry	High	High
Deliver integrated marketing activity in key international markets to build awareness and convert visitation to Tasmania.	TTAS	TA	Ongoing	High
Strengthen our value over volume strategy, with clear market interventions designed to stimulate year-round visitation and attraction of visitors to regions.	TTAS	RTOs	Ongoing	High
Grow the Tasmanian partner network within the tourism and hospitality sector, supporting operators to embed the Tasmanian brand story in their products, experiences and marketing to command a quality premium.	Brand Tas	TTAS, HT, TICT, RTOs	Ongoing	High
Generate positive coverage and advocacy of Tasmania including destination accolades, across media, creators and culture – in expected channels and unexpected places.	TTAS	RTOs, TICT	Ongoing	High
Ensure regional balance across our marketing program to encourage regional dispersal.	TTAS	RTOs	Ongoing	High
Use Brand Tasmania's upstream policy influence to embed the Tasmanian brand as a lens for visitor economy policy and planning decisions across government, including the 10-year infrastructure plan and agritourism strategy.	Brand Tas	TTAS, BT (THS), NRE Tas	Ongoing	Medium
Create, publish and optimise content that captures the depth and distinctiveness of Tasmania – telling the brand and destination story in ways that build desire and inspire action.	TTAS	Brand Tas, RTOs	Ongoing	High

Grow Tasmanian Experiences

ACTION	LEAD AGENCY	PARTNERS	DELIVER BY	PRIORITY
Support development and diversification of product across all Tasmanian visitor experience pillars — nature, food and drink, heritage, arts and culture, and experiences — as well as emerging areas that align with Tasmania's brand and visitor economy priorities.	TTAS	TICT, HT, RTOs	Ongoing	High
Work with people with disability, industry and communities to review progress to date and develop the next set of priorities to 2030 that will improve access, provide reliable information, support businesses, and create more opportunities for disabled Tasmanians to work in and contribute to tourism. By 2030, we want Tasmania to be recognised as a destination where everyone can travel with confidence and enjoy great visitor experiences.	TTAS, TICT	Disability sector, RTOs	2026–27	High
Progress implementation of the 2025 Agritourism Regulatory Review Report recommendations.	BT (THS)	DPAC, Treasury, DoJ, NRE Tas, LGAT, TFGA, OCG, TTAS	2026–27	High
Implement the Caravan and Motorhome Market Plan to enhance the visitor experience for the growing self-drive market arriving by sea and air.	TTAS	NRE Tas, BT (THS), RTOs, TICT	2027–28	High
Partner with Tasmanian Aboriginal people and organisations to support the growth of palawa-led tourism experiences and build cultural safety capability across the visitor economy.	TTAS	Tapilti Lutruwita, BT (THS), TICT	Ongoing	High
Foster strong leadership for the wine tourism sector, working collaboratively across the wine and tourism sectors to drive demand, support workforce and training needs and lead environmental sustainability.	Wine Tasmania	TICT, TTAS, RTOs	Ongoing	High
Progress and promote Tasmania as a distinctive wine tourism destination with a reputation for innovation and excellence.	Wine Tasmania, TICT	TTAS, RTOs, BT (T), BT (THS)	Ongoing	High
Support tourism and hospitality businesses to champion and promote local wines across visitor offerings.	Wine Tasmania	TICT, TTAS, Operators	Ongoing	Medium
Connect and engage industry with tools and resources about accessible tourism and grow Tasmania's capability as an accessible destination.	TICT, TTAS	RTOs	Ongoing	Medium
Promote Tasmania as a destination of choice for travellers with accessibility needs, growing awareness and visitation in this significant and growing market segment.	TTAS	TICT, RTOs, BT (THS)	Ongoing	High
Share research and insights with government and industry to support performance and inform decision making and investment.	TTAS	TICT, HT	Ongoing	Medium
Develop and implement a golf tourism strategy, in partnership with the golf courses in Tasmania.	TTAS	Golf courses	2026–27	High
Develop next term of regional Destination Management Plans, including a focus on regional product development, aligned with 2030 Visitor Economy Strategy and key focus areas of the Action Plan 2030 and Beyond.	RTOs	TTAS	2027–28	High
Support Dorset Council to develop the Derby Community Masterplan.	BT (THS)	Dorset Council	2026–27	High

