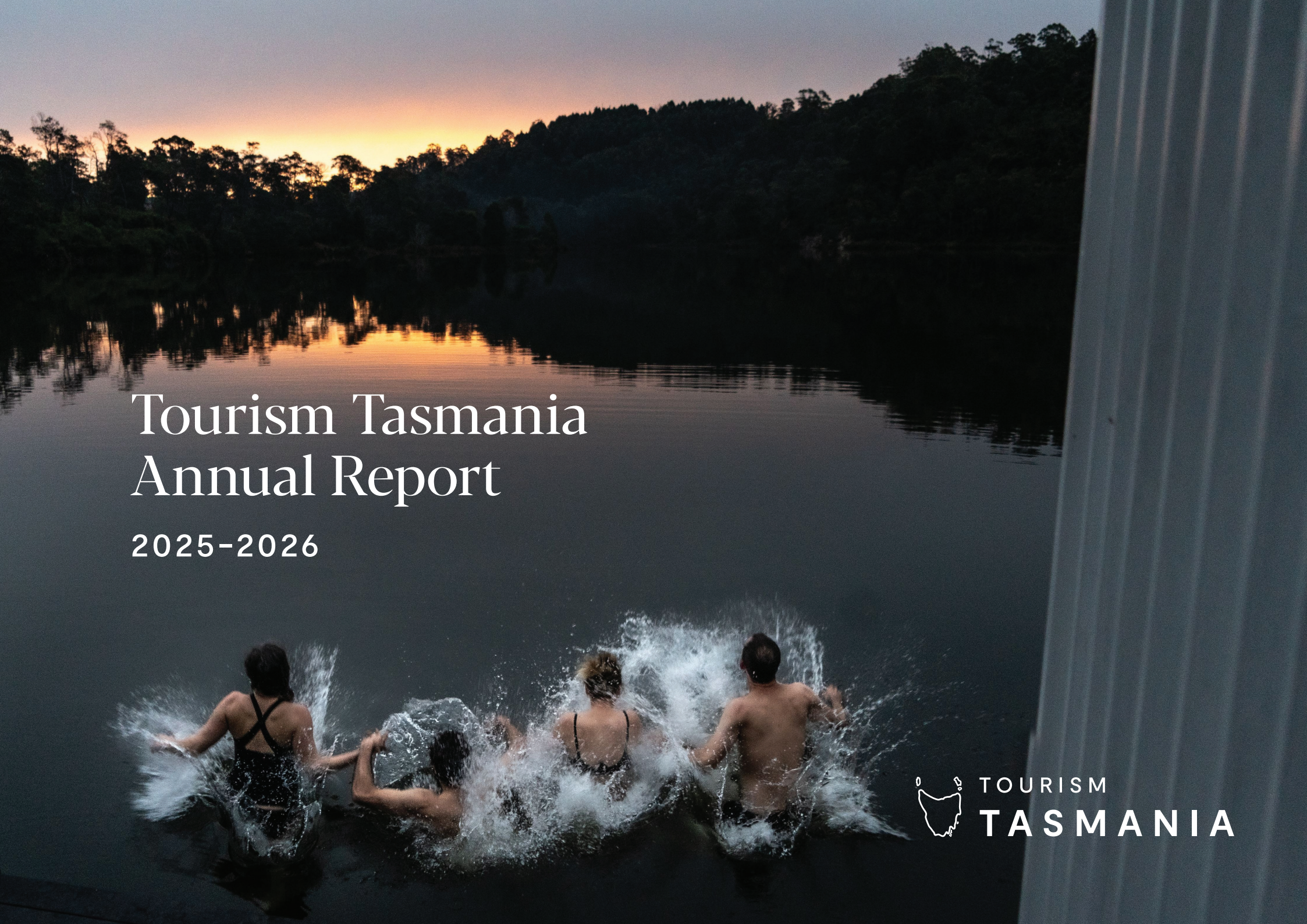


Tourism Tasmania Annual Report

2025-2026

TOURISM TASMANIA

ACKNOWLEDGEMENT OF COUNTRY

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.

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.



wukalina Walk
© Jillian Mundy

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Cover image:
Floating Sauna Lake Derby
© Josh Firth

SUBMISSION TO THE MINISTER

Section 41 of the *Tourism Tasmania Act 1996* (the Act) requires that the board of directors must prepare for the Authority (Tourism Tasmania) an annual report for each financial year. The Act states that the annual report is to include the following information and documents:

- The Statement of Corporate Intent which relates to the corporate plan that takes effect at the beginning of the next financial year
- The financial statements of the Authority for the financial year to which the annual report relates, including a copy of the opinion of the Auditor-General in respect of the financial statements
- A report on the operations of the Authority during that financial year
- Section 42 of the Act states that the Minister must lay a copy of the annual report before each House of Parliament within four months after the end of the financial year to which the annual report relates.

Accordingly, we have pleasure in submitting to you for presentation to Parliament, this report on the affairs and activities of Tourism Tasmania for the financial year ended 30 June 2026.

Yours sincerely



Grant O'Brien
Chair, Tourism Tasmania Board
October 2026



Sarah Kingston Clark
Chief Executive Officer, Tourism Tasmania
October 2026

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ABOUT TOURISM TASMANIA

Tourism Tasmania is the state government's lead tourism agency.

It is a State Authority established in 2014 and a Statutory Authority established under the *Tourism Tasmania Act 1996*. It is governed by a skills-based board appointed by the Governor of Tasmania on the recommendation of the Minister for Tourism.

Tourism Tasmania leads the T21 visitor economy partnership by actively managing and contributing tourism expertise to strategy and policy development across government, industry and the community, for the benefit of all Tasmanians.

The agency leads, develops and manages the state's tourism brand and generates demand for travel to the state, providing social, economic and cultural benefits for Tasmania's tourism industry, economy and community.





Echidna (Tachyglossus aculeatus)
© Jordan Wilson



Mona Library - Phrontisterion
© Lola Hubner

STATEMENT OF CORPORATE INTENT

While this publication looks back over the past twelve months, the *Tourism Tasmania Act 1996* states that the annual report is to include the Statement of Corporate Intent relating to the corporate plan that takes effect at the beginning of the next financial year. This statement of corporate intent is a summary of the *Tourism Tasmania Corporate Plan 2025-2028*.

The Corporate Plan outlines our role in tourism brand leadership, demand generation and providing leadership in Tasmania's visitor economy. It describes the agency's role in generating demand for visitation as well as its role in leading and influencing the development of policy, sharing insights, research, and data, and planning for the future visitor economy. Our collaboration with visitor economy stakeholders provides our customers with a world leading experience and enables a sustainable visitor economy for the benefit of all Tasmanians.

The agency delivers its role through:

- A brand platform and marketing program which celebrates the identifiable character and spirit that makes Tasmania a special place, creates cultural and emotional connections with customers and encourages travel to Tasmania.
- Leading, influencing and informing *Tasmania's 2030 Visitor Economy Strategy* planning and implementation on behalf of government and in partnership with industry to deliver on T21 goals.
- Advocating and securing air and sea capacity to support more opportunities for our visitors and the community to travel in and out of Tasmania.

Our collaboration with visitor economy stakeholders provides our customers with a world leading experience and enables a sustainable visitor economy for the benefit of all Tasmanians.

EXECUTIVE STATEMENTS
Chair statement

At Tourism Tasmania, we have the great privilege of showcasing our island home to the world and inviting visitors to discover what makes Tasmania special.

Over many years, our world class tourism and hospitality operators have built one of the state's most important economic drivers through the experiences they deliver.

Consequently, Tasmania's visitor economy remains a pillar of our state's prosperity, injecting $3.8 billion directly into our economy this financial year, up almost 4.9 per cent on FY2024–2025 and an increase of more than $1.2 billion since 2019. These results come against a backdrop of real challenges, including economic headwinds, an increasingly competitive global tourism market, and volatility in fuel prices and global conflict that impacted the broader travel sector. Despite these pressures, Tasmania's performance stands out.

Research across FY2025–2026 found that, even against this backdrop, Tasmania's tourism sector supports 6,490 businesses, representing 14.7 per cent of all Tasmanian businesses. Almost 50 per cent of these are in regional areas, strengthening local communities right around Tasmania.

Tourism is a key economic enabler for Tasmania. For every dollar spent by visitors across FY2025–2026, a further 83 cents was generated elsewhere in the economy, with visitors injecting $3.8 billion directly into Tasmania's economy, up almost 4.9 per cent on FY2024–2025, and an increase of more than $1.2 billion since 2019.

Every dollar invested by government in tourism returns $53 in visitor spending across the Tasmanian economy, with the benefits flowing well beyond hotels and attractions into retail, service providers, supermarkets and countless other local businesses. In fact, tourism's contribution to our gross state product sits at 10.8 per cent, the highest of any state in Australia, underscoring the industry's vital role in creating opportunity and delivering positive impact for Tasmanian communities. This return is not a ceiling but a signal of what's possible. As we continue to grow visitor spend and value across the state, so too will the return every dollar of government investment generates for our communities, businesses and the state's bottom line.

Our leadership role across the visitor economy remains grounded in Tasmania's 2030 Visitor Economy Strategy, delivered in partnership with key government and tourism and hospitality industry stakeholders which continues to guide our strategic direction. This year saw the completion of three major plans, the Tasmanian Government Access Strategy 2040, the Visitor Economy Action Plan to 2030 and Beyond, and the Cruise Shipping Action Plan. Each reflects a deliberate, long-term approach to balancing growth with our responsibility to protect what makes Tasmania unique.

The ongoing support of the Tasmanian Government has been pivotal to this success, and we will continue to build on this relationship as our industry generates lasting economic and social value for communities right across the island.

Tasmania is known among tourism peers nationally and around the world for this collaborative approach between government and industry, working together to position Tasmania as a world-class destination, creating the foundation for sustainable growth that serves all Tasmanians.

At the same time, our competitors are not standing still, and nor can we. This continued momentum will help ensure Tasmania keeps competing and winning in an increasingly challenging global market, protecting the jobs, businesses and community outcomes tourism supports.

Celebrating the achievements of the past year is not possible without acknowledging the contribution of the team at Tourism Tasmania, whose expertise and dedication underpin everything in this report; our industry partners, whose passion and professionalism continue to set Tasmania apart as a destination; and the directors at Tourism Tasmania, who bring deep experience and care to their governance of the agency.

Together, we remain united in our shared commitment to Tasmania and to ensuring our island state continues to thrive.



Grant O'Brien,
Chair Tourism Tasmania

Chief Executive Officer statement

Our purpose at Tourism Tasmania is to lead the state's visitor economy sector by driving demand and generating visitation value and growth, helping to support the industry to create positive impact for all Tasmanians.

FY2025–2026 was another standout year for Tasmania's tourism sector, driven by a record autumn and our strongest ever summer and winter for visitation numbers exceeding 1.4 million visitors across the year. Regional dispersal also remained high, with 69 per cent of visitor nights spent outside Hobart.

The Come Down For Air and Off Season brand campaigns continued to deliver impressive results this year. In a crowded, highly competitive marketplace, we know that playing it safe simply doesn't cut through, so we remain committed to bold, brave and distinctly Tasmanian advertising that stands out and sets us apart from larger, better-funded competitors. This approach is solidifying Tasmania's status as a market leader in destination marketing and is the way we will continue to tackle the challenge of achieving cut through in a challenging market.

Increasingly, this means working across brand, digital, public relations, social and content in a genuinely integrated, multi-channel way, ensuring Tasmania's story reaches the right audiences wherever they are, and however they choose to engage. Our global public relations program complemented this, generating more than 9.27 billion in earned reach, with solid growth across our priority markets.

With the way travellers discover, plan and book travel changing faster than at any point in our industry's history, and AI tools increasingly becoming the first point of contact between a potential visitor and a destination, FY2025–2026 was a landmark year for Tourism Tasmania's strategic investment in technology.

We undertook a fundamental reset of our technology capability, recruiting our first Chief Technology and AI Officer in August 2025 to lead a newly established, dedicated Technology team. This reset is helping us remain agile and respond decisively to AI driven change while the window to act remains open.

We continued to invest in engaging and enabling our industry, through a comprehensive engagement program, and progressed our ongoing commitment to Tasmania's Aboriginal community, continuing to roll out our cultural safety proficiency pathway and launching an Honouring Country guide to facilitate respectful engagement with Tasmanian Aboriginal culture across our work.

This report highlights the outstanding work our expert team at Tourism Tasmania has undertaken to advance Tasmania's visitor economy sector, in collaboration with key government and industry stakeholders throughout the year. I want to congratulate the team on their results and thank them for their work across FY2025–2026, acknowledging they were delivered through a period of change spanning an agency wide roles and responsibilities review, the implementation of a new learning and development program and a broader agency transformation program. I also want to thank the Tourism Tasmania Board of Directors for their leadership and guidance across FY2025–2026.

I also want to recognise the ongoing commitment of the Tasmanian Government, which has been instrumental in the work our team has delivered. As we look to the year ahead, this support will remain essential to ensuring Tasmania's visitor economy continues to provide jobs, economic value and community benefit right across the state.

Finally, I want to acknowledge the hard work and dedication of Tasmania's tourism operators, who work year-round to bring to life the experiences that set our destination apart, and to thank our industry partners, whose commitment to our sector is the foundation of our industry's success.

This year has given Tourism Tasmania a strong platform on which to build in 2026–27 as we continue our work with partners to grow our visitor economy and contribute positively to our communities and way of life.



Sarah Kingston Clark,
CEO Tourism Tasmania

BOARD OF DIRECTORS *(as of 7 August 2026)*



Grant O'Brien

Grant is the Chair of the Tourism Tasmania Board of Directors. Growing up on the north west coast of Tasmania, Grant entered employment with Woolworths Limited in 1987 as an Assistant Accountant and rose through the ranks to become CEO and Managing Director, a position he held between 2011 and 2016. A member of the Australian Institute of Company Directors since 2011, Grant was Chair of the Port Arthur Historic Site Management Authority from December 2019 until May 2025 and was until recently the Chair of the Australian Sports Foundation and Deputy Chair of the Stars Foundation. He was also a member of the Tasmanian AFL Taskforce and is currently the inaugural Chair of the Tasmania Devils Football Club.



Sarah Kingston Clark

As the Chief Executive Officer for Tourism Tasmania, Sarah leads tourism demand, brand, aviation and the visitor economy strategy for Tasmania. A born and bred Tasmanian, Sarah brings more than 20 years of global tourism experience to the role. She began her career as a tour guide with Topdeck Travel, working her way up to Global General Manager in London, she has been a part of global senior leadership teams across Flight Centre, STA Travel, and Intrepid Travel. Before being appointed Chief Executive in 2022, Sarah was Managing Director for Australia and New Zealand at Intrepid Travel, while also sitting on the Tourism Tasmania Board. Sarah also currently sits on the boards of Business Events Tasmania and Brand Tasmania.



Carolyn Miller

Carolyn is a strategist with more than 25 years' experience in advertising, marketing and consumer insights. She is Founding Director of communications consultancy The Honeycomb Effect and previously led Insights and Innovation at Nespresso Oceania, as well as being a Strategic Planning Director across several multinational advertising agencies. Carolyn is Deputy Chair of Freshmark and a former Vice President of Family Planning NSW. She has been a regular panellist on the ABC's 'Gruen' since 2009 and is a sought-after keynote speaker on marketing and advertising.



Rod Cuthbert

Rod is a pioneer in the online sector of the travel industry. He was the founder, Chairman and CEO of global experiences marketplace, Viator, and the Chairman and CEO of multi-modal journey planner, Rome2rio. He is a Director of Veltra, Japan's leading online travel agency. Rod grew up in Tasmania and has extensive experience in global markets. In 2024 Rod was inducted into Phocuswright's online travel industry Hall of Fame.



Shane O'Hare

Shane is a senior aviation and tourism executive with extensive CEO and Board experience across airports, airlines, and destination organisations in Australia, New Zealand, the Middle East, Europe, and the USA. Currently CEO of Queenstown Airport (ZQN), he previously served as CEO of Launceston Airport and on the Executive Committee of Melbourne Airport. Shane is a Fellow of the Australian Institute of Company Directors (FAICD).



Penny Rafferty

Penny Rafferty is Executive Chair, Luxury Lodges of Australia, leading the association since its formation in 2010. She led the development of Tourism Australia's Sustainability strategy 2020- 2024 and Tourism Australia's premium and luxury strategy 2017-2020 and served on the Virtuoso Sustainability Council 2022-2024. Penny serves on the Condé Nast Traveler and TravMedia Global Advisory Boards. She is also a director of Arkaba Environmental Projects and a Mentor for The Conscious Travel Foundation.



Daniel Leesong

Daniel is a Tasmanian tourism and hospitality entrepreneur and co-founder of Coal River Farm, one of Tasmania's leading artisan producers. The business has been awarded more than 100 Australian and international awards, including the Australian Tourism Award for Excellence in Food Tourism. He is Chair of the Royal Tasmanian Botanical Gardens and a Director, and former Chair, of the Tourism Industry Council Tasmania. He is also CEO of Anvers Confectionery. His almost three decades in industry and government include roles as CEO of the Tourism Industry Council of Tasmania, Chief of Staff to the Premier of Tasmania, State Director of the Tasmanian Hospitality Association and National Public Affairs Manager for the Australian Hotels Association. He is passionate about sustainable tourism development and providing the right environment for entrepreneurs to develop.



Clint Walker

(Director until 3 September 2025)

Clint has been a passionate owner-operator of tourism businesses in Tasmania for 27 years. He has lived in Stanley for 25 years with his wife, Katinka, and children. His business career started in 1997 when he and Katinka founded Devil's Playground Ecotours in Launceston and Hobart. They then purchased Stanley Seaview Inn with Clint's parents as partners in 2001. In 2008, the family established Stanley's Horizon Deluxe Apartments, followed by Burnie City Apartments. In April 2022, Clint and Katinka bought and rebranded what is now known as Hanlon Guest House, a high quality heritage accommodation in Stanley. Clint has been involved in the Circular Head Tourism Association for all 25 years he's lived in Stanley and served as President for some 12 years. He served four years on the West by North West regional tourism organisation board and 16 years as a Director of the Tourism Industry Council of Tasmania (TICT). Clint is currently Chair of the TICT and prior to that Co-Deputy Chair for four years. Clint also holds an MBA from the University of Tasmania.

YEAR IN REVIEW

The global tourism industry faced considerable pressure during FY2025–2026, with rising costs, intense competition and shifting consumer behaviour testing destinations globally. Despite these challenges, Tourism Tasmania delivered strong results for Tasmania's visitor economy, underpinned by continued investment in the state's brand, technology, access and communities right across the island.

ECONOMIC IMPACT

Tourism remains one of Tasmania's most significant economic contributors, injecting $3.8 billion directly into the state's economy this year, up 4.9 per cent on the previous year. The sector supports 50,800 jobs, one in every six across the state, and contributes 10.8 per cent to Tasmania's gross state product, the highest tourism share of any state in Australia. Every dollar invested by government in tourism returns $53 in visitor spending across the economy, with 6,490 businesses supported by tourism across the state, almost half of them in regional areas.

