

2030

VISITOR ECONOMY STRATEGY

TASMANIA

Our Values



We make a difference to our people, our place, and the planet.

We're for having the courage to embrace what is different and special about this place and its people. We care about making a positive difference to Tasmania.



We are champions of our natural environment.

The beauty of our landscape underpins the Tasmanian way of life. Our natural environment is finite and precious, core to our reputation and integral to our brand.



We are creatives, entrepreneurs and innovators.

We're a vibrant community of people who think differently and do things differently. We're about passion, hard work and ingenuity.



We share Tasmanian culture and heritage.

We're for authenticity, our communities and Tasmanian experiences that reflect our place and what it is to be Tasmanian.



We care about being the best we can be.

Our ambitions are bold and aligned to the highest possible standards.

Positive impact: a new approach for our visitor economy.

To achieve this, we will:

- Enhance Tasmania's appeal as a winter destination and attract year-round growth across the State through destination marketing, infrastructure investment and events.
- Grow the contribution visitors make to Tasmania for direct investment in conservation and management of our protected areas and infrastructure in our local communities.
- Embrace Tasmania's net zero emissions future by supporting tourism and hospitality operators to actively engage in emissions reduction activities, sustainability practices and the circular economy.
- Develop and implement a ten-year infrastructure plan for Tasmania's visitor economy that prioritises and costs investment by all levels of government to facilitate sustainable growth across the state benefitting locals and visitors.
- Make training and workforce participation opportunities available for Tasmanians of all ages and backgrounds wanting to participate in a growing visitor economy.

Our Vision

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



Tourism Industry Council Tasmania

2030

VISITOR ECONOMY STRATEGY TASMANIA

To view the full Strategy, visit:
TourismTasmania.com.au/2030-visitor-economy-strategy

	OUR GOAL	PRIORITIES FOR POSITIVE IMPACT	MEASURING OUR IMPACT
 Community	To be valued by Tasmanians.	<p>We will proactively manage growth to protect and enhance Tasmania's brand, environment and community values.</p> <p>We will attract a skilled workforce creating jobs for Tasmanians, meeting industry needs.</p>	<p>More Tasmanians agree tourism has made their community a better place.</p> <p>Grow Tasmanian jobs created by tourism.</p>
 Economy	To grow Tasmania's prosperity.	<p>We will differentiate and build awareness of Tasmania to increase demand power and attract visitors who grow value over volume growing year-round visitor spend across the state.</p>	<p>Visitor spend more than doubles to over \$5 billion by 2030.</p> <p>Intrastate spend grows by more than 75% by 2030 to over \$1.4 billion.</p>
 Environment	To make a positive impact on our environment.	<p>We will be a leading destination for climate-conscious travel.</p> <p>We will reduce our environmental impact as part of Tasmania's move to a more circular economy.</p> <p>We will recognise our protected areas as our destination differentiator through our commitment to growing visitor contribution and appropriately managed visitation.</p>	<p>Reduce industry emissions.*</p> <p>Reduce industry waste and increase contribution to the circular economy.*</p> <p>Grow contribution to Tasmania's protected areas.*</p>
 Industry	To be a prosperous, innovative and resilient year-round industry in all regions of Tasmania.	<p>Increase destination awareness of and leverage conversion opportunities.</p> <p>We will invest in a sustainable and successful events and business events sector, enhancing Tasmania's brand.</p> <p>We will enable attract investment, foster standards and reduce barriers.</p>	<p>Grow average spend per visitor in the cooler months.</p> <p>Grow the regional share of all visitor nights in Tasmania.</p>
 Destination	To be in harmony with our community.	<p>We will bring industry, state and local government together with local communities in planning and managing our destinations.</p> <p>We will plan for and invest in infrastructure for the next decade to support growth, benefitting locals and visitors.</p> <p>We will grow access into and around Tasmania – for visitors and Tasmanians.</p>	<p>Implement the ten-year visitor economy infrastructure plan.</p> <p>More Tasmanians agree tourism has made their community a better place.</p>
 Visitor	To be a genuinely different experience empowering visitors to make a positive impact on Tasmania.	<p>We will deepen our understanding of our customers and prioritise digital transformation, essential to customer connection and engagement.</p> <p>We will support the development of Tasmania as an accessible destination.</p> <p>We will grow core and emerging markets and foster the development of authentic Tasmanian experiences that bring the Tasmanian brand to life.</p>	<p>Grow the rate that visitors strongly recommend Tasmania as a destination.</p> <p>Grow Tasmania's demand power.*</p>

*Measures under development