Accelerate Events

ACTION	LEAD AGENCY	PARTNERS	DELIVER BY	PRIORITY
Continue implementing the Events Strategy, prioritising events unique to Tasmania across winter and shoulder periods, including cultural and participation-based events that drive regional demand.	BT (ET)	BET, DPAC, TTAS, Arts Tas, Stadiums Tas, RTOs	Ongoing	High
Deliver Touring and Championships grant programs to support touring to regional Tasmania — including performing arts — and attract national sporting carnivals that drive interstate visitation.	BT (ET)	RTOs	Ongoing	Medium
Develop a statewide major events content calendar and build on existing inter-agency coordination mechanism to support visibility and planning to prevent scheduling conflicts and maximise year-round visitor economy impact across all Tasmanian venues and precincts.	BT (ET)	TTAS, Stadiums Tas, BET	Ongoing	High
Attract brand-aligned major events to Macquarie Point Stadium and regional precincts to grow interstate and international visitation.	Stadiums Tas	BET, BT (ET)	2026-27	High
Develop a preparedness strategy for the North of the state to prepare for and deliver on the benefits of new business events infrastructure, alongside the events and broader demand generation program of works and align with the broader work of the Northern Economic Development Plan.	TICT, BET	HT, TTAS	2027-28	High
Deliver ATEC Meeting Place 2026 event in Hobart in partnership with ATEC and enable industry to realise the opportunity.	TTAS, ATEC	TICT, RTOs	2026-27	High
Develop and maintain a multi-year major event content pipeline and venue prospectuses for Stadiums Tasmania venues, aligned to infrastructure readiness, national bid cycles and seasonal gaps, with an annual engagement plan to actively attract hero events.	Stadiums Tas	BT (ET), BET, TTAS	2027-28	High
Advocate for investment in stadium content, business events, infrastructure and major event alignment to maximise venue utilisation and grow Tasmania's share of business events, major touring & elite sporting content, concerts and large-scale attractions.	Stadiums Tas, BET, TICT, HT		Ongoing	High
Collaborate with Stadiums Tasmania to embed major sporting and entertainment events into Tourism Tasmania's destination marketing, to drive visitation and extend visitor stay.	TTAS	Stadiums Tas, BT (ET), BET	Ongoing	High
Attract high-yielding and seasonally aligned business events over the longer term, supported by development of product, experiences and industry capability.	BET	BT (THS), TTAS, Stadiums Tas	Ongoing	High
Grow the Business Events Tasmania Visionary Program to attract sector champions as global ambassadors to grow international conference leads.	BET	BT (THS), BT (T), TTAS	Ongoing	Medium
Scope SE Asian business events market capacity and work with industry to deliver aligned product in readiness for international flight expansion.	BET	BT (T)	2028-29	Medium
Activate the Business Events Attraction Fund to grow Tasmania's competitiveness as a business events destination in national and international markets.	BET	BT (THS)	2028-29	High
Plan for and leverage the 2032 Brisbane Olympic Games as a catalyst for international visitation to Tasmania in the lead-up to and during the Games.	TTAS	BT (ET), BET, Stadiums Tas, Brand Tas	2027-28	High
Champion events within Tasmania's marketing program that drive visitation and generate demand for regional communities, particularly in shoulder and winter seasons.	TTAS	BT (ET)	Ongoing	High
Advocate for a statewide events gap analysis to be undertaken to identify emerging and untapped event opportunities beyond Tasmania's known event calendar.	TICT		2027-28	Medium