LEADING ON TECHNOLOGY AND AI

Tourism Tasmania undertook a landmark reset of its technology capability this year, appointing its first Chief Technology and AI Officer to lead a newly established Technology team. New data infrastructure is also underway to keep Tasmanian tourism visible and competitive as AI continues to reshape how travellers discover destinations. This reset is also transforming how the agency works internally, with 97 per cent of staff using Claude, Tourism Tasmania's enterprise AI platform, within five months of its introduction, well ahead of typical industry timeframes.



© Tourism Australia

BRAND AND MARKETING

Tasmania is now ranked second in brand awareness nationally and the second most ‘different’ destination in the country, achieved with one of the smallest marketing budgets of any Australian state. Come Down For Air marked its seventh year, with destination awareness up 14 percentage points since its 2019 launch, while Off Season delivered a record result in 2026, building on a record-breaking 2025. This work helped maintain strong progress on smoothing seasonal demand, with 67 per cent of visitation occurring outside the peak summer period, close to the agency’s 68 per cent target. Supporting this, Tourism Tasmania’s global public relations program secured 9.27 billion in earned media reach across priority markets.

STRENGTHENING ACCESS

Major investment also continued across air and sea access this year. Hobart and Launceston airports both recorded record passenger numbers, while preparations progressed for the new Spirit of Tasmania vessels, including the Tasmania Concierge trip planning tool. The state also welcomed 101 cruise ships during the season, contributing an estimated $130 million to the economy.

BACKING INDUSTRY

Tourism Tasmania engaged close to 700 operators this year through masterclasses, webinars and industry events, while directly attributable trade and airline marketing partnerships attracted 179,500 visitors to the state. More than 7,400 travel agents were trained globally through the Tassie and Aussie Specialist programs, and a new Tourism Hub website launched to strengthen the resources and support available to industry.

SUPPORTING TASMANIA’S ABORIGINAL COMMUNITY

Tourism Tasmania continued to roll out its cultural safety proficiency pathway in partnership with a Tasmanian Aboriginal owned consultancy, launching an Honouring Country guide to support respectful engagement with Tasmanian Aboriginal culture. More than 90 per cent of staff have now completed Cultural Awareness Training.

INVESTING IN OUR PEOPLE

Tourism Tasmania also invested significantly in its people this year, launching its new values and behaviours framework, How We Show Up, and achieving an 80 per cent participation rate and 72 per cent engagement score in its annual Employee Engagement Survey.



The Nut © Emilie Ristevski

YEAR IN REVIEW

50,800
Tasmanian jobs supported by the tourism sector, a growth rate of 14.2% since last year

$3.8 B
Visitor spend in year ending June 2026, up 4.4% on last year

1.42 M
Visitors to Tasmania in the year ending June 2026, up 5.3% on last year

98%
Of Australians aged 25-54 reached through the 2025-26 Come Down For Air campaign, up 2.76% on last year

346,200
Travellers visiting Tasmania during the Off Season *(May-August)*, up 2 per cent on last year

46,600
Downloads of the Discover Tasmania App, an increase of 13.7% on last year, which lead to 166,700 lifetime downloads since January 2023

1.32 M
Followers on social media channels, an increase of 3.1% from last year *(Facebook, Instagram, TikTok, Linkedin, X)*

47.3 M
Combined views on Discover Tasmania social media platforms, an increase of 57% on last year

9.27 B
Cumulative potential earned media reach (domestically and internationally)*, a 220% increase from last year

404,300
Leads to operators via Discover Tasmania website and app with 1.06 million Discover Tasmania eDM opens

113,800
Subscribers across consumer, industry, trade and PR e-newsletters, a 2.4% increase from last year

161
Industry operators showcased to 114 trade delegates during 19 domestic and international trade famils

179,500
Directly attributable visitors through tactical trade and airline marketing partnerships

MORE THAN 9,500
travel agents trained globally via the Tassie Specialist, Aussie Specialist and key distribution partner programs, up 36.4% from last year

*represents the cumulative potential audience of media coverage and is not a measure of unique individuals reached. It may include audience duplication across multiple outlets, articles and channels.

Tourism Tasmania's strategic focus 2025-26

Our purpose

To connect travellers emotionally and culturally with our island, drive visitation and enhance visitor contribution; and lead a sustainable visitor economy that delivers social, environmental and economic value for all Tasmanians.

LEAD A SUSTAINABLE VISITOR ECONOMY

DRIVE VISITATION

Themes for our guiding goals

- Brand
- Demand
- Engagement
- Positive Impact
- Domestic
- International

Our internal lens to deliver

We will invest in OUR PEOPLE, SIMPLIFY our base, focus on VALUE OVER VOLUME and create space for CREATIVE DIFFERENCE



Evry Drive
Launceston Airport
© Wildbonde Media

LEADERSHIP
Visitor economy leadership

Tasmania's visitor economy remains one of the state's strongest and most important industries, with 50,800 Tasmanian jobs, or one in every six, relying on tourism in FY2025-2026.

Additionally, for every dollar spent by visitors, a further 83 cents is generated elsewhere in the economy. In the year ending June 2026, visitors injected $3.8 billion directly into Tasmania's economy, up almost 4.9 per cent on FY2024-2025 and an increase of more than $1.2 billion since 2019.

Tourism Tasmania continues its commitment to work with industry through the T21 partnership, a longstanding arrangement between the Tasmanian Government and industry guiding the development of Tasmania as a visitor destination since the original Tourism 21 agreement in 1997. Through this partnership, Tourism Tasmania helps deliver Tasmania's 2030 Visitor Economy Strategy, which sets out a vision and eight key directions to grow and manage the visitor economy sustainably, protecting and enhancing Tasmania's brand, environment and community engagement.

Governance for the Strategy is provided through the Premier's Visitor Economy Advisory Council, chaired by the Premier alongside the Minister for Tourism, Hospitality and Events, which met four times during FY2025-2026, and the T21 Steering Committee, chaired by the Chief Executive Officer of Tourism Tasmania and comprising key government agencies, the Tourism Industry Council Tasmania and Hospitality Tasmania, which met six times during the year.

Since the Strategy's release in August 2023, T21 partners have driven sustained activity across every key direction of the three year Action Plan, with progress reported across five six-monthly reports covering environmental sustainability, infrastructure, access, and industry development. Highlights from FY2025-2026 include:

VISITOR ECONOMY ACTION PLAN TO 2030 AND BEYOND

Tourism Tasmania led development of the Visitor Economy Action Plan to 2030 and Beyond during 2025-26, launched in July 2026, to drive Tasmania's visitor economy growth across five focus areas: building brand, growing experiences, a year round events calendar, strengthening access, and investing in demand-driving infrastructure.

ACCESS STRATEGY 2040

Tourism Tasmania led development of the Tasmanian Government's Access Strategy 2040, working with access partners and industry bodies to guide the state's long term approach to growing and strengthening its air and sea connections. Built around four pillars, the strategy's priorities include growing frequency on mainland routes, securing direct seasonal air services from a key Asian hub, extending New Zealand services to year round, maximising the opportunities created by the two new Spirit of Tasmania vessels, growing the value of cruise shipping, driving domestic and international visitation demand, and supporting accessible tourism.

CRUISE SHIPPING ACTION PLAN

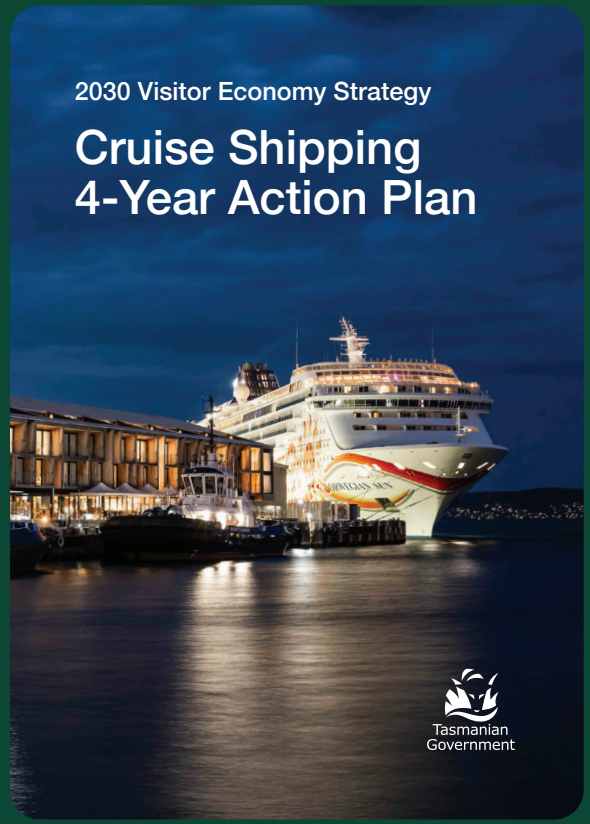
Tourism Tasmania led development of the Tasmanian Cruise Shipping Action Plan in FY2025–2026. Launched in July 2026, the Action Plan outlines the government and industry approach to growing the value of cruise visitation over four years until 2030. Built around five priorities, the plan focuses on attracting higher value ships and itineraries, growing visitation beyond Hobart, reducing environmental impact, maintaining Tasmanians' strong support for cruise, and delivering shore experiences that provide passengers with an authentic Tasmanian experience.

SUSTAINABLE VISITATION FRAMEWORK

Across FY2025–2026 Tourism Tasmania completed the Sustainable Visitation Framework (SVF) to monitor visitation trends and identify where action may be needed to manage or enable growth.

Two pilot projects were identified in the Tamar Valley Region and Mt Field and surrounds. Both projects progressed with working groups during 2025–26 and will be completed in 2026–27.





SPIRIT OF TASMANIA PREPAREDNESS

Tourism Tasmania led delivery of actions in the Caravan and Motorhome Market Plan with agencies and stakeholders ahead of the commencement of the new Spirit of Tasmania vessels, including funding for national park and reserve campground and toilet upgrades, council grants for traffic management and dump points.

Tourism Tasmania also worked collaboratively with the Spirit of Tasmania to drive visitation ahead of the new vessels entering service. This included supporting installation of the Tasmania Concierge, a self-serve onboard trip planning tool that will help passengers plan their self drive itinerary, book directly with local operators, and receive their itinerary on their phone, driving regional dispersal and connecting travellers with regional operators.

Tourism Tasmania also delivered targeted marketing and public relations activity to generate demand and awareness ahead of the new vessels entering service, supporting strong visitation outcomes during lower demand periods.



© Spirit of Tasmania

Tracking the visitor economy

Tourism Tasmania delivers robust data that industry and operators can apply within their own businesses informing planning and decision making.

Its work gives the agency a clear, evidence based picture of how the visitor economy is performing, ensuring marketing investment is well targeted and justified. The research program also informs policy and planning decisions, providing government and industry with the insights needed to guide the future of tourism in Tasmania. This research and data is regularly shared on the Tourism Hub, making it an easily accessible resource for industry.

A range of data sources is used to measure and track visitor economy performance, including the Tasmanian Visitor Survey, the primary source of visitor data for the state, domestic and international visitor data from Tourism Research Australia, and STR and AirDNA.

KEY VISITATION INSIGHTS AT YEAR ENDING JUNE 2026

- → Tasmania welcomed 1.420 million visitors in the year ending June 2026, spending a total of $3.8 billion – up 50 per cent on pre-COVID levels and 4.45 per cent above the previous year.
- → Regional dispersal remains strong, with 69 per cent of visitor nights spent outside Hobart, up two percentage points on 2019.
- → The autumn period saw a record 394,700 visitors, up 5.5 per cent on the previous autumn, following the state's strongest ever summer and winter for visitation.
- → International visitation continues to recover strongly, with 262,300 visitors in the year ending June 2026 – up 4 per cent year-on-year and reaching 87 per cent of 2019 levels.
- → International visitors spent a record $717.2 million in the state, up 24.9 per cent on the previous year, above the national average increase of 15.7 per cent.
- → Intrastate overnight visitor expenditure also grew, up 11.8 per cent to $1.174 billion for the year ending June 2026, and up 70.7 per cent on 2019.

TOTAL VISITORS (INTERSTATE AND INTERNATIONAL) (TVS)			
Measure	12 months to June 2025	12 months to June 2026	% change +/-
Total visitors	1,348,300	1,420,400	+5.35%
Total expenditure (million)	$3,601	$3,761	+4.45%
Average spend per visitor in Tasmania	$2,671	$2,648	-0.86%
Average spend per night	$282	$287	+1.84%
Total nights (millions)	12.79	13.11	+2.57%

LEISURE VISITORS			
Total visitors	1,068,200	1,128,600	+5.65%
Total expenditure (million)	$3,081	$3,248	+5.42%
Average spend per leisure visitor in Tasmania	$2,884	$2,878	-0.22%
Average spend per night	$304	$302	-0.54%
Total nights (millions)	10.13	10.74	+6.00%

Sources: Tasmanian Visitor Survey (TVS) captures interstate and international travel; it does not include intrastate travel or cruise. Tourism Research Australia's International Visitor Survey (IVS) measures international visitation to Australia and its states and territories, and Domestic Tourism Statistics (DoTS) measures domestic tourism within Australia, including intrastate travel by Tasmanians. DoTS has not been back cast before January 2025 for purpose of trip. Leisure is the combination of trips or stopovers for either holiday or visiting friends or relatives (VFR).



Chain of Lagoons
© Dearna Bond

Across FY2025–2026 the Research team undertook a broad program of work in addition to its core survey and reporting responsibilities:

ECONOMIC VALUE OF TOURISM RESEARCH

This project, delivered in partnership with Nova Economics and the Department of Treasury and Finance, examined the economic value of government investment in tourism. Key findings included that tourism generates $500 million in government revenue through rates, taxes and Spirit of Tasmania and Parks Pass expenditure, a return of $5.91 in government revenue and $53 in visitor spend for every $1 invested by government, establishing a clear evidence base for continued government investment in the tourism sector.

WELLNESS RESEARCH

A dedicated wellness research program generated insights that informed marketing communications and the development of a Wellness Toolkit for operators to leverage this growing market segment.

EVENT RESEARCH

Events and festivals remain vital demand drivers for Tasmania's visitor economy, stimulating travel during shoulder periods by giving travellers both the emotional pull of atmosphere and the certainty of a fixed date to plan around. Research into event travel across FY2025–2026 deepened understanding of visitor needs and behaviours, including differences between repeat and first time visitors, informing the agency's marketing priorities.

Access to Tasmania

Strong air and sea access is vital to Tasmania's visitor economy.

It enables visitation to Tasmania, while also connecting Tasmanians, businesses and the export market to the rest of the country and the world.

Tourism Tasmania works with airlines, airports and sea ports to build demand that supports the growth in capacity, frequency and route development.

AVIATION

Domestic flights

The Tasmanian Government works with key aviation stakeholders, including airlines and airports, to maintain and strengthen seat capacity and frequency on Tasmanian routes.

This includes growing and expanding frequency on core routes from Melbourne, Sydney and Brisbane and bolstering other routes from Adelaide, Perth, Gold Coast, Newcastle and Canberra, helping ensure Tasmania's fair share of domestic capacity.



© Hobart Airport

KEY AIRPORT PASSENGER TRAFFIC			
	12 months to June 2025	12 months to June 2026	% change 12 months to June 2019
Hobart Airport	2.82 million	2.92 million	+3.4%
Launceston Airport	1.43 million	1.48 million	+3.5%

SPIRIT OF TASMANIA PASSENGERS (DEPARTING ONLY)* IN THE YEAR TO JUNE 2026		
	12 months to June 2025	12 months to June 2026
Passengers	196,090	201,619
Visitors	134,193	137,176

**According to Tasmanian Visitor Survey data for the year ending June 2026.*

Across FY2025-2026, global conflict and fuel price volatility directly impacted international and domestic carriers, with rising costs seeing Australian domestic carriers reduce capacity to control costs despite strong demand.

Despite these pressures, Tasmanian airports reported increased passengers during FY2025-2026, with domestic airline passenger numbers increasing to almost 4.6 million, a 3.8 per cent growth on the previous year.

Hobart and Launceston airports

Hobart Airport recorded more than 2.9 million passengers during the 2025-26 year, up 3.4 per cent on the previous year, while Launceston Airport recorded 1.48 million passengers, up 3.5 per cent.

In June 2025, Hobart Airport completed a $120 million runway, taxiway and apron upgrade, delivering capability for wide body aircraft operations, and continues a $200 million terminal upgrade due for completion in 2027. Launceston Airport completed a $5 million upgrade to its freight apron and taxiway, supporting growth in the state's primary export markets.

In FY2025-2026, Tourism Tasmania delivered domestic and international access partnership activity that drove awareness of Tasmania's offerings, contributing to a projected 99,120 inbound passengers.

Hobart waterfront
© Stu Gibson



International flights

Connecting Tasmania to the world, whether directly or via a single stop, supports the visitor economy alongside trade, Antarctic and international education opportunities.

Air New Zealand

Air New Zealand's seasonal direct service between Auckland and Hobart operated from October 2025 to the end of March 2026. A record 11,000 travellers arrived in Tasmania aboard the service, representing an 11 per cent increase on the previous year. More than 80,000 passengers have travelled the route since services began in April 2021. The 2026-27 season commences in late October 2026.

Direct Asia flight

Tourism Tasmania continued to work with Hobart Airport toward securing a direct seasonal service to a key Asian hub, which would unlock further opportunities for trade, the visitor economy and Tasmanians more broadly.



CRUISE

Tasmania welcomed 101 cruise ships during the 2025-26 season, carrying more than 175,000 passengers and 77,000 crew, with an estimated economic contribution to the state of around $130 million a year.

Cruise travel disperses visitors and expenditure into regional areas through port calls in Hobart, Burnie and Port Arthur, with around 100 tourism operators directly contracted into cruise line shore tour programs.

Season highlights included eight maiden port calls, among them the Douglas Mawson, Aurora Expeditions' new 150-passenger luxury expedition ship, which completed a circumnavigation of Tasmania before its inaugural Antarctic sailing. Princess Cruises also delivered a partial turnaround in Hobart, with 400 passengers embarking and disembarking.

In FY2025-2026, Tourism Tasmania invested in cruise development activities, including targeted famils, industry briefings and workshops, and representation at the Seatrade global trade event, working in partnership with TasPorts and regional tourism organisations to grow the sector.

Technology and AI

The way travellers discover, plan and book travel is changing faster than at any point in the industry's history, with AI tools such as ChatGPT, Google's AI Overviews and Apple Intelligence increasingly becoming the first point of contact between a potential visitor and a destination.

In response, FY2025-2026 marked a landmark year for Tourism Tasmania's technology capability. The agency undertook a fundamental reset of how it invests in and manages technology, recruiting a Chief Technology and AI Officer in August 2025 to lead a newly established, dedicated Technology team, a significant investment in building this capability in-house for the first time.

This reset is repositioning Tourism Tasmania away from a vendor dependent, custom build model towards owned platforms, off the shelf tools and in-house capability, allowing the agency to remain agile in a fast changing environment and respond decisively to the AI-driven shift in travel discovery while the window to act remains open.

Under this new leadership, Tourism Tasmania progressed three interconnected workstreams during the year, rebuilding its industry-facing platform, the Tourism Hub; improving the Discover Tasmania consumer platform for AI-driven discovery; and laying the data and infrastructure foundations for a tourism operating system built to meet current and future needs.





