

TASMANIA AS A LEADING CLIMATE-CONSCIOUS TRAVEL DESTINATION

UNDERSTANDING THE OPPORTUNITY



TASMANIA
COME DOWN FOR AIR



UNDERSTANDING THE OPPORTUNITY FOR CLIMATE CONSCIOUS TRAVEL TO TASMANIA

THIS REPORT PROVIDES A SNAPSHOT OF THE KEY INSIGHTS;
FURTHER DETAIL IS AVAILABLE IF REQUIRED

Why did we do this work?

Tasmania has a bold vision: to be a global leader in climate-conscious travel. As part of the 2030 Visitor Economy Strategy, Tourism Tasmania wanted to explore how it could offer visitors a more sustainable way to experience the island.

The idea was to test the potential of a “Net Zero Visit” program—where travellers could calculate and offset their trip emissions, ideally through local carbon offset projects. But before launching anything, we needed to understand: would travellers find this appealing, relevant, and credible?

How did we do this work?

We ran 14 online focus groups with Australians who either had or hadn't visited Tasmania before. These included three key traveller types: Positive Impact Travellers, Conscious Adventurers, and Discoverers.

Each session was 1.5 hours long and designed to get honest, thoughtful feedback. We used interactive tools to capture both gut reactions and deeper reflections, and we built our approach on Kantar's Sustainability Sector Index to ensure we were asking the right questions.

What did we learn...

Sustainability is important, but not top of mind for travel

Travel is about fun, escaping and making the most of your time away. Climate issues are important, but they are largely overwhelming, so the pessimistic view of climate concerns are not top-of-mind, and in some cases actively ignored. It's not that people don't want to be aware, but that it is not the focus of their trip

People want to be more sustainable, but are uncertain how

Australians want to live sustainably but often struggle to act on their intentions due to confusion, cost, or doubts about their impact. This "value-action gap" is even more pronounced in travel, where it requires extra effort. People expect businesses to lead and simplify sustainable choices

Greenwashing is real. People are sceptical of tokenism

Over a third of Australians are sceptical of sustainability claims in travel. That means transparency and credibility are essential. It is felt to be overused and a conduit to charging more without people seeing the 'real' benefit. Actions need to be tangible for people to connect with sustainable travel claims

Tasmania's climate credentials are unique and impressive

When people learned that Tasmania runs on 100% renewable electricity and has been net zero for nine years, they were genuinely impressed. These proof points made the sustainability concepts feel more trustworthy and inspiring. Setting up Tasmanian businesses as experts and leaders

In the context of Tasmania and sustainable travel if it is fun people are in

Sustainable ideas are more meaningful when linked to Tasmania's successes. People want to connect and align with these achievements. Fun activities, restaurants, and concepts with a sustainable touch make people feel good and encourage participation

What does this mean for operators



1. Showcase your credentials in a meaningful way – what is the benefit for people coming to Tasmania and connecting with your business?
2. Sustainable practices are part of the story, not the whole story. Make sure people understand the link or it may raise scepticism
3. Consider how to tap into Tasmania's rich credentials as a sustainability champion to showcase the role it meaningfully plays in the experience people can have while they are visiting
4. Fun first is key – people are there to enjoy themselves and get the most out of their holiday

"I can't do it all, so I make an effort to do what I can or do the things I have to do"

"You need to have a real vested interest in all this. My only purpose when booking a holiday is to have an experience and see the surroundings but certainly not really think about all that"

"Companies are the biggest polluters so the onus should be on them to make changes I can support"



Swansea © Jason Charles Hill

SO, WHAT DO PEOPLE WANT?

We presented ideas about Net Zero and Sustainable Travel. People want to connect with nature and find activities that are easy to access and have sustainable connections as a means to engaging with more sustainable travel. Fun and interesting activities that also promote sustainability were the most appealing, allowing people to enjoy themselves and feel good about their choices



Combining great food with elements that are environmental works – Farm to plate, pick your own, local produce. Knowing the origin or provenance makes people feel even better about their meals



Activities that are fun and interesting or unique to the location, but that also have qualities of care and environmental support



Interacting with wildlife in their natural habitats or conservation areas is appealing. People enjoy helping animals and getting close to them



Natural wonders that are untouched/protected (well maintained with care shown for how people can respectfully visit and not leave footprints), are valued

“Contribute to the local community while you’re there and going to local shops and supporting local artists”

“When you see the animals, yeah definitely it is something that you want to support. So, I would be interested to see what was on offer”

“I feel bad saying this, but it is not something I consider when thinking about travel. If it was there in front of me and matched what I am doing, then yes, I will choose it, but it is not the main decision I am making”

Where to focus to highlight Tasmania as a sustainable destination for everyone:

Highlight Tasmania's inherent sustainable qualities

- What are the experiences, qualities and inherently sustainable options available to Tasmania that people can connect with?
- Sing out about Tasmania's achievements and how all businesses/ people have been involved in the successes, this will promote all businesses as leaders
- Imbue sustainable practices and qualities into everything where possible – so it is in every touch point and people can't help but participate. Then let them know the good they have done (without trying) so they can feel part of the story
- Lead with fun, experience and uniqueness, sustainability is mostly secondary to what they want to do, and a nice benefit for taking part

"It's a way to kind of feel good about your travel and know that your travel isn't harming anybody. If I'm reading this is a nice restaurant and it's providing low food miles or it's helping the local economy, that's extra information that I would really like to know."

The opportunity for Tasmania...

This research shows that Tasmania has a unique opportunity to lead the way in sustainable tourism—but it needs to do so in a way that feels authentic, easy, and enjoyable for travellers.

- **Lead with proof.** Share Tasmania's climate achievements proudly—they're a powerful differentiator.
- **Make it easy.** Integrate sustainable options into existing travel experiences, rather than asking people to go out of their way.
- **Keep it light.** Sustainability messaging should match the holiday mindset—fun, inspiring, and free of jargon.
- **Offer choice.** A hybrid approach that combines trip planning, conservation experiences, and optional carbon offsets could appeal to a wide range of travellers.

By aligning sustainability with what makes Tasmania special, the state can attract more conscious travellers—and help them feel good about their impact while they're here. And for those that are less conscious, showcase how to engage more without feeling overwhelmed or stressed at the prospect – leading by example while embracing fun is the key