Strengthen access into Tasmania

ACTION	LEAD AGENCY	PARTNERS	DELIVER BY	PRIORITY
Implement Access Strategy 2040 priorities with Tasmanian access stakeholders to grow sustainable year-round options for visitors and Tasmanians.	TTAS	TasPorts, Airports, BT (TPP), TT-Line	2026-27	High
Maintain and grow Tasmania's aviation network with a focus on market-driven growth in capacity, schedule, frequency and connectivity	Airports, TTAS	Airlines	Ongoing	High
Attract a direct seasonal air service between Hobart and a key Asian hub.	Hobart Airport, TTAS	BT (TPP)	2028-29	High
Support the new Spirit of Tasmania vessels to become fully operational with fit-for-purpose land-side infrastructure at Devonport to realise the full visitor economy opportunity.	TT-Line	TasPorts, BT (ID)	2026-27	High
Maximise the opportunity of the new Spirit of Tasmania vessels through stronger alignment with destination marketing, scheduling frequency and capacity.	TT-Line	TTAS, BT (THS), RTOs	Ongoing	High
Secure sustainable air services for the Bass Strait Islands that meet the needs of the community and visitor economy and develop Bass Strait Islands Transport Strategy.	BT (TPP), TTAS		2026/27	High
Grow and extend the New Zealand seasonal aviation service to year-round operation, building trans-Tasman visitation and positioning Hobart as an international destination	TTAS	BT (TPP), Airlines, Airports	2026-27	Medium
Prepare industry to benefit or leverage off the increased visitation to be delivered from the arrival of the new Spirit of Tasmania vessels and deliver awareness and conversion marketing activity to drive visitation.	TTAS, TICT	TT-Line, RTOs	2026-27	High
Grow the value of cruise ship visitation through the implementation of the Cruise Action Plan in line with the directions and goals of the visitor economy strategy.	TTAS	TasPorts, RTOs, Councils	ongoing	Medium

Invest in demand driving infrastructure

ACTION	LEAD AGENCY	PARTNERS	DELIVER BY	PRIORITY
Deliver the 10-year Visitor Economy Infrastructure Plan.	BT (THS)	NRE Tas, OCG, TTAS	2026-27	High
Progress Macquarie Point Stadium development, ensuring tourism and major events integration into the precinct to grow Tasmania's capacity as a premier events destination.	Macquarie Point Development Corporation, TICT, HT	Stadiums Tas, BT (ET), BT (THS)	2026-27	High
Release the Northern Economic Plan following the recent Summit to support the continued growth of Northern Tasmania into the future.	DPAC, OCG	Cross agency	Ongoing	High
Support development of the Launceston Convention Centre, building Northern Tasmania's capacity to attract national conferences and business events.	BT (CSV), TICT, BET	VNT, City of Launceston, OCG, TICT, BET	2027-28	High
Support new hotel development in Launceston to unlock growth in business events, tourism and sports tourism, addressing a critical accommodation supply constraint.	OCG	BT (THS), VNT	2027-28	High
Leverage the Northern Cities Major Development Initiative to drive visitor economy infrastructure in Launceston, Devonport and Burnie, and progress emerging opportunities.	OCG	VNT, WxNW	Ongoing	High
Deliver infrastructure investment at Maria Island to sustainably manage visitation growth and improve the visitor experience.	NRE Tas		2026-27	High
Complete masterplan investment at Freycinet National Park, including Honeymoon Bay, Cape Tourville and visitor gateway facilities.	NRE Tas	TTAS, Glamorgan Spring Bay Council, ECTT	2026-27	High
Progress the Cradle Mountain Master Plan by investing in visitor experience and access infrastructure improvements.	OCG	NRE Tas, BT (ISP), WxNW	2027-28	High
Progress Mount Field National Park as a primary year-round visitor destination, completing the new arrivals concourse and delivering access improvements to unlock shoulder season visitation.	NRE Tas		2027-30	High
Deliver investment in sustainable off-road vehicle access and visitor experiences across the Arthur-Pieman Conservation Area and West Coast.	NRE Tas		2028-29	Medium
Revitalise the Edge of the World visitor experience at Arthur River to strengthen the North West as a compelling visitor destination.	NRE Tas		2027-28	Medium
Deliver Stage 2 campsite upgrades at Cockle Creek to meet growing visitor demand.	NRE Tas		2027-28	High
Reimagine the Hastings Thermal Pool Precinct to renew the visitor experience and unlock the site's potential as a distinctive southern Tasmania attraction.	NRE Tas	OCG, DST	2028-29	High
Progress the West Coast Wilderness Railway restoration and visitor experience investment.	BT (TPP)	NRE Tas, WxNW	2027-28	High
Progress the EOI for Dismal Swamp and associated regional opportunities in North West Tasmania, driving future investment and visitor experience development.	BT (ES)	WxNW, NRE Tas, BT (THS)	2026-27	Medium
Stimulate private sector investment in new tourism product and experiences by evaluating and activating the most effective financing and incentive mechanisms available.	OCG	BT (CAF), BT (THS)	Ongoing	High
Progress private sector tourism EOI process in and near national parks and Crown lands to attract new visitor economy investment.	OCG	NRE Tas, TTAS, BT (THS)	Ongoing	High
Facilitate private sector investment attraction across tourism accommodation, experiences and infrastructure through the OCG investment attraction function.	OCG	BT (THS), BT (CAF)	Ongoing	High
Support development of diverse accessible infrastructure and facilities in parks and reserves.	NRE Tas	BT (THS), TTAS, RTOs	Ongoing	Medium
Progress infrastructure investment at Ben Lomond to establish it as a viable year-round visitor destination.	NRE Tas		2026-27	High
Implement the Ben Lomond National Park Management Plan to realise the park's potential as a year-round visitor destination, delivering visitor experience and access infrastructure improvements.	NRE Tas	VNT, BT (THS)	2028-30	High
Deliver Tasmania's Next Iconic Walk to grow high-value overnight hiking visitation and strengthen Tasmania's reputation as a world-leading walking destination.	NRE Tas	TTAS, BT (THS), WxNW	2028-29	High
Replace the Tamar Island Wetlands boardwalk to protect the natural environment and improve accessibility for visitors.	NRE Tas		2026-27	High