SORA, Nonotak, Dark Park, Dark Mofo 2025
w© Jesse Hunniford

AI DISCOVERABILITY OF TASMANIAN TOURISM

During 2025-2026, Tourism Tasmania focused on improving the technical foundations of Discover Tasmania for AI discoverability, including content structure improvements and schema markup to establish key Tasmanian entities as well defined nodes in the broader web knowledge graph. These investments help ensure Tasmania's operators and experiences are shared accurately by AI discovery tools, increasing visibility to potential visitors.

Building on this, Tourism Tasmania has commenced work on a tourism knowledge graph, seeded from Australian Tourism Data Warehouse data and enriched with Tasmania specific content including seasonal patterns, event data and local knowledge unavailable from any national platform.

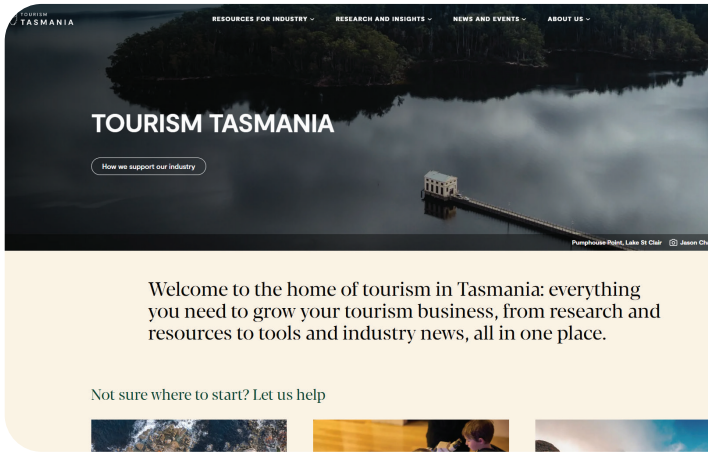
This structured, machine readable data asset underpins Tourism Tasmania's long term position in AI travel planning. This involves using an embedded business rules engine that allows the agency to apply strategic priorities, including regional dispersal, seasonal weighting and quality thresholds, at the point of data distribution, removing reliance on third party platforms to curate Tasmanian content.

Tourism Tasmania is also supporting industry to adapt to this shift, ensuring Tasmanian tourism operators remain visible and competitive as AI increasingly shapes how travellers discover and choose destinations.

NEW TOURISM TASMANIA WEBSITE AND TOURISM HUB

The new Tourism Tasmania corporate website launched in June 2026 to strengthen industry resource sharing and capability. The website was designed to help operators access business development resources, connect with Tourism Tasmania programs, and build capability to develop competitive visitor experiences.

Tourism Tasmania rebuilt its industry-facing platform, The Tourism Hub, supporting regular information sharing with industry, providing access to market insights, visitation data and a range of industry toolkits to help operators build capability and leverage Tourism Tasmania's campaigns.



DRIVING DEMAND
Marketing strategy overview

Tourism Tasmania's purpose is to connect travellers emotionally and culturally with the island, drive visitation and lead a sustainable visitor economy that delivers value for all Tasmanians.

Tourism Tasmania leads and activates the state's tourism brand by delivering marketing programs, campaigns and partnerships that generate awareness of Tasmania and convert it into demand, turning interest into bookings with airlines, travel agents and industry operators directly.

As a small state, Tasmania competes in a cluttered tourism advertising landscape dominated by larger states with bigger budgets. To win in this environment, marketing messages must cut through and be delivered in bold, creative ways so people think of Tasmania first when considering their next holiday. Research confirms this approach works, with brands using an emotive or interesting creative style generally more cost effective in paid media advertising than those taking a dull or safe approach.

This strategy continues to deliver results. The longstanding Come Down For Air and Off Season campaigns have successfully built strong and lasting connections with Australians and continue to inspire travellers to visit all corners of Tasmania. Since Come Down For Air launched in 2019, awareness of Tasmania as a destination has increased 11 percentage points, visitation is up 8 per cent and annual visitor spend is up 50.2 per cent.

Since the Off Season launched in 2021, the number of people who say Tasmania offers a winter experience with a difference has increased 10 per cent. Research from Kantar also shows Tasmania is second only to Queensland for total brand communication awareness among Australians and is seen as Australia's second most different destination behind the Northern Territory. Together, these results drive greater interest in the state's tourism offerings.

While individual campaigns can deliver short term results, Tourism Tasmania invests in long term brand building that delivers better returns for the state over time.

KPIS		
Metric	**Target**	**2025-26 average**
Demand Power	10.4	10.0
Value over volume	Total visitor spend $3.5 billion-plus	$3.77 billion
Smoothing seasonality	68% visitors outside summer	67%
Regional dispersal	70% nights outside Hobart	69%

© Tourism Australia

Brand campaigns

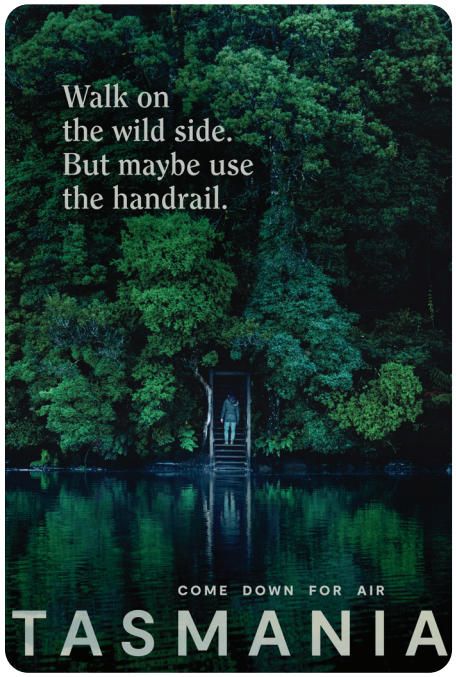
COME DOWN FOR AIR

Come Down For Air has anchored Tourism Tasmania's domestic awareness and consideration marketing since its launch in 2019, with the FY2025–2026 campaign marking its seventh iteration. Delivered from September 2025 to March 2026, the campaign invited mainland Australians to visit Tasmania and take a break from the pressures of everyday life, targeting high value traveller segments across New South Wales, Victoria, Queensland, South Australia and Western Australia.

It showcased Tasmania as a destination offering space, freedom and escape, with creative assets built around history and heritage, food and drink, experiences, wild nature and creativity. A multi-channel strategy spanning television, out-of-home and digital video was extended through the Discover Tasmania website, social media and eDM channels to ensure a consistent message across all consumer touchpoints.

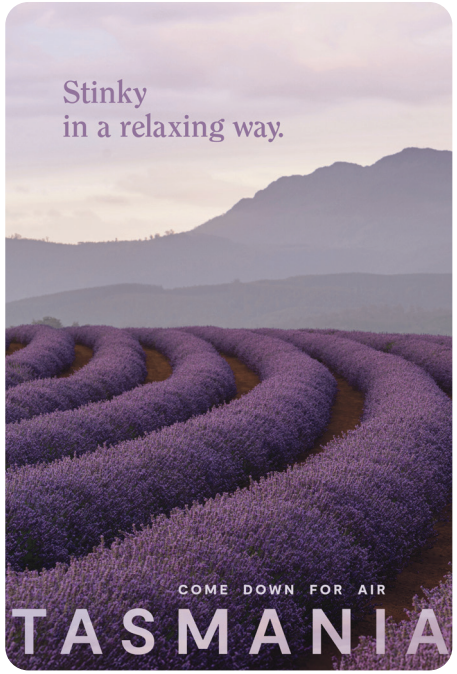
This year's iteration introduced more sophisticated audience targeting, building on the strong brand equity established through previous campaigns, and achieved a reach of 98 per cent of people aged 25–54 across Australia, excluding Tasmania.

External research continues to support the value of maintaining a consistent brand platform while strategically refreshing the creative execution to ensure cut-through. The next iteration of Come Down For Air will launch in market in November 2026.









OFF SEASON

The Off Season winter campaign returned for its sixth year in 2026, continuing the long-term strategy launched in 2021 to boost autumn and winter visitation and support industry operators through the quieter May–August period. Running from March to August 2026, the campaign encouraged Australians to 'Become a Winter Person' through television, out of home, digital, audio and cinema advertising across New South Wales, Victoria, Queensland, South Australia, Western Australia and Tasmania.

More than 500 industry offers and experiences were listed exclusively for the winter months on the Discover Tasmania website and app. The campaign included content partnerships with Broadsheet and The Design Files to reach art, design, food and travel audiences, alongside local partnerships with Lume, The Hobart + Launceston Magazine and Font Publishing encouraging Tasmanians to explore their own state. It was supported by a public relations program including a media launch event on the West Coast Wilderness Railway, a broadcast partnership with Channel 9's Today Show, and trade and access partnerships with Jetstar, Qantas, Virgin, Sharp Airlines, Expedia, Skyscanner, TripAdvisor, TasVacations and the Tassie Specialist Program.

The 2026 campaign builds on a record-breaking 2025 Off Season. Around 346,200 travellers came to Tasmania between May and August (up 2 per cent year-on-year), with visitor spend coming in at $718.2 million (down 5 per cent on the same period last year).




THE OFF SEASON MAY–AUG 2026
CUTER THE DEVIL YOU KNOW
TASMANIA
COME DOWN FOR AIR
THE OFF SEASON MAY–AUG 2026
RAISE A GLASS TO SOLSTICE NIGHT*
*Slowly.
AT NOIR NOIR
EXPLORE MORE
TASMANIA
COME DOWN FOR AIR
THE OFF SEASON MAY–AUG 2026
FEAST ON TRUFFLE TOASTIES*
*Fancy carbs don't count.
AT THE AGRARIAN KITCHEN
EXPLORE MORE
TASMANIA
COME DOWN FOR AIR
TASMANIA
COME DOWN FOR AIR

Public relations

Earned media plays a vital role in building credibility and reach for Tasmania as a destination, extending the state's story to audiences through trusted, independent voices across news, travel and lifestyle media.

Tourism Tasmania's global public relations program works to secure high value coverage and drive advocacy across priority domestic and international markets, complementing paid marketing activity and delivering strong returns on investment.

Across FY2025–2026, Tourism Tasmania's global public relations program delivered more than 9.27 billion in earned reach from 3,153 pieces of coverage, with 147 journalists and advocates hosted across 91 famils. The program achieved significant year on year growth in earned coverage reach across multiple priority markets, including Australia (+113 per cent), Singapore (+98.3 per cent), New Zealand (+78.5 per cent), the UK (+61 per cent) and the USA (+41.9 per cent).

The domestic program achieved a combined reach of 2.1 billion and hosted 91 Australian journalists across 52 media famils, with 95 per cent of famils supporting regional dispersal and 97 per cent featuring a positive impact experience. The program also delivered a sponsored episode of The Great Outdoors.

To support the Off Season, the program included a week of live weather crosses across five episodes of the Today Show, showcasing 22 Off Season operators and more than 25 offers and events from across Tasmania, reaching a total audience of 11.2 million.

Further supporting the Off Season, Tourism Tasmania delivered a national media launch along the West Coast Wilderness Railway, hosting 16 top tier media and four advocates, including leading news, travel and lifestyle outlets such as 7News, Traveller, Escape, The West Australian, Gourmet Traveller and Australian Traveller. The launch anchored four famils held before and after the event, involving 16 journalists, followed by an additional group famil with four journalists.

The international program achieved a combined reach of 7.18 billion, hosting 56 journalists and advocates across 39 famils, including top tier media such as Condé Nast Traveller, Forbes, Travel + Leisure, The Times, Wanderlust, The London Evening Standard, National Geographic Traveller, The Telegraph, The Straits Times and Tatler Asia.

Advocacy was also a key part of the international program, extending traditional earned media activity across priority markets. A major highlight was a 30 page double cover feature in the China edition of National Geographic Traveler, amplified by four Chinese key opinion leaders that generated 17 earned social posts, 13.5 million reach and 192,000 social engagements. Other






GOURMET TRAVELLER
ANNUAL RESTAURANT AWARDS
LEXUS

BAR OF THE YEAR

+81 AIZOME BAR

INSTITUT POLAIRE

GIGI

THE WINE BAR AT THE INTERNATIONAL

QLD
+81 AIZOME BAR, BRISBANE
Everyone seems to be heading to Japan, but at +81 Aizome Bar, Japan has come to Brisbane. The slick, indigo-blue space by designer Alexander Lotersztein nods to the intimate bars of Ginza. Take one of 10 seats and watch mixologist Tony Huang at work. He's known for co-creating new cocktails; complex drinks developed over five days and served like wine. You can opt for a tasting of all six, paired with a six-course menu that ends with an exceptional wagyu katsu sando. Every detail matters: even the ice is imported from Kanazawa – a vital element for the elegant, garnish-free cocktails.
In short: The art of izakawari.

VIC
GIGI, MELBOURNE
Serial restaurateurs Jason M Jones and Brahman Perera have made exuberantly designed, immersive dining experiences something of their trademark. No surprise, then, that their first stand-alone bar (opposite their heaving brasserie Entrecôte) sticks to the script with enthusiasm, humour and élan. Gigi is a flibbertigibbet of a bar, all ruched curtains and chandeliers, salon-hung art and velvet upholstery, but with plenty of substance to anchor the style. On-theme cocktails and a suitably solid Champagne list rub shoulders with excellent snacks (fried chicken sandwich), oysters and correctly handled French cheese, while late opening hours mean you never have to rush the nightcap.
In short: Flirtation Français.

TAS
INSTITUT POLAIRE, HOBART
It wouldn't be considered foolish to come to this cool-climate themed wine bar, decked out in ice-toned marble and leather, just for the seafood-forward food, but it's understood by those in the know that Institut Polaire is also the purveyor of one of Tasmania's premier Martinis. Emphatically chilled, served in a stainless-steel coupe and made with the owners' own Sidi Polaire gin, the Antarctic Dry Martini sets the tone for a scintillating collection of booze that includes other well-balanced versions of classic cocktails, excellent spirits, amaro and the elegant output from its wine label, Domaine Simha.
In short: Cool, in every sense of the word.

NSW
THE WINE BAR AT THE INTERNATIONAL, SYDNEY
The mood has been high at the smart end of town since Martin Place emerged from its Metro chrysalis. The International is a perfect fit, and while the entire three-tier hoopla hub sparkles hard, The Wine Bar shines brightest. Curated by formidable head sommelier Jacqueline Tumer, the fluid wine list champions interesting makers from near and far, including around 60 by the glass. Meanwhile, food has more than a walk-on role, from small plates to a strong pasta play and fab steak frites. Sharp, mid-century décor across the indoor-outdoor space compels you to dress nicely, as do next-level touches like having your Nebbiolo poured from a handmade Brian Hirst decanter.
In short: Main character energy.


COVER STORY 封面故事

塔斯马尼亚

自然生长

AUSTRALIA TASMANIA

highlights included a partnership with Hong Kong YouTuber Po Yan, and Tourism Tasmania's first targeted Indian advocacy famils in partnership with Tourism Australia, generating 3.5 million earned reach.

Tourism Tasmania worked closely with Tourism Australia during FY2025–2026 through its International Media Hosting Program, G'Day Stories international media program and One Voice media partnerships program.


TASMANIA

Ready to become a
WINTER PERSON?

Most of Australia treats winter as something to do through or escape. But what if there was a third option? A place to lean into the seasons and come alive in the cold. In Tasmania, snow dusts the peaks in wild places. The cultural calendar fills with festivals. And summer's fair-weather days give way to long nights by the fire.

If you've never considered yourself a 'winter person', visiting Tasmania in the Off Season (that's May to August) might just change your mind.

Snowdome, Festival of Voices. Credit: Phil Kim

Wild places
Does it snow in Tasmania? Does it ever. Snow caps the jagged dolerite edges of Cradle Mountain, blankets the Ben Lomond National Park plateau and regularly settles on Kunanyi / Mount Wellington in plain view of Hobart. While the snow comes and goes throughout the winter – you won't need a chairlift to find it.

Head out for a snowy stroll around the Dove Lake Circuit (6km, 2 to 3-hour) at Cradle Mountain–Lake St Clair National Park and you'll find wombats grazing amongst snow-covered buttongrass plains and an amphitheatre of snow-capped mountains. For a full-on snow immersion, head to Ben Lomond for snowman building and tobogganing.

Feeling cold? Warm up your bones at Cradle Mountain Sauna, or with fireside hot chocolates and s'mores at Ben Lomond Base (included in your snow play ticket).

Eclectic festivals
Winter is when Tasmania programs its biggest cultural moments, bringing its own light to the longer nights of winter.

Hobart's Dark Mofo (June each year) bathes the city in red light, art and fire, including the Winter Feast in Salamanca with more than 70 stallholders, Night Mass turning the CBD into a labyrinth of music and unexpected installations, and the Nude Solstice Swim welcoming 3000 punters for a bum-naked plunge into the River Derwent.

Light Up The West (19 to 28 June) brings similar solstice energy to the west coast towns of Strahan, Zeehan and Rosebery with light shows and community celebrations.

July brings **Festival of Voices (3 to 12 July)**, a 10-day singing celebration filling Hobart and regional venues. **Bicheno Beams (27 June to 25 July)** lights the east coast skyline nightly. **Devonport Jazz (23 to 26 July)** takes the north-west. **Tasmanian Whisky Week (1 to 9 August)**, **Beeker Street Festival (6 to 17 August)** for all things science and culture and the **Australian Antarctic Festival (20 to 23 August)** round things out.

Dark Mofo may be the headliner, but there's fun to be had all winter long.

Cosy moments
Just because it's cold, doesn't mean you have to be. No Tasmanian winter experience is complete without a crackling fire or some contrast therapy.

At Hastings Caves and Thermal Springs, 90min south of Hobart, you'll find a steaming, forest-fringed pool fed by mineral-rich spring water sitting at 28°C year-round.

Tasmania's sauna culture is alive and well; you'll find one in every corner of the state. For an enlivening experience, book into Kauna Nature Sauna and brace yourself for an invigorating dip in the sea.

If a glass of red by the fire is more your style, turn your sights to the Tamar Valley just north of Launceston. Be sure to check out Holm Oak, Evenfall and Westella Vineyard & Cellar, where you'll find pinot noir pouring and woodfires crackling all winter long.

Life's too short to hibernate. Start planning your winter holiday to Tasmania at DiscoverTasmania.com.au/off-season

West Coast
WIlderness Railway
© Tourism Australia

Partnerships and conversion program

TRADE PARTNERSHIPS

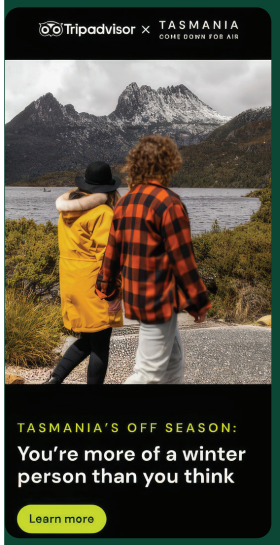
Tourism Tasmania's travel trade partnerships aim to increase holiday bookings by working with key distribution partners across domestic and international markets. In FY2025–2026, the program delivered 82,002 attributable visitors. Partners included Expedia, Tasmanian Vacations, trip.com, Trailfinders, Signature Travel Network, Skyscanner and House of Travel, among others.