Jobs & training for Tasmanians

ACTION	LEAD AGENCY	PARTNERS	DELIVER BY	PRIORITY
Deliver accredited vocational training pathways for Tasmania's tourism and hospitality workforce through TasTAFE, ensuring high-quality, industry-aligned qualifications that meet current and future visitor economy needs.	TasTAFE	THTA, TICT, HT	Ongoing	High
Deliver industry-led training and professional development for Tasmania's tourism and hospitality workforce through the Tasmanian Hospitality and Tourism Academy, building workforce capability, career pathways and workforce retention across the sector.	THTA	BT (THS), TICT, HT, RTOs	Ongoing	High
Implement the Future of Guiding Report recommendations to build Tasmania's tour guiding workforce, develop clear career pathways and champion guiding as a profession of choice.	TICT	TICT, TasTAFE, THTA, UTAS	Ongoing	High
Implement the Tasmanian Chef Shortage Action Plan, in partnership with industry and government, to address critical chef workforce shortages through coordinated short, medium and long-term initiatives.	HT	BT (THS), BT (ST), BT (JT), TasTAFE, TICT	Ongoing	High
Deliver the Hospitality 2030 Program to drive sustainable business growth, workforce development and brand alignment across Tasmania's hospitality sector.	HT	BT (THS)	Ongoing	High
Build a skilled workforce pipeline to service future events and new demand-driving infrastructure across the state.	TICT, HT	BT (ST), BT (JT), BT (THS)	2026-27	High
Re-evaluate and invest in next phase of Tasmanian Tourism Ambassador Program ensuring it is embedded into new staff onboarding and training	TICT	BT (THS), TTAS, RTOs	Ongoing	High
Increase operator participation in the Quality Tourism Framework e-learning hub and Tourism Toolbox resources.	TICT	RTOs, TTAS, BT (THS)	Ongoing	High
Increase engagement across all four regions with new and existing operators in the Quality Tourism Framework accreditation program as the foundational skill set for operators.	TICT	TTAS, RTOs	Ongoing	High
Develop and implement strategies to address the shortage of worker accommodation for tourism and hospitality employees, particularly in Hobart, Launceston, the Huon Valley and west coast, to sustain industry workforce capacity alongside visitor growth.	TICT, HT	OCG, BT (ISP), BT (THS), HT, local government, Homes Tasmania	2026-27	High
Support entry-level pathways in technology and marketing through university and industry partnerships to build specialist skills and retain talent in Tasmania	TTAS	DPAC		Medium
Advocate strongly for appropriate migration and skilled labour policy settings which help Tasmanian operators continue to service future demand.	TICT, HT	BT (GEM)	Ongoing	High
Lead and coordinate workforce development initiatives for Tasmania's hospitality industry to attract, develop and retain a skilled, future-ready workforce that supports visitor economy growth.	HT	TasTAFE, THTA, BT (THS)	Ongoing	High

Growing visitor contribution

ACTION	LEAD AGENCY	PARTNERS	DELIVER BY	PRIORITY
Implement the Parks Online Booking System across icon sites to actively manage visitor flow, improve the visitor experience and grow visitor contribution to park management.	NRE Tas		2026-27	High
Grow visitor contribution to conservation and community infrastructure by implementing Parks Revenue Review recommendations, revising the parks pass and fee structure, and activating direct visitor contribution mechanisms for protected areas and regional services.	NRE Tas	Treasury	2026-27	High
Continue to source and advocate new and emerging voluntary visitor contribution mechanisms that Tasmanian tourism operators and events can implement and embed into their practices	TICT	RTOs, HT, BT (THS)	Ongoing	Medium
Research the economics of industry to implement strategies to retain maximum benefit in Tasmania and our regions.	TTAS	TICT, OCG	Ongoing	High
Support appropriate and responsible commercial visitor activities in Tasmania's national parks and wilderness areas.	NRE Tas	OCG, RTOs	Ongoing	High
Maintain the highest standards for commercial tourism operators in protected areas through the NRE Tas–TICT Accredited Licensed Operator Partnership.	NRE Tas, TICT	Tourism operators	Ongoing	Medium
Continue to advocate and support Parks initiatives that ensure appropriate revenue is provided back to the service and future proofs the sustainability of Tasmania's national parks and reserves	TICT	NRE Tas	Ongoing	High
Delivery an advocacy program that showcases the visitor economy's contribution to Tasmania.	TICT / TTAS	RTOs	Ongoing	High