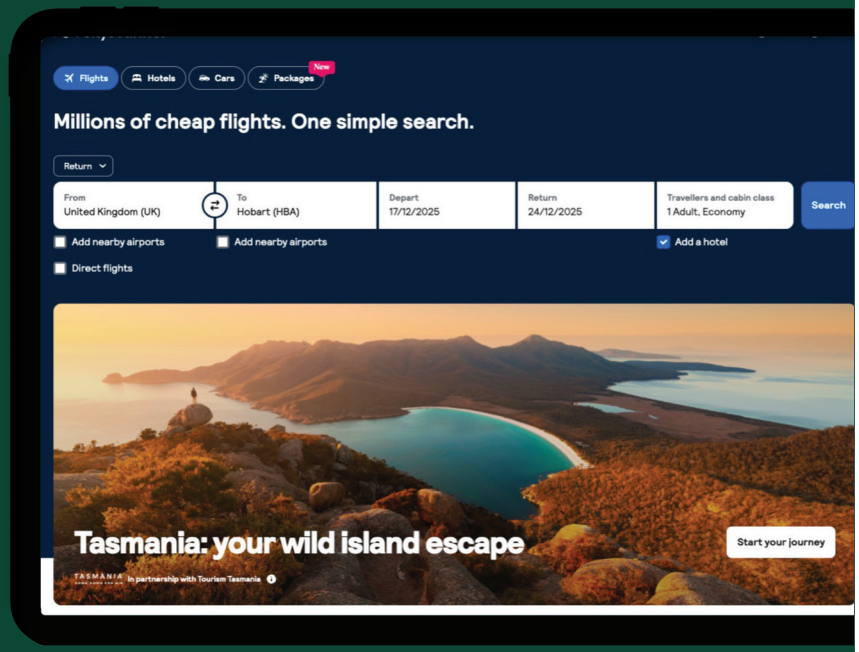
Tourism Tasmania also invested in training frontline travel sellers through the Tassie Specialist Program domestically and Tourism Australia's Aussie Specialist Program internationally, reaching 890 domestic and more than 7,400 global travel agents in FY2025–2026.

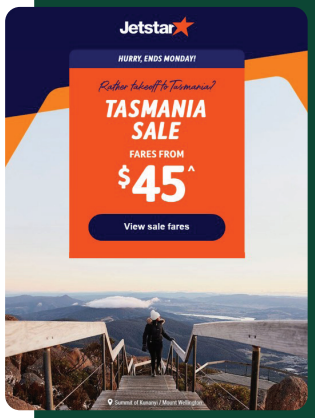
Tourism Tasmania led a delegation of 34 Tasmanian tourism operators at the Australian Tourism Exchange, hosting the Tasmania stand and holding more than 280 meetings with international tourism buyers, key travel trade partners, airlines and Tourism Australia's international teams.

AIRLINE PARTNERSHIPS

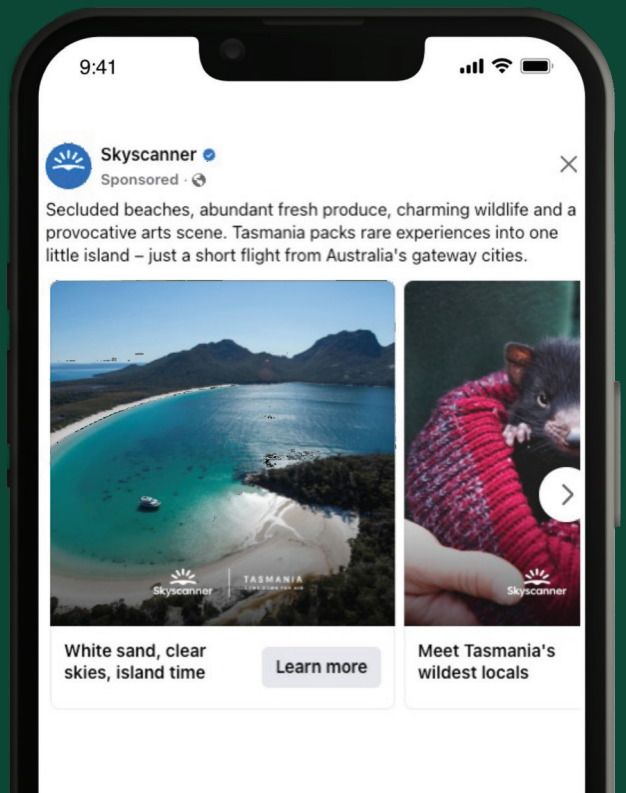
Driving holiday demand for Tasmania helped underpin the air access routes and connectivity enjoyed by visitors and locals alike. Tourism Tasmania's airline partnership program drove bookings through partner communication channels and paid media, taking a targeted approach to build year round demand, including through winter and shoulder seasons. During FY2025–2026, the program delivered 97,528 attributable visitors.











Content

Tourism Tasmania's content strategy builds awareness and consideration of Tasmania as a holiday destination by telling the brand and destination story in ways relevant to audience needs.

Content is delivered through partners and owned channels including the Discover Tasmania website, consumer newsletters and social media. Over the year, 37 new articles were published on the Discover Tasmania website, and 34 Discover Tasmania e-newsletters issued to our database of more than 100,000 potential travellers.

In addition to brand campaigns, Tourism Tasmania also invested in content development for the Tourism Tasmania Visual Library.



*Zero-click search: When a user enters a keyword or query into Google and is presented with an AI Overview or feature snippet providing all the information they require without the need for a click to the website source.

**Tasmania's competitors included Australia.com and Tasmania.com

[1] GA4 – Data exploration

[2] Mailchimp - Data exploration

[3] Google Search Console – Click data exploration

[4] Discover Tasmania - SEO Tracking 2026 – Dashboard

[5] Ai Generated Website Traffic - Dashboard

Digital experience

The digital experience program aims to inspire travellers, help them plan a trip, and encourage them to stay longer and travel into the regions.

Digital experiences are delivered through the agency's Discover Tasmania website, app and e-newsletter, alongside its social media programs. Across FY2025-2026, this work:

- → Delivered a combined 404,300 leads to industry[1] and 1.06 million eDM opens[2]
- → Minimised click through losses from Google Search to Discover Tasmania year on year, despite an increase in AI Overviews and zero-click search* consumer behaviour. There were 1.8 million clicks recorded in 2025-26, down approximately 16 per cent from 2.15 million clicks in 2024-25[3].
- → Contributed to a steady increase in the number of top 20 monitored keywords triggering Google AI Overviews, from 2,694 in July 2025 to 4,451 in June 2026. This maintained an average visibility of 31.4 per cent[4] (where Discover Tasmania was cited in the response) against key competitors** during 2025-26.
- → Maintained AI visibility in Chat GPT, Gemini, Claude and Perplexity, resulting in a stable source of referrals back to Discover Tasmania of highly engaged traffic in 2025-26[5].



Additionally, the Discover Tasmania app was downloaded 46,600 times in FY2025-2026, leading to 166,700 lifetime downloads since its January 2023 launch. The agency's social channels also experienced strong growth in FY2025-2026, with combined views across Instagram, Facebook and TikTok increasing 57 per cent year on year to 47.3 million, from 384 published posts (+14.6 per cent on last year). The social content strategy continued to leverage user generated content, while increasing original edits, creator content acquisition and bespoke in-house content to support the Come Down For Air and Off Season campaigns.

Tourism Tasmania also worked with select advocates and content creators to reach new audiences and build brand awareness, including an Instagram collaboration with UK pop star Sophie Ellis-Bextor and three domestic creator partnerships supporting the Off Season. Collaboration posts with Tourism Australia and local events further extended reach, awareness and engagement with new audiences.

International program

Tourism Tasmania's international strategy builds awareness and consideration of Tasmania's tourism offering and drives travel bookings through public relations, media partnerships and tactical trade activity, working closely with Tourism Australia across the key markets of New Zealand, Singapore, Mainland China, Hong Kong, the USA and UK, along with emerging markets including India.



In addition to international public relations activity that generated 7.18 billion in earned media reach, Tourism Tasmania delivered content led media partnerships across the USA, UK, Singapore and New Zealand, generating an additional 219 million in paid media reach. Partnerships with CNN, The Times, Wanderlust, The Straits Times, The Smart Local and New Zealand Herald maintained consistent awareness through priority media to support key conversion activity.

International marketing activity delivered 15,833 directly attributable visitors through tactical trade marketing partnerships, in addition to broader flow-on impacts for brand and bookings. Investment included:

- → In-market representation in the USA, UK, China (including Hong Kong), and Singapore
- → Tactical marketing campaigns with trade partners such as Trailfinders, Signature Travel Network, trip.com and House of Travel.
- → Participation in Tourism Australia hosted events including 2025 New Zealand Immersion Sessions, ILTM Asia Pacific Australia Stand, Tourism Australia Marketplace India and Marketplace China, and the Australian Tourism Exchange (ATE).

International Visitor Survey results for the year ending May 2026 showed international visitors spent $753.4 million in Tasmania, up 41 per cent year on year, with visitor numbers up 8 per cent to 270,600. Tasmania's international holiday visitor numbers were 96 per cent of 2019 levels, against a national average of 97 per cent.





Marketing our Regions

Across FY2025-2026, the Marketing our Regions program directed investment into activity that promoted Tasmania's regions, supported regional operators and extended the reach of the agency's marketing program through event support and responsive tactical activity.

This aligned with Tourism Tasmania's goals of regional distribution and boosting non-peak travel.

Events were a consistent and important feature of this work. Tourism Tasmania championed and leveraged events that brought visitors to the island and generated demand for regional communities.

In FY2025-2026, Tourism Tasmania leveraged major events across the program, with emphasis on early engagement with existing event audiences, activation to reach new audiences, and post-event retargeting to encourage repeat visitation. Sponsored events were contractually required to encourage dispersal by linking to the Discover Tasmania website and app, and tagging Tourism Tasmania's channels.

Key events leveraged during the year included:

- The Sydney to Hobart Yacht Race through an ongoing partnership with the Cruising Yacht Club of Australia.
- Red Bull Hardline at Maydena, extended through the Downtime Podcast and Global Mountain Bike Network content partnerships.
- Full page advertisements in the AFL Record for two Tasmania Devils VFL fixtures, including the club's debut on 21 March and its ANZAC Day match.

Other mass participation events leveraged throughout the program included the National Rowing Championships, National Hockey Championships, Hobart International, Dark Mofo, Beaker Street, and Festival of Voices.

Alongside events, Tourism Tasmania partnered with Tasmanian chef Massimo Mele for the second season of his Chef's Garden series, which aired on Network 10 in October 2025 and SBS Food in April 2026 with a focus on Tasmanian produce. Tourism Tasmania also brought the Gourmet Traveller Restaurant Awards to Tasmania for the first time in its 45-year history, with the event held in Hobart in August 2025.

Editorial partnerships were also part of the program, with features in Caravanning Australia and Our Australia magazines.

ENABLING PROGRAM
Engagement and industry program

A core strategic focus for Tourism Tasmania is building and enabling Tasmania's tourism operators, providing leadership across the industry to strengthen its capability, resilience and long term success.

Tourism Tasmania worked closely with the Tourism Industry Council Tasmania, Hospitality Tasmania and the four regional tourism organisations to deliver comprehensive industry engagement, information and support. This helped operators access support to grow their business and actively built operators' capability to participate in and leverage marketing campaigns such as Come Down For Air and the Off Season.

In 2025-2026, Tourism Tasmania delivered a series of industry engagement activities across the state. These included:

MASTERCLASSES

Three statewide masterclass events covering Messaging and Markets, Digital Tools and Data Intelligence, and the 2026 Off Season equipped nearly 700 operators with practical tools to align their businesses with Tourism Tasmania's marketing activity. The 18 sessions were held in Strahan, Queenstown, Devonport, Burnie, Launceston, St Helens, Bicheno, Hobart and online.

INDUSTRY UPDATE EVENTS

Four industry update sessions, covering current industry trends, strategy and marketing progress, and guidance on leveraging AI as a business tool, were attended by around 400 operators in Launceston, Burnie, St Helens, Hobart and online.



South West National Park
© Matty Eaton











WEBINARS

Tourism Tasmania delivered a series of industry webinars during 2025-2026, including a US market update with Tourism Australia, an International Program update on market mix, performance and strategy, and a three part AI webinar series led by the agency's Chief Technology and AI Officer, offering practical guidance on leveraging AI tools in tourism businesses.

INDUSTRY ROUNDTABLES

In response to global and regional issues, Tourism Tasmania convened roundtable discussions with key stakeholders and industry representatives to share information and discuss key risks, including leading industry communications on global fuel concerns.

TOURISM HUB

The Tourism Hub, rebuilt and relaunched in June 2026 as part of the agency's technology transformation, gave industry a central source of market insights, visitation data and toolkits throughout the year.

Our Commitment to Tasmania's Aboriginal/Palawa people

Tourism Tasmania continues its commitment to ensuring Tasmania's Aboriginal community feels culturally safe and welcome when engaging with the agency.



ECHO - East Coast Harvest Odyssey
© Ros Wharton

Our Commitment to Tasmania's Aboriginal people sets out how Tourism Tasmania will consult with and support Aboriginal communities to share their stories and culture, represent Tasmania's history respectfully and truthfully, promote Aboriginal tourism experiences, and share its industry knowledge to support community aspirations.

In FY2025-2026, Tourism Tasmania worked with Tasmanian Aboriginal owned consultancy mina nina to commence rolling out its cultural safety proficiency pathway, Palawa Muylatina Paliti Tapilti. The first phase of this work, Patrula Pama, or First Fire, involved mina nina beginning a cultural safety health check report on the agency's current cultural practices, including establishing an agency wide cultural safety baseline and creating resources to build staff knowledge. Staff engaged with the program through discussions, cultural workshops and yarning circles.

Tourism Tasmania also launched an Honouring Country guide in FY2025-26, providing staff and industry with culturally appropriate resources to support respectful Welcome to Country and Acknowledgement of Country processes. A language guide to support cultural respect for the palawa kani language, terminology and definitions is also in development.

More than 90 per cent of staff completed Cultural Awareness Training through Tourism Tasmania's partnership with mina nina during the year.

Tourism Tasmania also worked closely with Tourism Australia to promote the inclusion of Wukalina Walk on the east coast in the Discover Aboriginal Experiences program and held a photo and video shoot at the Tiagarra Cultural Centre in Devonport to capture content for the agency's Visual Library and Content program.





PEOPLE AND TRANSFORMATION PROGRAM
Our people

Tourism Tasmania's success depends on its people, with the agency investing in its people program during FY2025-2026.

The program focused on building a more efficient, skilled, engaged and resilient workforce through a period of change, spanning an agency wide roles and responsibilities review, a new learning and development program, and a broader agency transformation program. Employee engagement remained a priority with a focus on evolving to more modern ways of working, including the adoption of AI in the workplace and enablement for Tourism Tasmania's people to do their best work using fit for purpose processes, tools and systems.

The agency underwent a functional and structural realignment, with the Executive Leadership Team composition modified to streamline functions in line with delivery to the Corporate Plan. Team consultations, role responsibility reviews and scope standardisation supported the transition to realigned team structures, with further smaller scale modifications anticipated to align with broader Machinery of Government considerations.

Tourism Tasmania's existing values were built out to a more fulsome values and behaviours framework, *"How We Show Up"*, providing a shared language for the agency's internal brand identity across the employee lifecycle. This was complemented by workplace behaviours training addressing the importance of appropriate behaviours and psychosocial safety in the workplace.

Tourism Tasmania acted on what its people said through the annual Employee Engagement Survey, which achieved an 80 per cent participation rate and 72 per cent engagement score. A multi-stream action plan was developed and delivered across the focus areas of systems and process uplifts, fit-for-purpose resourcing, stronger 'whole of agency' teamwork and the implementation of performance and feedback culture, providing a strong starting point for continued improvement. This was supported by a new and centralised Learning and Development Program, which provided individual learning plans to all staff based on both the current skills gaps and the future skills needs. Highlights included resilience in change training, the Dancing with the Devils leadership program, data visualisation and storytelling training, AI foundations sessions, and Learning and Experience days.



Palawa Kipli,
kipli takara tours
© Samuel Shelley



Passionately Connected



Fearlessly Forward Thinking



Authentically Human



Quietly Pursuing Extraordinary

Workplace safety, health and wellbeing

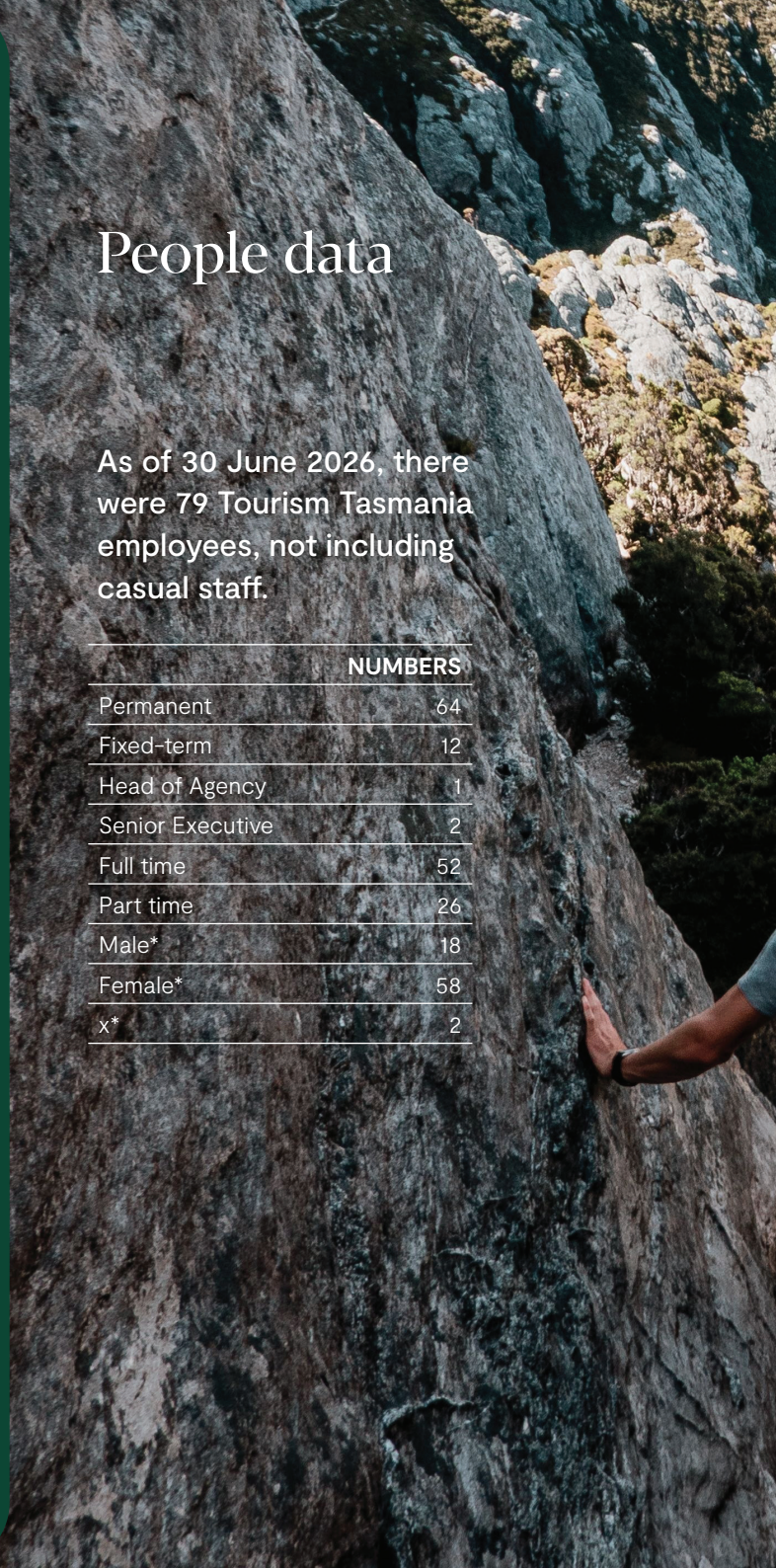
The safety of the agency's people, partners, stakeholders and the community remained a top priority throughout the year.