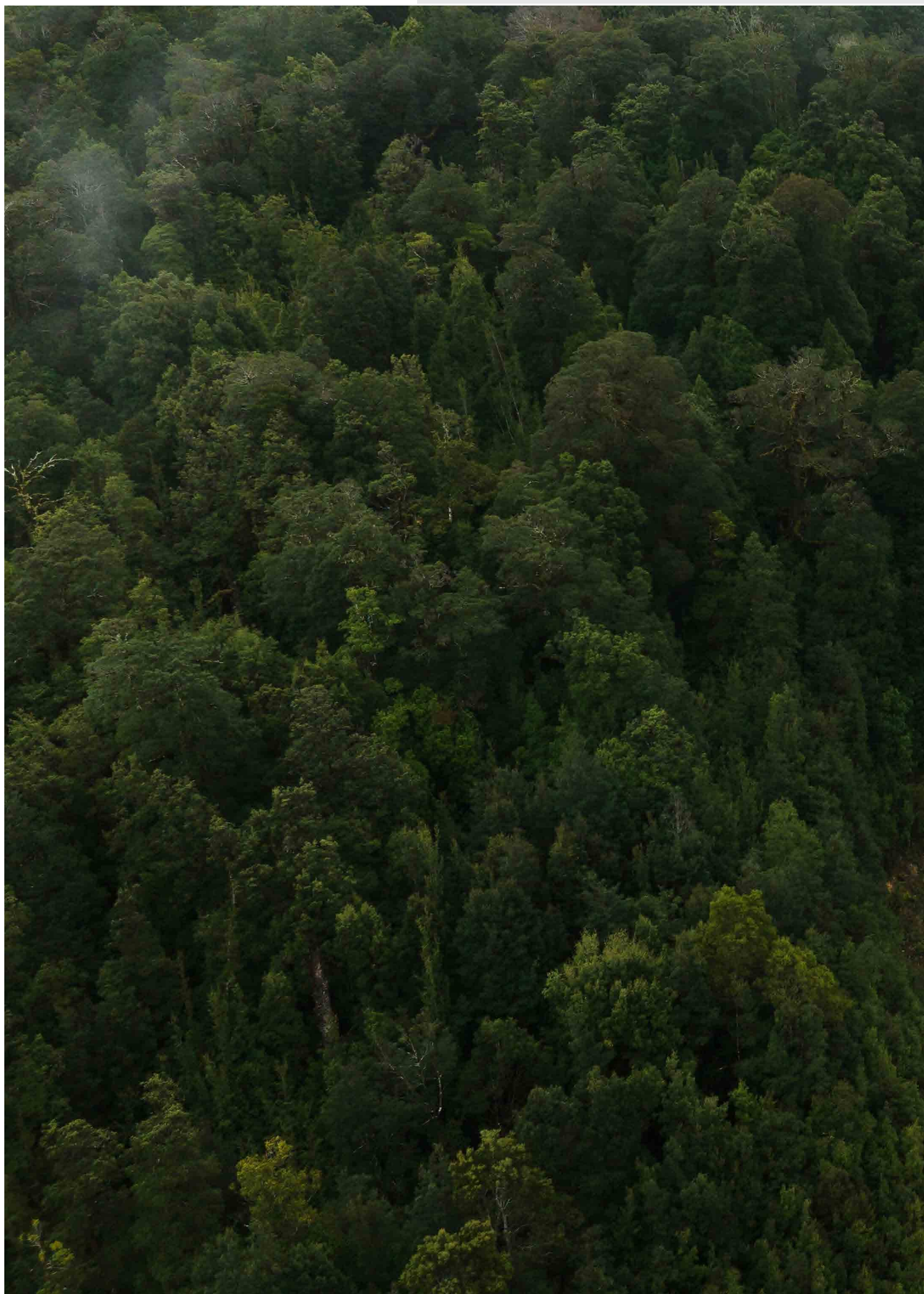
Fostering innovation and efficiencies

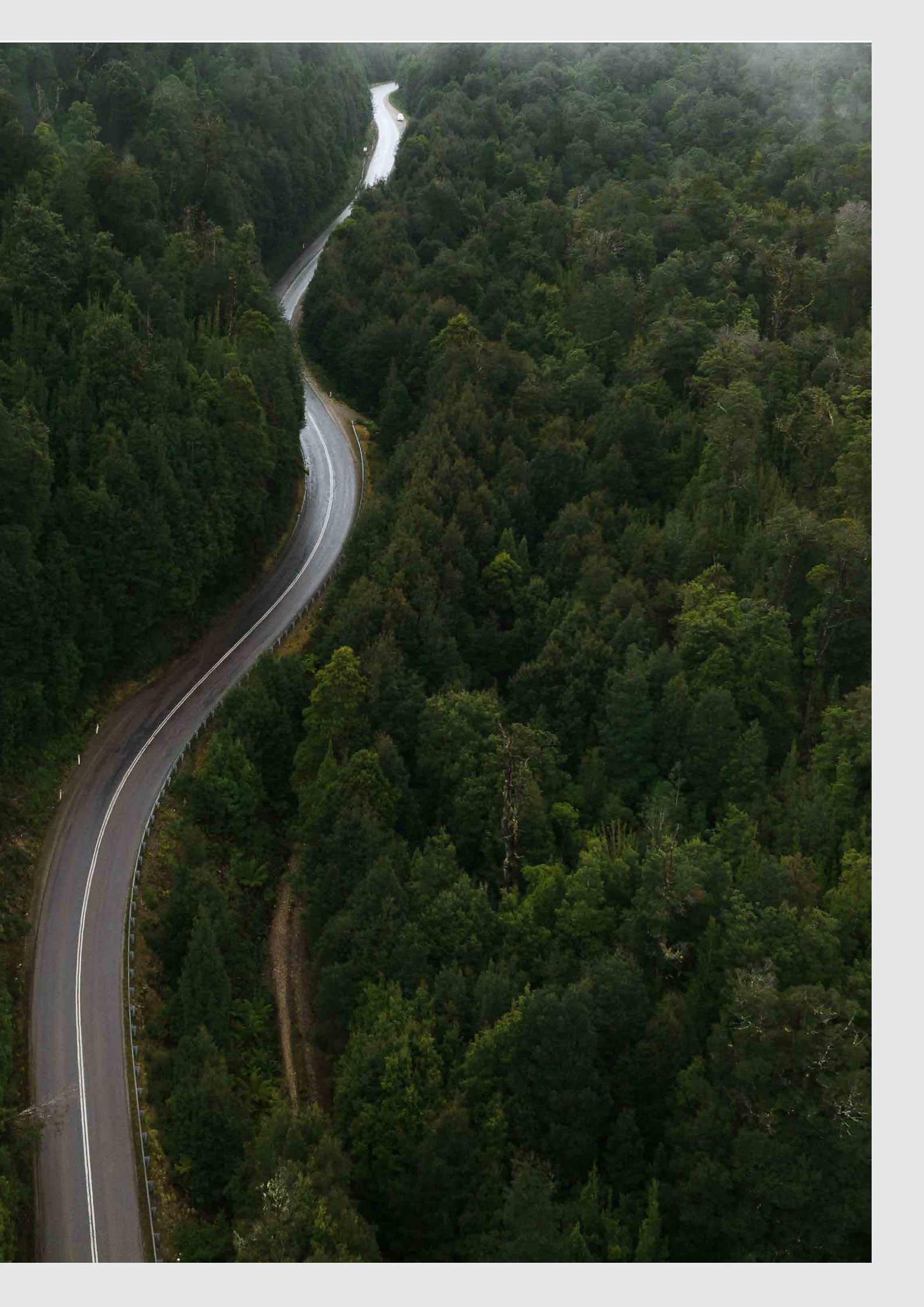
ACTION	LEAD AGENCY	PARTNERS	DELIVER BY	PRIORITY
Work across government to embed the principles of the 2030 Visitor Economy Strategy into planning and policy provisions.	TTAS	BT (THS), OCG, NRE Tas	Ongoing	High
Lead the tourism industry emissions reduction program, supporting operators to understand their emissions profile and develop plans to reduce their footprint.	TICT	TTAS, CCO, BT (THS)	2026 – 27	High
Continue to administer grants issued under the 2025 ChargeSmart Grant Program, which will address gaps in Tasmania's EV charging network to support climate-conscious travel.	CCO	RTOs, Local government	2026 – 27	Medium
Consider how to support the tourism sector's transition to climate-conscious operations and emissions reduction in the next Climate Change Action Plan.	CCO	TTAS, BT (THS)	2028 – 30	Medium
Establish an ongoing partnership with the Waste and Resource Recovery Board to deliver priority waste and resource recovery initiatives and support increased circularity across the tourism and hospitality industries.	HT, TICT	NRE Tas	2026 – 29	High
Deliver the Plastic Free Places Tasmania program to support the transition away from single-use plastics and increase circularity across Tasmania's tourism and hospitality sectors.	TICT	BT (THS)	2026 – 27	High
Develop a Climate Adaptation and Resilience Program for Tasmania's visitor economy, supporting tourism businesses and destinations to prepare for climate-related risks and strengthen long-term resilience.	TICT	BT (THS), RTOs	2027 – 28	High