Work health, safety and wellbeing is a priority for Tourism Tasmania, with a continuous focus on ensuring that streamlined and effective systems, processes, tools and education are in place to assess risks, prevent hazards and provide adequate controls as required. Foundational compliance training in line with updated legislation and a refresh of the incident reporting process strengthened awareness of the importance of workplace safety, with workplace health and safety training completion reaching 90 per cent of staff across the year.

Tourism Tasmania continued to support its people with workplace flexibility as a practical way to help staff balance work and life, while maintaining strong performance and team connection.

Following consultation, the agency refreshed its Flexible Work policy and procedures to better support flexible working to meet the needs of the agency cohort and to clarify expectations.

Investment in wellbeing included a successful onsite Employee Assistance Program counselling pilot, and an expanded employee wellness program with regular lunchtime practitioner led sessions (covering the importance of prioritising both physical and mental health). Tourism Tasmania also kept a close watch on its physical office environment, undertaking ergonomic assessments, electrical tagging and regular safety walks to ensure the elimination of tripping or falling hazards. The agency also offered annual flu vaccinations as a simple but proactive way to support wellbeing.

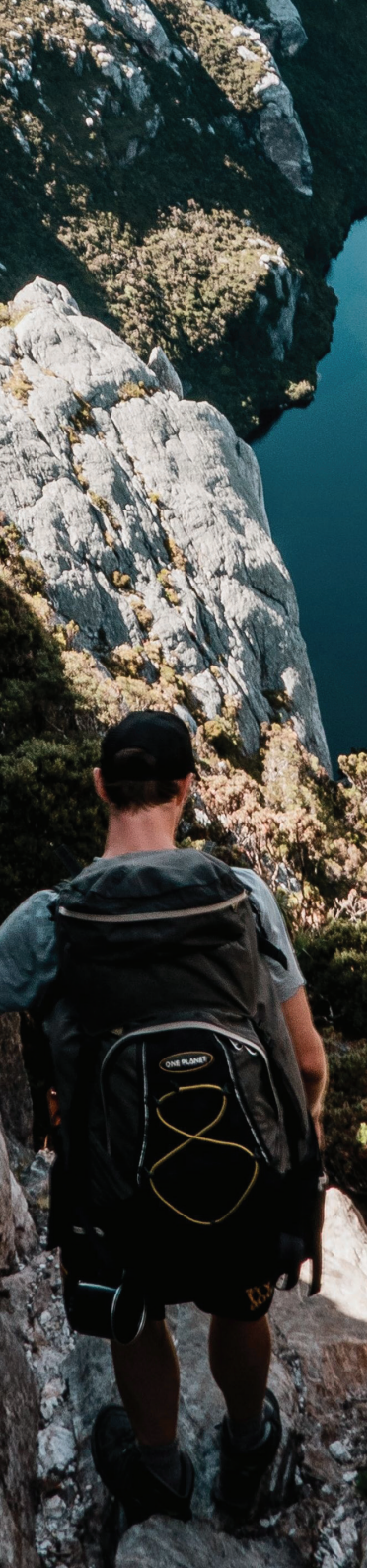


Walking in the Western Arthur Range © Matty Eaton

People data

As of 30 June 2026, there were 79 Tourism Tasmania employees, not including casual staff.

	NUMBERS
Permanent	64
Fixed-term	12
Head of Agency	1
Senior Executive	2
Full time	52
Part time	26
Male*	18
Female*	58
x*	2



OPERATING RESPONSIBLY
Environmental sustainability

Tourism Tasmania continued to embed sustainability into its operations during FY2025-2026, formalising this commitment in July 2025 through the Positive Impact Plan 2025-2028, built around three focus areas:

- → Taking Care of Business
- → Taking the Lead
- → Taking Sustainable Travel Seriously

The plan brings together principles and actions already woven into the way Tourism Tasmania works and sets out where the agency wants to focus and grow its impact.

FY2025-2026 was a year of consolidation and implementation. Rather than introducing new measures, Tourism Tasmania maintained and embedded the sustainability practices already in place. These included:

- → Embedding ESG criteria in major procurement
- → Prioritising eco friendly office supplies and consumables
- → Operating an office specific waste segregation and management plan
- → Prioritising a hybrid electric agency fleet vehicle, and continuing to prioritise low emission options for rental vehicles and other ground transport



- → Recycling retired technology to support local schools

Tourism Tasmania is transitioning its carbon emissions reporting to align with whole of government reporting software that will expand its measurement capability, including Scope 3 emissions for the first time. The agency's 2025-26 carbon emissions reporting, and recalibrated figures from 2022-23 forward, will be reported in the FY2026-2027 annual report.

Tourism Tasmania's most recent verified figure was 4,311.72 tonnes of CO2 equivalent (t CO2 e) for FY2024-2025. More detailed and accurate reporting under the new platform will help the agency better understand where it can reduce emissions, with a continued focus on building this understanding to inform decisions that minimise its footprint over time.

Integrating digital platforms

Tourism Tasmania is a data driven destination marketing organisation that collects and interprets tourism data from consumers and industry sources.

The agency is dedicated to best practice, privacy-focused secure digital environments, which enable effective and ethically responsible use of data to inform its marketing program.

Additionally, the agency shares visitor research and insights with government and industry to support and inform planning, decision making, policy, and investment within the sector.

Tourism Tasmania also has a strong data governance framework and acts in accordance with all relevant legislation and regulations including Australian Privacy Principles and the *Tasmanian Personal Information Protection Act 2004*.



Mona Library - Phrontisterion
© Lola Hubner



Data and technology

Tourism Tasmania continues to work in close partnership with Building Tasmania and Digital Strategy and Services on cyber risk mitigation and privacy compliance.

The agency has formalised its technology function to drive leadership and accountability across enterprise systems, data governance, cybersecurity, and digital enablement.

In FY2025-2026, Tourism Tasmania committed to increasing artificial intelligence capability across its internal operations, industry support and consumer-facing platforms. In January 2026, the agency introduced Claude as its enterprise AI platform, becoming one of the first Tasmanian Government agencies to do so at scale, aiming to improve efficiencies and reduce manual processing through automation, workflows and analytics across core business processes.

Within five months, 97 per cent of staff had used the platform across 13 teams, well ahead of industry benchmarks that typically show comparable enterprise AI deployments taking 12 to 18 months to reach this level of activation. Work that previously required more time and resources is now being completed within normal business hours by existing staff.



Alongside this platform work, Tourism Tasmania progressed a deliberate reduction in website vendor dependency, building in-house technical capability within its newly structured Technology and AI team. This helped consolidate platforms to Tourism Tasmania owned or off the shelf solutions. The agency also renegotiated contract arrangements with key digital agency partners to redirect efficiencies towards program delivery and industry-facing activities.

Hobart city by night from Kunanyi / Mt Wellington
© Tourism Tasmania & Robert Todd Photography

STATUTORY INFORMATION

Tourism Tasmania Board of Directors – attendance at meetings

A total of six board meetings were held in 2025-26.

BOARD MEMBER	MEETINGS ATTENDED	MEETINGS ELIGIBLE TO ATTEND	NOTES
Grant O'Brien, Chair	6	6	
Shane O'Hare, Non-Executive Director	6	6	
Rod Cuthbert, Non-Executive Director	5	6	
Clint Walker, Non-Executive Director	1	1	Clint Walker term as TICT nominee member of the Board expired 3 September.
Penny Rafferty, Non-Executive Director	6	6	
Carolyn Miller, Non-Executive Director	6	6	
Sarah Kingston Clark, Board Memberr and Chief Executive Officer	6	6	
Daniel Leesong, Non-Executive Director*	5*	5*	Daniel Leesong attended 25 August meeting as an observer, prior to his appointment on 4 September.

Audit and Risk Committee (ARC)

The primary role of the Audit and Risk Committee (ARC) is to assist the Board and CEO of Tourism Tasmania in fulfilling their statutory, fiduciary, and regulatory responsibilities, providing oversight of financial reporting, risk management, internal controls, compliance and audit functions.

The committee comprises three to five members, a majority of whom must be Directors of the Tourism Tasmania Board. For the 2025-26 reporting period, the Committee comprised of four members.

Tourism Tasmania's Chief Executive Officer, Chief Business Officer and Head of Commercial attend ARC meetings, along with other agency representatives, internal auditors, and Audit Tasmania representatives, where appropriate.

ARC MEMBER	ARC MEETINGS ATTENDED	MEETINGS ELIGIBLE TO ATTEND
Shane O'Hare (Chair)	5	5
Nick Burrows - independent member	1	1
Leigh Franklin - independent member	4	4
Carolyn Miller	4	5
Clint Walker	1	1
Daniel Leesong	3	4

Risk management

Tourism Tasmania maintains a risk management framework aligned with best practice governance standards, developed by the Commercial team and governed by the Audit and Risk Committee and the Board. In FY2025-2026, the agency undertook a review of the framework, re-assessing individual risks and the agency's broader risk environment, and updating risk maps and ratings accordingly.

Key areas of focus within the agency's risk environment continue to be data and information security, spanning cyber security, data governance and privacy, and the responsible use of emerging technologies, such as generative AI. The agency continues to focus on its people and safety program, including undertaking work to enhance psychosocial safety through staff education and compliance training, alongside a broader 'closing the gaps' initiative to strengthen work health and safety maturity. Ongoing work in these areas will continue to be delivered through FY2026–2027.

Strategic Asset Management

Tourism Tasmania's approach to strategic asset management is set out in its Strategic Asset Management Plan (SAMP). Within this, the agency's current focus is on maintaining and modernising its digital platforms and marketing technology to support the visitor economy.

A key milestone in FY2025–2026 was the launch of the agency's corporate focussed website in June 2026, providing improved access to campaign toolkits, brand assets, visitor data and market insights for new and emerging operators. This website, the 'Tourism Hub', complements Discover Tasmania, the agency's consumer-facing website. Tourism Tasmania continues to rationalise and modernise the agency's broader marketing technology environment to ensure digital assets and channels remain fit for purpose and sustainable.

Right to information

Tourism Tasmania responds to request for information in accordance with the Right to Information Act 2009. The Act allows members of the public the right to access information held by the government and its agencies, with the exception of information deemed by the Act to be exempt. In 2025-26 there were no requests for information from Tourism Tasmania.

Public interest disclosures

The purpose of the Public Interest Disclosures Act 2002 (the Act) is to encourage and facilitate the making of disclosures about improper conduct of public officers or public bodies.

The agency is committed to the aims and objectives of the Act. It does not tolerate improper conduct or detrimental action by the agency or its members, officers or employees. The procedures for reporting disclosures are available at www.tourismtasmania.com.au.

The agency did not receive any disclosures either directly or indirectly referred via the Ombudsman in the year to 30 June 2026.

Government procurement

Tourism Tasmania's contracting program considers value for money at both the procurement approval stage and then again at the contract negotiation stage, determining how value for money will be assessed and assured for each individual contract. Factors considered include price, experience, services, availability, market competition and comparative rates.

Representation agencies based in key international priority markets grow awareness, preference and conversion to travel for Tasmania. They deliver timely and in-language trade engagement; tactical partnerships; in-market events and training activities; market specific social media platforms; and public relations outreach and management.

The following tables detail all contracts awarded and procurement processes undertaken in 2025-26.

PARTICIPATION BY TASMANIAN BUSINESSES - CONTRACTS $50,000 OR MORE (ex GST)

Total number of contracts awarded	46*
Number of contracts awarded to Tasmanian businesses	11
Total value of contracts awarded • Excluding extensions • Including extensions	$5,713,175.44 (excluding extensions) $7,325,535.37 (including extensions)
Value of contracts awarded to Tasmanian businesses	$899,722.96
Number of tenders called	1
Number of tender bids received	7
Number of tender bids received from Tasmanian businesses	2

PARTICIPATION BY TASMANIAN BUSINESSES - CONTRACTS LESS THAN $50,000 (exc. GST)

Total number of contracts awarded	113
Number of contracts awarded to Tasmanian businesses	60
Value of contracts awarded	$1,217,749.26
Value of contracts awarded to Tasmanian businesses	$501,885.05

CONSULTANCY CONTRACTS OVER $50,000 (ex GST)

Total number of contracts awarded 3

CONTRACTOR	DESCRIPTION	PERIOD	$ VALUE	APPROVALS	TAS BUSINESS
The Trustee for Nova Economics Trust	Review of potential data providers	01/08/2025 - 30/06/2026	$50,000		No
The Trustee for Nova Economics Trust	Value of Tourism to Tasmania – Economic Modelling	17/11/2025 - 30/04/2026	$50,000		No
Pacific Aviation Consulting Pty Ltd	Weekly Capacity Reporting	01/07/2025 - 01/07/2027	$67,080		No

*Tourism Tasmania prioritises Tasmanian providers wherever possible. However, many of its larger contracts are cooperative marketing agreements with travel trade, aviation and access partners that operate in-market overseas or serve the national market from interstate, reflecting the agency's role in attracting interstate and international visitors.

Contracts and tenders

The following tables provide detailed information on contracts awarded by Tourism Tasmania with a value of $50,000 or more in 2025-26:

CONTRACTOR	DESCRIPTION	PERIOD	$ VALUE	APPROVALS	TAS BUSINESS
AFAR LLC trading as AFAR MEDIA (USA)	Co-operative Marketing Campaign	28/05/2026-31/10/2026	$110,000	PP-2	No
AirDNA – AirBNB Data and Analytics	Data subscription services	30/06/2026 - 30/06/2028	$56,000		No
Australian Trade and Investment Commission / AUSTRADE	Research Services	01/07/2025 - 30/06/2026	$130,442.73	PP-2	No
Anthropic, PBC, Inc.	Software licence	01/12/2025 - 09/11/2026	$80,000		No
Australian Tourism Export Council Limited	Sponsorship Agreement	11/06/2026 - 31/12/2026	$115,000	PP-2, FC-10, C-1	No
B.D. Pettingill & M Rolls	Content production	24/03/2026 - 30/12/2026	$55,240		No
EGL Tours Company Limited	Co-operative Marketing Campaign	25/11/2025 - 31/05/2026	$71,500		No
Expertise Events Pty Ltd	Event management	06/05/2026 - 30/05/2026	$114,169.63	PP-2	No
Gartner Australasia Pty Ltd	Technology subscription services	*Redacted -C-1*	$121,000	PP-2, C-1	No
Hays Specialist Recruitment (Australia) Pty Ltd	Technology Services	06/10/2025 - 31/12/2025	$73,750		Yes
Hays Specialist Recruitment (Australia) Pty Ltd	Marketing Services	25/11/2025 - 02/04/2026	$53,000		Yes
Hays Specialist Recruitment (Australia) Pty Ltd	Campaign Services	16/10/2025 - 16/07/2026	$84,391.36		Yes
Hays Specialist Recruitment (Australia) Pty Ltd	Project Management Services	12/02/2026 - 05/06/2026	$77,000		Yes
Hays Specialist Recruitment (Australia) Pty Ltd	Analyst Services	02/10/2025 - 30/09/2026	$71,236.01		Yes

CONTRACTOR	DESCRIPTION	PERIOD	$ VALUE	APPROVALS	TAS BUSINESS
Hays Specialist Recruitment (Australia) Pty Ltd	Solutions Architect Services	13/04/2026 - 30/10/2026	$86,345.59		Yes
Hotels Combined Pty Ltd	Co-Operative Marketing Campaign	27/08/2025 - 20/11/2025	$50,000		No
House of Travel	Co-Operative Marketing Campaign	03/11/2025 - 31/10/2026	$100,000	PP-2	No
Intrepid Travel Pty Ltd	Co-Operative Marketing Campaign	15/06/2026 - 01/12/2026	$97,000		No
Jetstar Airways Pty Ltd	Co-Operative Marketing Campaign	16/09/2025 - 03/11/2025	$100,000	PP-2	No
Jetstar Airways Pty Ltd	Co-Operative Marketing Campaign	19/02/2026 - 04/05/2026	$100,000	PP-2	No
Levo Digital Pty Ltd	Technology Services	19/01/2026 - 30/04/2026	$146,260	PP-2	No
Miramar Travel Limited	Co-Operative Marketing Campaign	28/10/2025 - 01/07/2026	$80,000		No
Mission Pro Marketing Limited	Co-Operative Marketing Campaign	01/09/2025 - 28/02/2026	$80,000		No
Qantas Airways Limited	Co-operative Marketing Campaign	30/03/2026 - 05/04/2026	$100,000	C-1, PP-2	Yes
Qantas Airways Limited	Co-operative Marketing Campaign	01/07/2025 - 31/08/2026	$70,000		Yes

CONTRACTOR	DESCRIPTION	PERIOD	$ VALUE	APPROVALS	TAS BUSINESS
Roy Morgan Research Pty Ltd	Tasmanian Visitor Survey	01/04/2026 - 30/09/2028	$997,949.25		No
Shanghai World Traveller Media Ltd	Co-operative Marketing Campaign	01/08/2025 - 28/02/2026	$100,000	PP-2	No
Sharp Aviation Pty Ltd	Co-operative Marketing Campaign	01/09/2025 - 31/07/2026	$64,000		Yes
Skyscanner Private Limited	Co-operative Marketing Campaign	23/12/2025 - 30/06/2027	$200,000	PP-2	No
SPV Australia Pty Ltd	Content Production	01/04/2026 - 30/09/2027	$100,000		No
Tas. Vacations Pty Ltd	Co-Operative Marketing Campaign	25/10/2025 - 31/10/2026	$170,000	PP-2	Yes
Toffee Studios Pty Ltd	Content Production	15/05/2026-01/03/2027	$68,000		No
Tourism Australia	Co-operative Marketing Campaign	26/04/2026 - 30/07/2026	$99,000		No
Tourism Australia	Co-operative Marketing Campaign	16/04/2026 - 10/08/2026	$50,140.39		No
Tourism Australia	Co-operative Marketing Campaign	31/10/2025 - 30/06/2026	$50,000		No
Tourism Australia	Co-Operative Marketing Campaign	28/08/2025 - 21/08/2026	$84,705.51		No
Tourism Australia	Co-operative Marketing Campaign	27/11/2025 - 31/03/2026	$75,353		No
Tourism Australia	Co-operative Marketing Campaign	01/07/2025 - 30/06/2026	$137,291.97	PP-2	No

CONTRACTOR	DESCRIPTION	PERIOD	$ VALUE	APPROVALS	TAS BUSINESS
Trailfinders Limited	Co-operative Marketing Campaign	04/09/2025 - 31/08/2026	$102,000	PP-2	No
Travelscape LLC	Co-Operative Marketing Campaign	18/12/2025 - 31/10/2026	$288,000	PP-2, PF-2	No
Trip.com Travel Singapore Pte. Ltd.	Co-Operative Marketing Campaign	20/03/2026 - 31/08/2026	$240,000	PP-2, PF-2	No
Tripadvisor Singapore Private Limited	Co-Operative Marketing Campaign	01/04/2026 - 12/07/2026	$80,000		No
TT-Line Company Pty Ltd	Co-operative Marketing Campaign	01/06/2026-30/08/2026	$50,000		Yes
Tuniu Corporation	Co-Operative Marketing Campaign	29/01/2026 - 31/12/2026	$120,000	PP-2	No
Virgin Australia Airlines Pty Ltd	Co-operative Marketing Campaign	03/06/2026 - 13/07/2026	$200,000	PP2, C-1	No
WIRE Representation Limited	In-Market Representation – United Kingdom	22/02/2026 - 30/07/2027	$214,400		No

TOURISM TASMANIA FINANCIAL STATEMENTS

FOR THE YEAR ENDED 30 JUNE 2026

– 49 STATEMENT OF CERTIFICATION

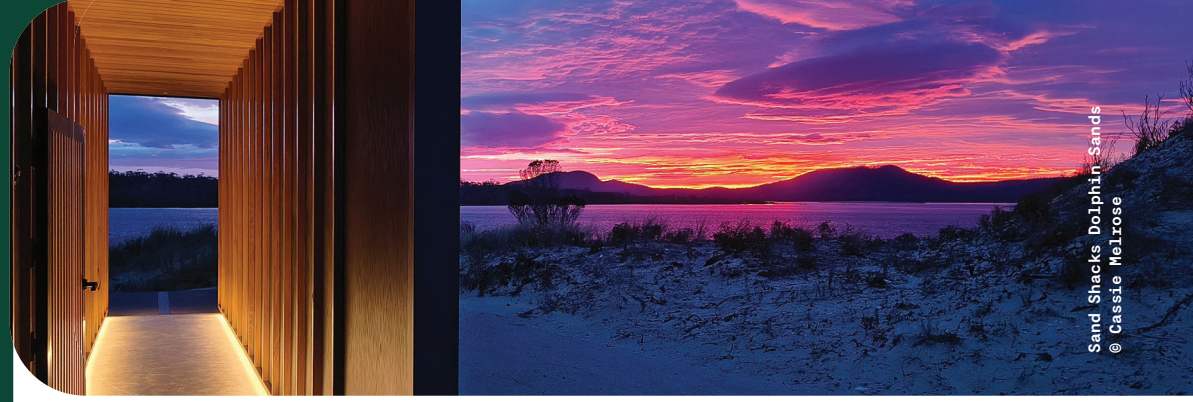
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Sand Shacks Dolphin Sands
© Cassie Melrose

STATEMENT OF CERTIFICATION

The accompanying Financial Statements of Tourism Tasmania are in agreement with the relevant accounts and records and have been prepared in compliance with the Treasurer's Instructions issued under the provisions of the Financial Management Act 2016 and Part 7 of the Tourism Tasmania Act 1996 to present fairly the financial transactions for the year ended 30 June 2025 and the financial position as at the end of the year.

At the date of signing we were not aware of any circumstances which would render the particulars included in the Financial Statements misleading or inaccurate.

Sarah Kingston Clark
CHIEF EXECUTIVE OFFICER
23 September 2026

Grant O'Brien
CHAIR OF THE BOARD
23 September 2026

Statement of Comprehensive Income

FOR THE YEAR ENDED 30 JUNE 2026

	Notes	2026 Budget $'000	2026 Actual $'000	2025 Actual $'000
Income from continuing operations				
Revenue from Government				
Appropriation revenue – operating	3.1	39,125	39,125	40,678
Recoveries	3.2	2,168	1,653	1,550
Total revenue from continuing operations		**41,293**	**40,778**	**42,228**
Net gain/(loss) on financial instruments and statutory receivables/payables	4.1	...	...	1
Total income from continuing operations		**41,293**	**40,778**	**42,229**
Expenses from continuing operations				
Employee benefits	5.1	10,259	11,214	10,559
Depreciation and amortisation	5.2	672	585	580
Supplies and consumables	5.3	4,653	5,023	4,416
Grants and subsidies	5.4	2,188	1,447	2,920
Advertising and promotion	5.5	23,452	22,804	24,000
Other expenses	5.6	150	309	94
Total expenses from continuing operations		**41,374**	**41,382**	**42,569**
Net result from continuing operations		**(81)**	**(604)**	**(340)**
Net result		**(81)**	**(604)**	**(340)**
Comprehensive result		**(81)**	**(604)**	**(340)**

This Statement of Comprehensive Income should be read in conjunction with the accompanying notes and explanation of material variances in note 2.1.

Budget information refers to original estimates and has not been subject to audit.

Statement of Financial Position

AS AT 30 JUNE 2026

	Notes	2026 Budget $'000	2026 Actual $'000	2025 Actual $'000
Assets				
Financial assets				
Cash and cash equivalents	9.1	1	(542)	(195)
Receivables	6.1	158	673	325
Non-financial assets				
Property, Plant & Equipment	6.2	86	157	139
Intangibles	6.3	1,151	1,050	1,653
Other assets	6.4	700	914	634
Total assets		**2,096**	**2,252**	**2,556**
Liabilities				
Payables	7.1	25	185	106
Employee benefits	7.2	1,755	1,996	1,765
Other liabilities	7.3	17	21	31
Total liabilities		**1,797**	**2,202**	**1,902**
Net assets (liabilities)		**299**	**50**	**654**
Equity				
Accumulated funds/(deficit)		299	50	654
Total equity (deficit)		**299**	**50**	**654**

This Statement of Financial Position should be read in conjunction with the accompanying notes and explanation of material variances in note 2.2.

Budget information refers to original estimates and has not been subject to audit.

Statement of Cash Flows

FOR THE YEAR ENDED 30 JUNE 2026

	Notes	2026 Budget $'000	2026 Actual $'000	2025 Actual $'000
		Inflows (Outflows)	Inflows (Outflows)	Inflows (Outflows)
Cash flows from operating activities				
Cash inflows				
Appropriation receipts - operating	3.1	39,125	39,125	40,678
GST receipts		196	2,168	2,643
Other cash receipts		2,168	1,653	1,553
Total cash inflows		**41,489**	**42,946**	**44,874**
Cash outflows				
Employee benefits		(10,500)	(10,983)	(10,336)
Supplies and consumables		(4,653)	(4,931)	(4,597)
Grants and subsidies		(2,188)	(1,447)	(2,920)
GST payments		...	(2,516)	(2,757)
Advertising and promotion		(23,452)	(22,725)	(23,919))
Other cash payments		(150)	(319)	(79)
Total cash outflows		**(40,943)**	**(42,921)**	**(44,608)**
Net cash from (used by) operating activities	9.2	**546**	**25**	**266**
Cash flows from investing activities				
Cash outflows				
Payments for acquisition of non-financial assets		(350)	(372)	(379)
Total cash outflows		**(350)**	**(372)**	**(379)**
Net cash from (used by) investing activities		**(350)**	**(372)**	**(379)**
Net increase (decrease) in cash held and cash equivalents		**196**	**(347)**	**(113)**
Cash and deposits at the beginning of the reporting period		**(195)**	**(195)**	**(82)**
Cash and deposits at the end of the reporting period	9.1	**1**	**(542)**	**(195)**

This Statement of Cash Flows should be read in conjunction with the accompanying notes and explanation of material variances in note 2.3.

Budget information refers to original estimates and has not been subject to audit.

Statement of Changes in Equity

FOR THE YEAR ENDED 30 JUNE 2026

	Accumulated funds (deficit) $'000	Total Equity (deficit) $'000
Balance as at 1 July 2025	**654**	**654**
Total comprehensive result	(604)	(604)
Balance as at 30 June 2026	**50**	**50**

	Accumulated funds (deficit) $'000	Total Equity (deficit) $'000
Balance as at 1 July 2024	**994**	**994**
Total comprehensive result	(340)	(340)
Balance as at 30 June 2025	**654**	**654**

This Statement of Changes in Equity should be read in conjunction with the accompanying notes.

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FOR THE YEAR ENDED 30 JUNE 2026

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Note 1

TOURISM TASMANIA OUTPUT SCHEDULE

1.1 OUTPUT GROUP INFORMATION

Tourism Tasmania's role is to create demand for travel to the State by connecting people culturally and emotionally to Tasmania through domestic and international marketing programs that lead and activate the Tasmanian brand and grow economic and social value.

The summary of budgeted and actual revenues and expenses for this Output are the same as in the Statement of Comprehensive Income. Therefore, the inclusion of a separate Output Schedule is not necessary.

Explanations of material variances between budget and actual outcomes are provided in Note 2 below. A reconciliation of the net result of the Output Group to the net result on the Statement of Comprehensive Income is not necessary as Tourism Tasmania only has one output group. For the same reason there is no separate reconciliation between the net assets deployed for the Output Group to net assets on the Statement of Financial Position.

Note 2

EXPLANATIONS OF MATERIAL VARIANCES BETWEEN BUDGET AND ACTUAL OUTCOMES

Tourism Tasmania has a focused Annual Operating Budget (AOB) that is overseen by a Board of Directors with the funding aligned to projects and performance is monitored against that budget. This differentiates from the Budget information disclosed in the 2025-26 Budget Papers. Variances are considered material where the variance exceeds the greater of 10 per cent of Budget estimate and $200 000.

2.1 STATEMENT OF COMPREHENSIVE INCOME

	Note	Budget $'000	2026 Actual $'000	Budget Variance $'000	Budget Variance %
Recoveries	(a)	2,168	1,653	(515)	(24%)
Grants and subsidies	(b)	2,188	1,447	(741)	(34%)

NOTES TO STATEMENT OF COMPREHENSIVE INCOME VARIANCES

(a) Variance primarily reflects reduction in reimbursements from the Department of State Growth (Building Tasmania), for fixed term activities associated with the 2030 Visitor Economy Strategy.

(b) Variance is as a result of the fifth instalment for grant deeds for the regional tourism organisations, originally budgeted in 2025–26 and paid in 2024-25 ($0.749 million). Refer to note 5.4 for further detail on actual year on year variance.

2.2 STATEMENT OF FINANCIAL POSITION

Budget estimates for the 2025-26 Statement of Financial Position were compiled prior to the completion of the actual outcomes for 2024-25. As a result, the actual variance from the Original Budget estimate will be impacted by the difference between estimated and actual opening balances for 2025-26. The following variance analysis therefore includes major changes between 30 June 2025 and 30 June 2026 actual balances.

	Note	Budget $'000	2026 Actual $'000	2025 Actual $'000	Budget Variance $'000	Budget Variance %
Cash and deposits	(a)	1	(542)	(195)	(543)	(347)
Receivables	(b)	158	673	325	515	348
Other assets	(c)	700	914	634	214	280
Employee benefits	(d)	1,755	1,996	1,765	241	231
Intangibles	(e)	1,151	1,050	1,653	(101)	(603)

NOTES TO STATEMENT OF COMPREHENSIVE INCOME VARIANCES

(a) The overdrawn cash balance predominately reflects the year end GST refund receivable.

(b) The variation primarily relates to the GST refund receivable.

(c) Variation is due to the timing of annual contract payments, subscriptions and software licenses.

(d) Variation is due to a combination of increased wages expense and the accrual of wages from the last past period 2025-26 paid on 1st July 2026 (13 days pay).

(e) Variance primarily reflects annual amortisation, system development expenditure not eligible for capitalisation partially offset by new additions.

2.3 STATEMENT OF CASH FLOWS

	Note	Budget $'000	2026 Actual $'000	Budget Variance $'000	Actual Variance %
GST receipts	(a)	196	2,168	1,972	1,006%
GST payments	(b)	...	(2,516)	(2,516)	100%
Other cash receipts	(c)	2,168	1,653	(515)	(24%)
Grants and subsidies	(d)	(2,188)	(1,447)	741	(34%)

NOTES TO STATEMENT OF CASH FLOWS VARIANCES

(a) and (b) Due to their variability, the GST receipt has the budget figure.

(c) Variance primarily reflects reduction in reimbursements from the Department of State Growth (Building Tasmania), for fixed term activities associated with the 2030 Visitor Economy Strategy.

(d) Variance is as a result of the fifth instalment for grant deeds for the regional tourism organisations, originally budgeted in 2025–26 and paid in 2024-25 ($0.749 million). Refer to note 5.4 for further detail on actual year on year variance.

2.4 UNDERLYING NET RESULT

Non-operational capital funding is the income from continuing operations relating to funding for capital projects. This funding is classified as revenue from continuing operations and included in the Net result from continuing operations. However, the corresponding capital expenditure is not included in the calculation of the Net result from continuing operations. Accordingly, the Net result from continuing operations will portray a position that is better than the true underlying financial result.

For this reason, the Net result from continuing operations is adjusted to remove the effects of funding for capital projects.

Tourism Tasmania has not recognised any non-operational capital funding or other one-off transactions relating to funding for capital projects. Accordingly, the Underlying net result from continuing operations does not differ from the Net result from containing operations reported in the Statement of Comprehensive Income.



Sand Shacks Dolphin Sands
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Note 3

INCOME FROM TRANSACTIONS

Income is recognised in the Statement of Comprehensive Income when an increase in future economic benefits related to an increase in an asset or a decrease of a liability has arisen that can be measured reliably.

Income is recognised in accordance with the requirements of *AASB 15 Revenue from Contracts with Customers* or *AASB 1058 Income of Not-for-Profit Entities,* dependent on whether there is a contract with a customer defined by AASB 15.

3.1 REVENUE FROM GOVERNMENT

Appropriations, whether operating or capital, are recognised as revenues in the period in which Tourism Tasmania gains control of the appropriated funds as they do not contain enforceable and sufficiently specific obligations as defined by AASB 15. Except for any amounts identified as carried forward in Note 3.1, control arises in the period of appropriation.

Revenue from Government includes revenue from appropriations, unexpended appropriations rolled over under section 23 of the *Financial Management Act 2016* and Items Reserved by Law.

Section 23 of the Financial Management Act allows for an unexpended appropriation at the end of the financial year, as determined by the Treasurer, to be issued and applied from the Public Account in the following financial year. The amount determined by the Treasurer must not exceed five per cent of an Agency's appropriation for the financial year.

	2026 Actual $'000	2025 Actual $'000
Continuing Operations		
Appropriation revenue – operating		
Current year	39,125	40,678
Total revenue from Government	**39,125**	**40,678**

3.2 RECOVERIES

Recoveries are received from a range of government and industry partners on a funding and/or reimbursement basis.

	2026 $'000	2025 $'000
Aviation and Access	200	204
Grants and Subsidies	354	354
Visitor Economy[1]	1,016	416
Marketing activities[1]	47	575
Other recoveries	36	1
Total Recoveries	**1,653**	**1,550**

[1]The increase in funding for Visitor Economy and decrease in Marketing activities reflects funding received from the Department of State Growth (Building Tasmania), for fixed term activities associated with the 2030 Visitor Economy Strategy.

Note 4

NET GAINS/(LOSSES)

4.1 NET GAIN/(LOSS) ON FINANCIAL INSTRUMENTS AND STATUTORY RECEIVABLES/ PAYABLES

Financial assets are assessed at each reporting date to determine whether there is any objective evidence that there are any financial assets that are impaired. A financial asset is considered to be impaired if objective evidence indicates that one or more events have had a negative effect on the estimated future cash flows of that asset.

KEY JUDGEMENT

An impairment loss using the expected credit loss method for all trade debtors uses a lifetime expected loss allowance. The expected loss rates are based upon historical observed loss rates that are adjusted to reflect forward looking macroeconomic factors.

	2026 $'000	2025 $'000
Impairment reversals/(losses) of:		
Receivables	...	1
Total net gain/(loss) on financial instruments	**...**	**1**

Note 5

EXPENSES FROM TRANSACTIONS

Expenses are recognised in the Statement of Comprehensive Income when a decrease in future economic benefits related to a decrease in an asset or an increase of a liability has arisen that can be measured reliably.

5.1 EMPLOYEE BENEFITS

Employee Benefits include, where applicable, entitlements to wages and salaries, annual leave, sick leave, long service leave, superannuation and any other post-employment benefits.

(A) EMPLOYEE EXPENSES

	2026 $'000	2025 $'000
Wages and salaries	8,413	7,776
Annual leave	603	705
Long service leave	98	66
Sick leave	251	262
Superannuation – defined benefit scheme	205	207
Superannuation – contribution schemes	1,162	1,035
Other post-employment benefits	315	196
Other employee expenses	167	312
Total[1]	**11,214**	**10,559**

Superannuation expenses relating to defined benefit schemes relate to payments into the Public Account. The amount of the payment is based on a department contribution rate determined by the Treasurer, on the advice of the State Actuary. The current department contribution is 12.95 per cent (2024-25: 12.95 per cent) of salary.

Superannuation expenses relating to defined contribution schemes are paid directly to superannuation funds at a rate of 12 per cent (2024-25: 11.5 per cent) of salary. In addition, departments are also required to pay into the Consolidated Fund a "gap" payment equivalent to 3.45 per cent (2024-25: 3.45 per cent) of salary in respect of employees who are members of contribution schemes.

[1] The increase in employee expenses of $655,000 is primarily due to higher wages and salaries reflecting wages agreement increases, additional salary cost for staff on paid parental leave or leave of absence.

(B) REMUNERATION OF KEY MANAGEMENT PERSONNEL

	Short-term benefits		Long-term benefits			
2026	Salary	Other Benefits	Super-annuation	Other Benefits & Long-Service Leave	Termination benefits	Total
	$'000	$'000	$'000	$'000	$'000	$'000
Key management personnel						
Board Members						
Grant O'Brien, Chairperson	52	...	6	...	...	58
Carolyn Miller	29	...	4	...	...	33
Shane O'Hare	29	...	4	...	...	33
Penelope Rafferty	29	...	4	...	...	33
Rodney Cuthbert	29	...	4	...	...	33
Clint Walker (until 3/9/25)	7	...	1	...	...	8
Daniel Leesong (from 4/9/25)	24	...	3	...	...	27
Management personnel						
Sarah Kingston Clark, CEO[1]	380	39	46	7	...	472
Mark Jones, Chief Operating Officer (until 13/3/26)[2]	134	12	16	(8)	...	154
Lindene Cleary, Chief Marketing Officer	275	27	33	9	...	344
Stephen Farquer, Director Aviation & Access Development (until 13/3/26)[2]	134	10	16	4	...	164
Edwina Morris, Director Industry, Government and Communication (until 13/3/26)[2]	104	36	18	5	...	163
Anne Greentree, Director Visitor Economy Strategy[3]	181	11	23	4	...	219
Anne Harvey, Director People and Transformation	149	47	22	1	...	219
Jen Robb, Chief Technology and AI Officer (from 4/8/25)	170	9	20	...	...	199
Alastair Macleod, Chief Business Officer (30/3/26 to 19/6/26)[2]	45	5	6	...	3	59
Acting key management personnel						
Management personnel						
Lindene Cleary, Chief Executive Officer (2/8/2025 to 9/8/2025)	5	1	1	...	...	7
Anne Greentree, Chief Executive Officer (22/11/2025 to 2/12/2025)	5	3	1	...	...	9
Anne Harvey, Chief Business Officer (from 22/6/2026)	4	2	1	...	...	7
Total	**1,785**	**202**	**229**	**22**	**3**	**2,241**

[1] Sarah Kingston Clark, CEO is also a Board Director as provided by section 8, part 3 of the *Tourism Tasmania Act 1996*. Sarah Kingston Clark was formerly reported as Sarah Clark in the comparative period due to a legal name change.
[2] Changes in management personnel in March 2026 reflect an internal restructure.
[3] Remuneration for Anne Greentree for Director Visitor Economy Strategy includes remuneration for additional duties undertaken for the role of Acting Director Industry, Government and Communication from 15/12/2025 to 30/1/2026.