Deliver the Electric Vehicle Destination Charging grant program	BT (THS)	TICT	2026 – 27	High
Advocate for a statewide sustainable transport strategy, of which the visitor economy forms part of, to oversee future focus on solutions and outcomes	TICT		2027 – 28	Medium
Deliver an EV Tourism Enablement Program to identify and address barriers, improve industry readiness and charging infrastructure, and support Tasmania's transition to an EV-friendly destination.	TICT	CCO, BT (THS)	2026 – 27	High
Develop an 'EV Ready Tasmania' Badge and Toolkit Program to support tourism operators to understand EV visitor needs, assess business readiness and enhance their capacity to cater for the growing EV tourism market.	TICT	CCO, TTAS	2026 – 27	High
Build industry capability to use AI and technology for marketing, booking, operations and visitor engagement.	TTAS	TICT, HT	2026 – 27	High
Protect regional visitor economy through engagement with major industry sectors to ensure tourism's value and impacts are understood.	TICT / TTAS	RTOs	Ongoing	High
Investigate a Tasmanian sustainable destination alliance to connect and strengthen sustainability initiatives across Tasmania's visitor economy.	TICT	TTAS, BT (THS), RTOs, HT	2027 – 29	Medium
Continued advocacy on the most appropriate, effective governance model for managing Kunanyi/Mount Wellington sustainably into the future and enabling cohesive, strategic and appropriate visitor planning.	TICT		2027 – 29	High