(B) REMUNERATION OF KEY MANAGEMENT PERSONNEL

	Short-term benefits		Long-term benefits			
2025	Salary	Other Benefits	Super-annuation	Other Benefits & Long-Service Leave	Termination benefits	Total
	$'000	$'000	$'000	$'000	$'000	$'000
Key management personnel						
Board Members						
Grant O'Brien, Chairperson	52	...	6	...	...	58
Carolyn Miller	29	...	3	...	...	32
Shane O'Hare	29	...	3	...	...	32
Rodney Cuthbert	29	...	3	...	...	32
Clint Walker	29	...	3	...	...	32
Penelope Rafferty	29	...	3	...	...	32
Management personnel						
Sarah Clark, CEO[1]	353	42	41	4	...	440
Mark Jones, Chief Operating Officer	185	6	21	(2)	...	210
Lindene Cleary, Chief Marketing Officer	271	32	31	13	...	347
Stephen Farquer, Director Aviation & Access Development	185	(4)	21	3	...	205
Edwina Morris, Director, Office of the CEO	180	13	21	20	...	234
Anne Greentree, Director Visitor Economy Strategy	185	11	21	5	...	222
Claire Boyle, Head of People and Culture (to 21//4/25)	118	...	14	...	...	132
Anne Harvey, Head of People and Culture (from 5/5/25)	19	2	2	...	...	23
Acting key management personnel						
Management personnel						
Vanessa Pinto, Chief Executive Officer (1/7/24 to 25/10/24)	98	(16)	11	(6)	...	87
Total	**1,791**	**86**	**204**	**37**	**...**	**2,118**

[1] Sarah Clark, CEO is also a Board Director as provided by section 8, part 3 of the *Tourism Tasmania Act 1996*. Sarah Clark is reported as Sarah Kingston Clark in the current period financial statements following a legal name change.

Key management personnel are those persons having authority and responsibility for planning, directing and controlling the activities of Tourism Tasmania, directly or indirectly.

Remuneration during 2025-26 for key personnel is set by the *State Service Act 2000*. Remuneration and other terms of employment are specified in employment contracts. Short-term benefits include motor vehicle and car parking fringe benefits in addition to annual leave and any other short-term benefits. Long-term employee expenses include long service leave, superannuation obligations and termination payments.

Acting Arrangements

When members of key management personnel are unable to fulfil their duties, consideration is given to appointing other members of senior staff to their position during their period of absence. Individuals are considered members of key management personnel when acting arrangements are for more than a period of one month.

(C) RELATED PARTY TRANSACTIONS

*AASB 124 Related Party Disclosures r*equires related party disclosures to ensure that the financial statements contain disclosures necessary to draw attention to the possibility that Tourism Tasmania financial results may have been affected by the existence of related parties and by transactions with such parties.

This note is not intended to disclose conflicts of interest for which there are appropriate governance procedures in place. Noting where conflicts are disclosed, robust internal governance controls exist to ensure decisions regarding contracting and subsequent contract management discussions exclude those with a declared interest.

The extent of information disclosed about related party transactions and balances is subject to the application of professional judgement by Tourism Tasmania. It is important to understand that the disclosures included in this note will vary depending on factors such as the nature of the transactions, the relationships between the parties to the transaction and the materiality of each transaction. Those transactions which are not materially significant by their nature, impact or value, in relation to the Tourism Tasmania normal activities, are not included in this note.

The aggregate value of related party transactions and outstanding balances (if any) is as follows:

	2026 Aggregate value of transactions $'000	30 June 2026 Total Amount Outstanding or Committed $'000
Purchase of services[1]	410	63
Payment of grants[2]	1,237	400
Total	**1,647**	**463**

[1] Purchase of services made to Australian Tourism Data Warehouse Pty Ltd (ATDW) for services, license fees and industry support services ($0.390 million). Tourism Tasmania is a shareholder of ATDW, refer to note 12.11. Management personnel Lindene Cleary is a Board member and Mark Jones is the independent Chair of the Risk, Audit and Finance Committee. Purchase of services made to Tasmania Football Club for participation in a leadership development program ($0.018 million). Grant O'Brien is Chair of the Tasmania Football Club.

[2] Grant payments ($0.2 million) made to the Tourism Industry Council of Tasmania (TICT). Board member Daniel Leesong is a Board Member of TICT.

Grant payments ($1.037 million) made to four Regional Tourism Organisations. A condition of the RTO grant deed is Tourism Tasmania have representation on each RTO Board to provide governance oversight and strategic alignment of tourism development and marketing initiatives. Management personnel Lindene Cleary, Anne Greentree, Edwina Morris and Mark Jones each sit as a member on one of the RTO Boards.

5.2 DEPRECIATION AND AMORTISATION

All applicable Non-financial assets having a limited useful life are systematically depreciated over their useful lives in a manner which reflects the consumption of their service potential.

The depreciable amount of improvements to or on leasehold is allocated progressively over the estimated useful lives of the improvements or the unexpired period of the lease, whichever is the shorter. The unexpired period of a lease includes any option period where exercise of the option is reasonably certain.

Leasehold improvements 10 years

Depreciation is provided for on a straight-line basis using rates which are reviewed annually. The major depreciation period is:

Plant and equipment 3-25 years

All intangible assets having a limited useful life are systematically amortised over their useful lives reflecting the pattern in which the asset's future economic benefits are expected to be consumed by Tourism Tasmania. The major amortisation period is:

Software 5 years

(A) DEPRECIATION

	2026 $'000	2025 $'000
Plant and equipment	26	28
Total	**26**	**28**

(B) AMORTISATION

	2026 $'000	2025 $'000
Intangibles	530	502
Leasehold Improvements	29	50
Total	**559**	**552**
Total depreciation and amortisation	**585**	**580**

5.3 SUPPLIES AND CONSUMABLES

Supplies and consumables are recognised when it is probable that the consumption or loss of future economic benefits resulting in a reduction in assets and/or an increase in liabilities has occurred and the consumption or loss of future economic benefits can be measured reliably. Supplies and consumables include marketing related expenses of $1.495 million in 2025-26 and $1.441 million in 2024-25.

	2026 $'000	2025 $'000
Audit fees - financial audit	30	28
Audit fees - internal audit	30	108
Office accommodation and vehicles rental[1]	542	458
Consultants	1	7
Contracted services	1,194	899
Corporate overhead fee	903	903
Property expenses[2]	68	134
Maintenance	8	9
Communications	32	27
Information technology	1,484	1,241
Travel and transport	478	450
Other supplies and consumables	253	151
Total[3]	**5,023**	**4,416**

[1] Variance in Office accommodation and vehicles rental predominantly relates to an annual increase in rental lease costs.

[2] Variance in property expenses is due to the reclassification of TRMF insurance (Workers Compensation) to Other expenses in 2025-26.

[3] The increase in supplies and consumables predominantly relates to increased investment for forward technology, data and AI strategy.

5.4 GRANTS AND SUBSIDIES

Grant and subsidies expenditure is recognised to the extent that:

— the services required to be performed by the grantee have been performed; or

— the grant eligibility criteria have been satisfied.

A liability is recorded when Tourism Tasmania has a binding agreement to make the grants but services have not been performed or criteria satisfied. Where grant monies are paid in advance of performance or eligibility, a prepayment is recognised.

	2026 $'000	2025 $'000
Regional Tourism Organisations support (RTO's)[1]	1,037	2,373
Contribution to Tasmanian Visitor Information Network (TVIN)[2]	210	311
Contribution to Tourism Industry Council Tasmania (TICT)	200	230
Drysdale Accessible Tourism	...	6
Total	**1,447**	**2,920**

[1] The variance relates to the timing of RTO grant instalment payments across three financial years 2023-24 ($0.852 million), 2024-25 ($2.373 million) and 2025-26 ($1.037 million).

[2] Variance relates to reduction in annual grant funding for Tasmanian Travel Information Centre and Launceston Tourism Information Centre.

5.5 ADVERTISING AND PROMOTION

Advertising and promotion are recognised as expenses when a decrease in future economic benefits related to a decrease in assets or an increase in a liability has arisen that can be measured reliably.

	2026 $'000	2025 $'000
On-line advertising	2,930	3,152
Social media advertising	938	877
Media advertising	5,449	6,380
Broadcast video on demand	716	844
Cinema advertising	102	596
Campaign production	1,319	1,972
Content partnerships	927	486
Co-operative/partnership marketing	3,142	3,717
Industry trade promotions	630	550
Experience Program expenses	1,028	698
Other advertising/promotional expenses	553	421
Contracted Services – Marketing	4,886	4,098
Non-staff travel expenses	184	209
Total	**22,804**	**24,000**

Total Direct Marketing spend by Tourism Tasmania in 2025-26 was $24.299 million and includes supplies and consumables ($1.495 million).

5.6 OTHER EXPENSES

Other expenses are recognised when it is probable that the consumption or loss of future economic benefits resulting in a reduction in assets and/or an increase in liabilities has occurred and the consumption or loss of future economic benefits can be measured reliably.

	2026 $'000	2025 $'000
Salary on-costs - Workers Compensation[1]	88	2
Training seminars and conferences	204	73
Workplace health, safety and wellbeing	5	10
Other	12	7
Total	**309**	**94**

[1] Increase in Salary on-costs - Workers Compensation reflects the reclassification of TFMF insurance (Workers Compensation) from Property expenses previously in Supplies and Consumables in 2024-25. Refer to note 5.3.

Note 6

ASSETS

Assets are recognised in the Statement of Financial Position when it is probable that future economic benefits will flow to Tourism Tasmania and the asset has a cost or value that can be measured reliably.

6.1 RECEIVABLES

Receivables are initially recognised at fair value plus any directly attributable transaction costs. Trade receivables that do not contain a significant financing component are measured at the transaction price.

Receivables are held with the objective to collect the contractual cash flows and are subsequently measured at amortised cost using the effective interest method. Any subsequent changes are recognised in the net result for the year when impaired, derecognised or through the amortisation process. An allowance for expected credit losses is recognised for all debt financial assets not held at fair value through profit and loss. The expected credit loss is based on the difference between the contractual cash flows and the cash flows that the entity expects to receive, discounted at the original effective interest rate.

For trade receivables, a simplified approach in calculating expected credit losses is applied, with a loss allowance based on lifetime expected credit losses recognised at each reporting date. Tourism Tasmania has established a provision matrix based on its historical credit loss experience for trade receivables, adjusted for forward-looking factors specific to the receivable.

	2026 $'000	2025 $'000
Receivables	673	325
Less: Provision for impairment	...	...
Total	**673**	**325**
Sale of goods and services (inclusive of GST)	...	...
Tax assets	673	325
Total	**673**	**325**
Settled within 12 months	673	325
Settled in more than 12 months	...	...
Total	**673**	**325**

There were no credit losses in either 2025 or 2026.

6.2 PROPERTY, PLANT AND EQUIPMENT

(i) VALUATION BASIS

Physical assets are recorded at historic cost less accumulated depreciation and accumulated impairment losses.

Cost includes expenditure that is directly attributable to the acquisition of the asset. The costs of self-constructed assets includes the cost of materials and direct labour, any other costs directly attributable to bringing the asset to a working condition for its intended use, and the costs of dismantling and removing the items and restoring the site on which they are located. Purchased software that is integral to the functionality of the related equipment is capitalised as part of that equipment.

When parts of an item of plant and equipment have different useful lives, they are accounted for as separate items (major components).

(ii) SUBSEQUENT COSTS

The cost of replacing part of an item of plant and equipment is recognised in the carrying amount of the item if it is probable that the future economic benefits embodied within the part will flow to Tourism Tasmania and its costs can be measured reliably. The carrying amount of the replaced part is derecognised. The costs of day-to-day servicing of plant and equipment are recognised in profit or loss as incurred.

(iii) ASSET RECOGNITION THRESHOLD

The asset capitalisation threshold adopted by Tourism Tasmania is $10 000 for all assets. Assets valued at less than $10 000 are charged to the Statement of Comprehensive Income in the year of purchase (other than where they form part of a group of similar items which are material in total).

LEASEHOLD IMPROVEMENTS

(A) CARRYING AMOUNT

	2026 $'000	2025 $'000
Leasehold improvements		
At cost	502	503
Less: Accumulated amortisation	(471)	(443)
Total leasehold improvements	**31**	**60**
Plant and equipment		
At cost	221	177
Less: Accumulated amortisation	(124)	(98)
Total plant and equipment	**97**	**79**
Work in progress (at cost)		
Leasehold improvements at cost	29	...
Plant and equipment	...	...
Total Work in Progress	**29**	**...**
Total property, plant and equipment	**157**	**139**

(B) RECONCILIATION OF CHANGES

	2026 $'000	2025 $'000
Leasehold improvements		
Carrying amount at 1 July	60	110
Additions	...	...
Disposals	...	...
Amortisation expense	(29)	(50)
Carrying amount as at 30 June	**31**	**60**
Plant and equipment		
Carrying amount at 1 July	79	94
Transfers from Work in progress	...	14
Additions	44	...
Disposals	...	(16)
Depreciation expense	(26)	(13)
Carrying amount as at 30 June	**97**	**79**
Work in progress (at cost)		
Carrying amount at 1 July	...	14
Additions	29	...
Transfers to Plant and Equipment	...	(14)
Carrying amount as at 30 June	**29**	**...**
Total property, plant and equipment	**157**	**139**

6.3 INTANGIBLES

An intangible asset is recognised where:

— it is probable that an expected future benefit attributable to the asset will flow to Tourism Tasmania; and

— the cost of the asset can be reliably measured.

Intangible assets held by Tourism Tasmania are valued at cost less any subsequent accumulated amortisation and any subsequent accumulated impairment losses where an active market exists. Where no active market exists, intangibles are valued at cost less any accumulated amortisation and any accumulated impairment losses.

(A) CARRYING AMOUNT

	2026 $'000	2025 $'000
Intangibles with a finite useful life		
Software at cost	2,937	2,636
Less Accumulated amortisation	(1,887)	(1,357)
	1,050	**1,280**
Work in progress (at cost)	...	373
Total	**1,050**	**1,653**

(B) RECONCILIATION OF CHANGES

	2026 $'000	2025 $'000
Carrying amount at 1 July	**1,653**	**1,775**
Additions	300	379
Systems development expenditure not eligible for capitalisation	(372)	...
Amortisation expense	(531)	(501)
Carrying amount as at 30 June	**1,050**	**1,653**

6.4 OTHER ASSETS

Other assets are recognised in the Statement of Financial Position when it is probable that future economic benefits will flow to Tourism Tasmania and the asset has a cost or value that can be measured reliably.

	2026 $'000	2025 $'000
Other assets		
Prepayments	914	634
Total	**914**	**634**
Utilised within 12 months	886	634
Utilised in more than 12 months	28	...
Total	**914**	**634**

Note 7

LIABILITIES

Liabilities are recognised in the Statement of Financial Position when it is probable that an outflow of resources embodying economic benefits will result from the settlement of a present obligation and the amount at which the settlement will take place can be measured reliably.

7.1 PAYABLES

Payables, including goods received and services incurred but not yet invoiced, are recognised at amortised cost, which due to the short settlement period, equates to face value, when Tourism Tasmania becomes obliged to make future payments as a result of a purchase of assets or services.

	2026 $'000	2025 $'000
Creditors	126	99
Accrued expenses	59	7
Total	**185**	**106**
Settled within 12 months	185	106
Settled in more than 12 months	...	...
Total	**185**	**106**

Settlement is usually made within 30 days.

7.2 EMPLOYEE BENEFIT LIABILITIES

Liabilities for wages and salaries and annual leave are recognised when an employee becomes entitled to receive a benefit. Those liabilities expected to be realised within 12 months are measured as the amount expected to be paid. Other employee entitlements are measured as the present value of the benefit at 30 June, where the impact of discounting is material, and at the amount expected to be paid if discounting is not material.

A liability for long service leave is recognised and is measured as the present value of expected future payments to be made in respect of services provided by employees up to the reporting date.

	2026 $'000	2025 $'000
Accrued salaries	639	515
Annual leave	696	629
Long service leave	661	621
Total	**1,996**	**1,765**
Expected to settle within 12 months	1,079	1,057
Expected to settle in more than 12 months	917	708
Total	**1,996**	**1,765**

7.3 OTHER LIABILITIES

Other liabilities are recognised in the Statement of Financial Position when it is probable that an outflow of resources embodying economic benefits will result from the settlement of a present obligation and the amount at which the settlement will take place can be measured reliably.

	2026 $'000	2025 $'000
Other liabilities		
Employee benefits – on-costs	21	31
Total	**21**	**31**
Expected to settle wholly within 12 months	21	31
Expected to settle wholly after 12 months	...	...
Total	**21**	**31**

Note 8

COMMITMENTS AND CONTINGENCIES

8.1 SCHEDULE OF COMMITMENTS

Commitments represent those contractual arrangements entered by Tourism Tasmania that are not reflected in the Statement of Financial Position.

Leases are recognised as right-of-use assets and lease liabilities in the Statement of Financial Position, excluding short term leases and leases for which the underlying asset is of low value, which are recognised as an expense in the Statement of Comprehensive Income.

	2026 $'000	2025 $'000
By type		
Commitments held with Finance-General		
Major office accommodation[1]	4,313	519
Motor Vehicles	54	56
Total Commitments held with Finance-General	**4,367**	**575**
Other Commitments		
Program commitments	9,642	8,307
Total other commitments	**9,642**	**8,307**
Total	**14,009**	**8,882**
By maturity		
Commitments held with Finance-General		
One year or less	450	550
From one to five years	2,311	24
More than five years	1,606	...
Total Commitments held with Finance-General	**4,367**	**574**
Other commitments		
One year or less	7,898	6,870
From one to five years	1,744	1,438
More than five years	...	...
Total other commitments	**9,642**	**8,308**
Total	**14,009**	**8,882**

[1] Increase in major accommodation in 2026 reflects the commencement of a new 10-year lease agreement from 1 July 2025.

Commitments for 2025 have been restated to reflect GST inclusive amount.

Lease commitments show amounts payable for major office accommodation and government motor vehicle fleet, payable over a period of one year or greater for which it has been deemed are excluded from the application of AASB 16.