Strengthening industry development and resilience

ACTION	LEAD AGENCY	PARTNERS	DELIVER BY	PRIORITY
Finalise and implement the three-year Industry Development Strategy to build industry capability and deliver the 2030 Visitor Economy Strategy objectives, including advocacy for an Industry Development Fund to support implementation.	TICT	RTOs, TTAS, BT (THS)	Ongoing	High
Develop and implement a coordinated, industry-led economic development strategy to maximise the visitor economy benefits of the new Macquarie Point Multipurpose Stadium.	TICT / HT		2027 – 28	High
Advocate for TasInsure policy reform and solutions to insurance affordability and accessibility for tourism operators to address the number one structural barrier facing Tasmanian tourism businesses, and support operators to understand and navigate insurance challenges through targeted education and engagement.	TICT / HT		Ongoing	High
Expand Tasmania's Sustainable Tourism Accreditation Program to support operators to benchmark performance and improve sustainability outcomes.	TICT	RTOs	Ongoing	High
Deliver the Tasmanian Tourism Awards to encourage and recognise innovation, excellence, quality and sustainability as a benchmark for best practice.	TICT	TTAS, RTOs	Ongoing	Medium
Recognise and celebrate excellence across Tasmania's hospitality industry to promote best practice, innovation and continuous improvement.	HT	RTOs	Ongoing	High
Support the Great Customer Experience Program to lift service quality, operational excellence and workforce capability across Tasmania's hospitality sector.	HT	BT (THS), RTOs,	Ongoing	High
Support the Women in Leadership Program to attract, retain and advance women's careers across Tasmania's hospitality sector.	HT	BT (THS), TICT, RTOs	Ongoing	High
Deliver an annual industry-led program of education, networking and thought leadership for tourism operators, responding to emerging industry needs through webinars, workshops and events.	TICT	RTOs, TTAS, BT (THS)	Ongoing	High
Deliver Brand Tasmania's partner workshops and toolkit resources to tourism businesses and regional operators to help them tell the Tasmanian story and use the brand in their strategies.	Brand Tas	TTAS, TICT, HT, RTOs	Ongoing	Medium
Advance Tasmania's tourism operator sustainability agenda to keep Tasmania at the forefront of sustainable destination practice.	TICT	RTOs	Ongoing	High
Support the Mental Health and HOSPO Program to deliver leadership training, mental health education and wellbeing initiatives that build a resilient hospitality workforce.	HT	THTA, BT (THS)	Ongoing	High
Develop the Top Tassie Tourism Town program as a quality marker for Tasmania's regional towns, supporting Local Councils and Accredited Visitor Information Centres to activate and promote their tourism offering.	TICT	RTOs, TTAS	Ongoing	High

ACRONYM	FULL NAME
Arts Tas	Arts Tasmania
ATEC	Australian Tourism Export Council
BET	Business Events Tasmania
BT (THS)	Building Tasmania (Tourism and Hospitality Supply)
BT (ET)	Building Tasmania (Events Tasmania)
BT (TPP)	Building Tasmania (Transport)
BT (T)	Building Tasmania (Trade)
BT (ST)	Building Tasmania (Skills Tasmania)
BT (GEM)	Building Tasmania (Global Education and Migration)
BT (JT)	Building Tasmania (Jobs Tasmania)
BT (ES)	Building Tasmania (Economic Strategy)
BT (CAF)	Building Tasmania (Commercial and Agribusiness Finance)
BT (ISP)	Building Tasmania (Infrastructure Strategy and Planning)
BT (ID)	Building Tasmania (Infrastructure Delivery)
BT (CSV)	Building Tasmania (Creative Industries, Sport and Visitor Economy)
CCO	Climate Change Office, within NRE Tas
DoJ	Department of Justice
DPAC	Department of Premier and Cabinet
DST	Destination Southern Tasmania
ECTT	East Coast Tasmania Tourism
HT	Hospitality Tasmania
LGAT	Local Government Association of Tasmania
NRE Tas	Department of Natural Resources and Environment Tasmania
OCG	Office of the Coordinator-General
RTOs	Regional Tourism Organisations
Stadiums Tas	Stadiums Tasmania
TA	Tourism Australia
TasPorts	Tasmanian Ports Corporation
TasTAFE	TasTAFE
TFGA	Tasmanian Farmers and Graziers Association
THTA	Tourism and Hospitality Training Academy
TICT	Tourism Industry Council Tasmania
TT-Line	The Spirit of Tasmania ferry operator
TTAS	Tourism Tasmania
UTAS	University of Tasmania
VNT	Visit Northern Tasmania
Wine Tasmania	Wine Tasmania
WxNW	West by North West





TASMANIAN



July 2026