The Program commitments show amounts approved to suppliers payable over a period of one year or greater on which the actual amount payable is dependent upon expenditure being incurred and certain conditions being met by these suppliers and a claim submitted and approved for payment.

8.2 CONTINGENT ASSETS AND LIABILITIES

(A) UNQUANTIFIABLE CONTINGENCIES

At 30 June 2026, Tourism Tasmania has a potential minor copyright infringement claim. Whilst the initial claim fee is notional, the claim is still being assessed so it is not possible at the reporting date to accurately estimate the amounts of any eventual payments that may be required in relation to these claims, or otherwise.

Note 9

CASH FLOW RECONCILIATION

Cash means notes, coins, any deposits held at call with a bank or financial institution, as well as funds held in the Specific Purpose Account. Deposits are recognised at amortised cost, being their face value.

9.1 CASH AND CASH EQUIVALENTS

Cash and cash equivalents includes the balance of the Specific Purpose Accounts held by Tourism Tasmania, and other cash held, excluding those accounts which are administered or held in a trustee capacity or agency arrangement.

	2026 $'000	2025 $'000
Specific Purpose Account balance		
S535 Tourism Tasmania Financial Management Account	(542)	(195)
Total	**(542)**	**(195)**
Total Cash and cash equivalents	**(542)**	**(195)**

This amount reflects the approved overdraft of Tourism Tasmania's cash account due to the timing of GST payments and receipts as at 30 June 2026.

9.2 RECONCILIATION OF NET RESULT TO NET CASH FROM (USED BY) OPERATING ACTIVITIES

	2026 $'000	2025 $'000
Net result	**(604)**	**(340)**
Depreciation and amortisation	585	580
Net gain/(loss) on financial instruments & statutory receivables/payables	...	1
Decrease (increase) in Intangibles	372	...
Decrease (increase) in Receivables	(348)	(112)
Decrease (increase) in Other assets	(280)	(181)
Increase (decrease) in Payables	79	81
Increase (decrease) in Employee Benefits	231	223
Increase (decrease) in Other liabilities	(10)	14
Net cash from (used by) operating activities	**25**	**266**

Note 10

FINANCIAL INSTRUMENTS

10.1 RISK EXPOSURES

(A) RISK MANAGEMENT POLICIES

Tourism Tasmania has exposure to the following risks from its use of financial instruments:

— credit risk;

— liquidity risk.

The Tourism Tasmania Board of Directors has overall responsibility for the development and implementation of Tourism Tasmania's risk management framework. Risk management policies are established to identify and analyse risks faced by Tourism Tasmania, to set appropriate risk limits and controls, and to monitor risks and adherence to limits.

(B) CREDIT RISK EXPOSURES

Credit risk is the risk of financial loss to Tourism Tasmania if a customer or counterparty to a financial instrument fails to meet its contractual obligations.

The credit risk on financial assets of Tourism Tasmania which have been recognised in the Statement of Financial Position is the carrying amount, net of any provision for doubtful debts. Tourism Tasmania extends 30 day credit terms for sundry receivables.

Tourism Tasmania is not materially exposed to any individual overseas country or individual customer.

Financial Instrument	Accounting and strategic policies (including recognition criteria, measurement basis and credit quality of instrument)	Nature of underlying instrument (including significant terms and conditions affecting the amount, timing and certainty of cash flows)
Financial Assets		
Receivables	Receivables are recognised at amortised cost, less any impairment losses.	The general term of trade for receivables is 30 days.
Cash and cash equivalents	Deposits are recognised at the nominal amounts.	Cash means notes, coins and any deposits held at call with a bank or financial institution, as well as funds held in the Special Deposits and Trust Fund. Tourism Tasmania does not earn any interest on funds held.

EXPECTED CREDIT LOSS ANALYSIS OF RECEIVABLES

The simplified approach to measuring expected credit losses is applied, which uses a lifetime expected loss allowance for all trade receivables.

The expected loss rates are based on historical observed loss rates adjusted for forward looking factors that will have an impact on the ability to settle the receivables. The loss allowance for trade debtors as at 30 June 2026 is $0.

There were no credit losses in either 2025 or 2026.

(C) LIQUIDITY RISK

Liquidity risk is the risk that Tourism Tasmania will not be able to meet its financial obligations as they fall due. Tourism Tasmania's approach to managing liquidity is to ensure that it will always have sufficient liquidity to meet its liabilities when they fall due on the basis of continued funding from the Government.

Financial Instrument	Accounting and strategic policies (including recognition criteria and measurement basis)	Nature of underlying instrument (including significant terms and conditions affecting the amount, timing and certainty of cash flows)
Financial Liabilities		
Payables	Payables, including goods received and services incurred but not yet invoiced, are recognised at amortised cost, which due to the short settlement period, equates to face value, when Tourism Tasmania becomes obliged to make future payments as a result of a purchase of assets or services.	Settled within 30 days.

MATURITY ANALYSIS FOR FINANCIAL LIABILITIES

The following tables detail the undiscounted cash flows payable by Tourism Tasmania by remaining contractual maturity for its financial liabilities. It should be noted that as these are undiscounted, totals may not reconcile to the carrying amounts presented in the Statement of Financial Position:

2026	**Maturity analysis for financial liabilities**							
	1 Year $'000	2 Years $'000	3 Years $'000	4 Years $'000	5 Years $'000	More than 5 Years $'000	Un-discounted Total $'000	Carrying Amount $'000
Financial liabilities								
Payables	185	...	...	...	...	...	185	185
Total	**185**	**...**	**...**	**...**	**...**	**...**	**185**	**185**

2025	**Maturity analysis for financial liabilities**							
	1 Year $'000	2 Years $'000	3 Years $'000	4 Years $'000	5 Years $'000	More than 5 Years $'000	Un-discounted Total $'000	Carrying Amount $'000
Financial liabilities								
Payables	106	...	...	...	...	...	106	106
Total	**106**	**...**	**...**	**...**	**...**	**...**	**106**	**106**

10.2 CATEGORIES OF FINANCIAL ASSETS AND LIABILITIES

	2026 $'000	2025 $'000
Financial assets		
Amortised cost	131	130
Total	**131**	**130**
Financial Liabilities		
Financial liabilities measured at amortised cost	185	106
Total	**185**	**106**

Fair value of Financial assets have been restated for 2025 reflecting GST refund amount received in the subsequent period.

Note 11

EVENTS OCCURRING AFTER BALANCE DATE

The Tasmanian Government announced machinery of government changes with the establishment of Tourism, Events and Creative Tasmania on 3 December 2026 and the Department of Premier and Cabinet will commence delivery of shared services arrangements transferring from Building Tasmania (formerly Department of State Growth).



Note 12

OTHER SIGNIFICANT ACCOUNTING POLICIES AND JUDGEMENTS

12.1 OBJECTIVES AND FUNDING

Tourism Tasmania is a demand generator and brand leader. The agency's purpose is to connect travellers emotionally and culturally with Tasmania to generate demand and drive visitation, and lead a sustainable visitor economy delivering social, environmental and economic value for all Tasmanians.

Tourism Tasmania plays a key leadership role within the T21 and PVEAC governance framework. It has developed, in partnership with industry and with the parts of government that have a role within the visitor economy, Tasmania's 2030 Visitor Economy Strategy.

The strategy aims to ensure the important contribution tourism makes to Tasmania is maintained and visitor contribution is enhanced. The Agency plays an important role in leadership, advocacy and ensuring important data, insights and resources are shared widely to support industry and improve stakeholder decision making. It also ensures strong alignment and ongoing engagement with industry and government to deliver actions and priorities that strategically manage visitor economy growth and investment for the benefit of Tasmanians and our destination.

Tourism Tasmania activities are classified as controlled. Controlled activities involve the use of assets, liabilities, revenues and expenses controlled or incurred by Tourism Tasmania in its own right.

The activities of Tourism Tasmania are predominantly funded through Parliamentary appropriations. The Financial Statements encompass all funds through which Tourism Tasmania controls resources to carry on its functions.

12.2 BASIS OF ACCOUNTING

The Financial Statements are general purpose Financial Statements and have been prepared in accordance with:

Australian Accounting Standards and Interpretations issued by the Australian Accounting Standards Board; and the Treasurer's Instructions issued under the provisions of the *Financial Management Act 2016*. The Financial Statements were signed by the Accountable Authority on 23 September 2026.

Compliance with the Australian Accounting Standards (AASBs and AASs) may not result in compliance with International Financial Reporting Standards (IFRS), as the AASBs and AASs include requirements and options available to not-for-profit organisations that are inconsistent with IFRS. Tourism Tasmania is considered to be a not-for-profit and has adopted some accounting policies under AASBs and AASs that do not comply with IFRS.

The Financial Statements have been prepared on an accrual basis and, except where stated, are in accordance with the historical cost convention. The accounting policies are generally consistent with the previous year except for those changes outlined in Note 12.5 below.

The Financial Statements have been prepared on the basis that Tourism Tasmania is a going concern as the 2026-27 State Budget Papers disclose that Tourism Tasmania is fully funded by appropriation in 2026-27 and over the forward estimates. The continued existence of Tourism Tasmania in its present form and undertaking its current activities, is dependent on Government policy and on continuing appropriations by Parliament for Tourism Tasmania's administration and activities. Tourism Tasmania has made no assumptions concerning the future that may cause a material adjustment to the carrying amounts of assets and liabilities in the next reporting period.

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12.3 REPORTING ENTITY

The Financial Statements include all the controlled activities of Tourism Tasmania. The Financial Statements consolidate material transactions and balances of Tourism Tasmania's output group.

12.4 FUNCTIONAL AND PRESENTATION CURRENCY

These Financial Statements are presented in Australian dollars, which is Tourism Tasmania's functional currency.

12.5 CHANGES IN ACCOUNTING POLICIES

(A) IMPACT OF NEW AND REVISED ACCOUNTING STANDARDS

In the current year, Tourism Tasmania adopted all new and revised Australian Accounting Standards and Interpretations relevant to its operations and effective for the current reporting period.

This included AASB 2026-1 Amendments to Australian Accounting Standards – Disclosures about Uncertainties in the Financial Statements, which introduces additional illustrative guidance relating to disclosures about impairment assessments and provisions.

The adoption of this Standard did not have a material impact on Tourism Tasmania's accounting policies, financial position, financial performance or cash flows.

(B) IMPACT OF NEW AND REVISED ACCOUNTING STANDARDS YET TO BE APPLIED

The following Standards and amendments have been issued but are not yet effective and have not been early adopted by Tourism Tasmania:

- *AASB 18 Presentation and Disclosure in Financial Statements*
- *AASB 2024-2 Amendments to AAS – Classification and Measurement of Financial Instruments*

Tourism Tasmania's preliminary assessment indicates that these Standards are not expected to have a material impact on the recognition or measurement of its assets, liabilities, income or expenses. The main impact is expected to be additional presentation and disclosure requirements.

12.6 FOREIGN CURRENCY

Transactions denominated in a foreign currency are converted at the exchange rate at the date of the transaction. Foreign currency receivables and payables are translated at the exchange rates current as at balance date. Associated gains and losses are not material.

12.7 COMPARATIVE FIGURES

Comparative figures have been adjusted to reflect any changes in accounting policy or the adoption of new standards. Details of the impact of any changes in accounting policy on comparative figures are at Note 12.5.

12.8 ROUNDING

All amounts in the Financial Statements have been rounded to the nearest thousand dollars, unless otherwise stated. Consequently, rounded figures may not add to totals. Amounts less than $500 are rounded to zero and are indicated by the symbol "...".

12.9 TAXATION

Tourism Tasmania is exempt from all forms of taxation except Fringe Benefits Tax (FBT) and the Goods and Services Tax (GST).

12.10 GOODS AND SERVICES TAX

Revenue, expenses and assets are recognised net of the amount of Goods and Services Tax, except where the GST incurred is not recoverable from the Australian Taxation Office (ATO). Receivables and payables are stated inclusive of GST. The net amount recoverable, or payable, to the ATO is recognised as an asset or liability within the Statement of Financial Position.

In the Statement of Cash Flows, the GST component of cash flows arising from operating, investing or financing activities which is recoverable from, or payable to, the Australian Taxation Office is, in accordance with the Australian Accounting Standards, classified as operating cash flows.

12.11 NON TRADED INVESTMENTS

In June 2001 Tourism Tasmania along with all the other State tourism authorities, and Tourism Australia contributed share capital in the establishment of Australian Tourism Data Warehouse Pty Ltd (ATDW). ATDW is a company limited by share, incorporated in NSW. The company is a central content and distribution platform for the Australian tourism industry.

Tourism Tasmania believes that because of the nature of ATDW and its shareholders and restrictions in the shareholder agreement, the shares have nominal value using the definition in AASB 13 of fair value. The standard defines 'fair value as the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date'.

Audit
Tasmania

Independent Auditor's Report

To the Members of Parliament

Tourism Tasmania

Report on the Audit of the Financial Statements

Opinion

I have audited the financial statements of Tourism Tasmania (the Authority), which comprises the statement of financial position as at 30 June 2026 and statements of comprehensive income, changes in equity and cash flows for the year then ended, notes to the financial statements, including a summary of significant accounting policies, other explanatory notes and the statement of certification signed by the Chair of the Board and the Chief Executive Officer (the Directors).

In my opinion, the accompanying financial statements:

(a) present fairly, in all material respects, the Authority's financial position as at 30 June 2026 and its financial performance and its cash flows for the year then ended

(b) are in accordance with the *Tourism Act 1996*, the *Financial Management Act 2016* and Australian Accounting Standards.

Basis for Opinion

I conducted the audit in accordance with Australian Auditing Standards. My responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of my report. I am independent of the Authority in accordance with the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 *Code of Ethics for Professional Accountants (including Independence Standards)* (the Code) that are relevant to my audit of the financial statements in Australia. I have also fulfilled my other ethical responsibilities in accordance with the Code.

The *Audit Act 2008* further promotes the independence of the Auditor-General. The Auditor-General is the auditor of all Tasmanian public sector entities and can only be removed by Parliament. The Auditor-General may conduct an audit in any way considered appropriate and is not subject to direction by any person about the way in which audit powers are to be exercised. The Auditor-General has for the purposes of conducting an audit, access to all documents and property and can report to Parliament matters which in the Auditor-General's opinion are significant.

I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my opinion.

Responsibilities of the Directors for the Financial Statements

The Directors are responsible for the preparation and fair presentation of the financial statements in accordance with Australian Accounting Standards, and the financial reporting requirements of Section 42 (1) of the *Financial Management Act 2016*. This responsibility includes such internal control as determined necessary to enable the preparation of the financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, the Directors are responsible for assessing the Authority's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the Authority is to be dissolved by an Act of Parliament, or the Directors intends to cease operations, or has no realistic alternative but to do so.

Auditor's Responsibilities for the Audit of the Financial Statements

My objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes my opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with the Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of the financial statements.

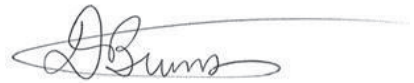
As part of an audit in accordance with the Australian Auditing Standards, I exercise professional judgement and maintain professional scepticism throughout the audit. I also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for my opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Authority's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Directors.
- Conclude on the appropriateness of the Directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Authority's ability to continue as a going concern. If I conclude that a material uncertainty exists, I am required to draw attention in my auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify my opinion. My conclusion is based on the audit evidence obtained up to

the date of my auditor's report. However, future events or conditions may cause the Authority to cease to continue as a going concern.

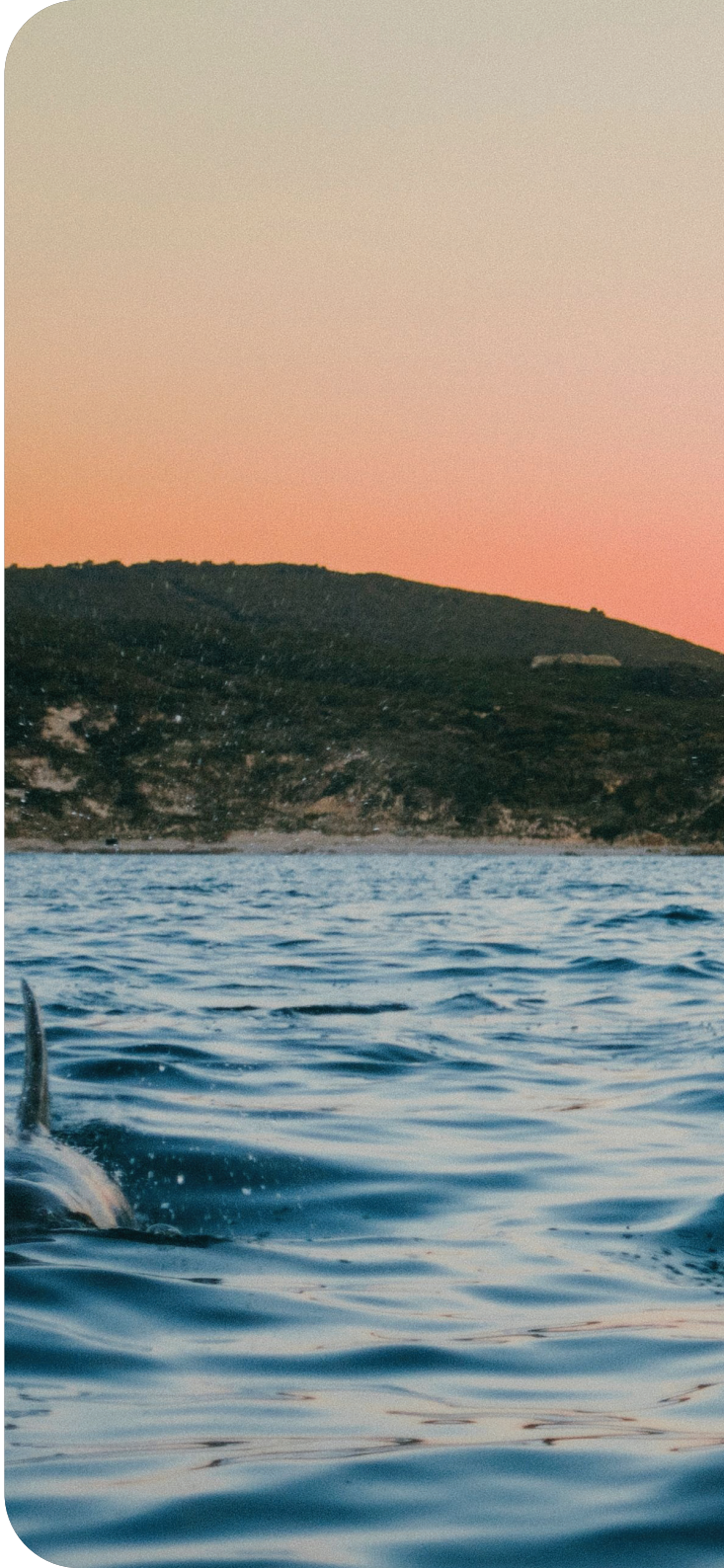
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

I communicate with the Directors regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that I identify during my audit.



Derek Burns
Assistant Auditor-General
Delegate of the Auditor-General

24 September 2026
Hobart



Kayaking past Dolphins, Flinders Island
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