

2030
VISITOR
ECONOMY
STRATEGY
TASMANIA

Action Plan Progress Report

JANUARY TO JUNE 2025

Australian Wooden Boat Festival
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TICT

Tourism Industry
Council Tasmania

 Tasmanian
Government



KEY DIRECTION 1

Reduce emissions and improve environmental sustainability practices

- DSG executed a funding agreement with TICT to support the industry emissions reduction program, including delivery of the Tourism Emissions Reduction Grant Program in 2025–26.
- Emissions Reduction Program being delivered by the TICT under the Quality Tourism Framework, with 101 businesses enrolled to date and 44 tonnes of emissions offset so far (at time of writing).
- TICT delivered twelve workshops to industry to promote electric vehicle tourism.
- A further three regional presentations delivered by the TICT to industry on positive impact and environmental sustainability in the north-west and on King Island.
- Four regional waste management consultation workshops jointly hosted by THA and TICT.
- THA participated in a roundtable on sustainable food systems, food procurement and regional community development for the Minister for Hospitality.
- TTas completed a business case into the viability of establishing a net zero emissions visit as an opt-in for visitors to Tasmania.



KEY DIRECTION 2

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

- TTas completed the Caravan and Motorhome Plan that plans for the anticipated increase in this market through the new Spirit of Tasmania ferries and growth in the fly-drive touring market.
- To support the Caravan and Motorhome Plan, \$4.94 million has been provided from the 2030 Visitor Economy Strategy funding to the PWS to upgrade national park and reserve campground and toilet facilities; and \$520,000 provided to a number of local councils for high priority traffic management and dump sites.
- \$5 million Spirit Preparedness Fund provides grants to support businesses to develop new products and offerings or enhance existing attractions, and to support councils to deliver key infrastructure for the caravan and motorhome market.
- TTas completed a Strategic Assessment for the Sustainable Visitation Framework, which provides a statewide overview of visitation patterns, pressure points and opportunities for growth.
- OCG commissioned preparation of a car parking and pedestrian movement plan for the Cradle Mountain gateway precinct to improve safety, visitor amenity and mitigate environmental impact.



KEY DIRECTION 3

Grow visitor contribution to Tasmania

- TTas is working with the Port Arthur Historic Site Management Authority to deliver the Port Arthur Visitor Contribution Pilot Project. This project explores visitor perceptions and motivations towards various visitor contribution models that support conservation activities at Port Arthur; and project findings will be evaluated for application at other destinations across the state.
- Ongoing review of systems and processes for commercial operators in protected areas maintained by NRE Tas, including undertaking a review of fees for nature-based tourism operators.
- Phase One completed of development of a new visitor booking system for national parks and reserves, with the EOI procurement complete and RFT process commenced.



KEY DIRECTION 4

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

BRAND AWARENESS, CAMPAIGNS AND PR

- TTas achieved a four-year high for brand salience and differentiation, and a 2.1% rise in consideration. (Kantar Q1 2025 report)
- TTas marketing program contributed to our strongest ever summer with total visitation (+6.9% year-on-year) and visitor spend (+4.6% year-on-year) from December 2024 to February 2025. (Source Tasmanian Visitor Survey (TVS) data, year ending February 2025)
- TTas intrastate campaign concluded with data showing Tasmanians spent \$87.2m in January 2025 across the state tourism and entertainment sectors (+3.7% increase YOY).
- TTas national Off Season campaign launched, with more than 700 industry offers making it the largest ever. The campaign has already exceeded 2024 results, with paid activity in market until July 2025.
- TTas Winternships campaign was launched as part of the 2025 Off Season program. The campaign is underway and has achieved a global PR reach of +324 million at time of writing.
- New data shows the ongoing commitment to growing non-peak seasons is working and a 2.1% rise in the destination being viewed as a “winter experience with a difference” perception. (Kantar Q1 2025)

DOMESTIC LEAD GENERATION AND CONVERSION

- TTas undertook tactical conversion partnerships with two major travel distribution companies, Expedia and Tasmanian Vacations. To date, more than 17,800 pax have been secured since the campaigns launched in October 2024.
- Fly/drive campaigns launched as part of the Tasmanian Government's Tourism and Hospitality Support Package. Working with four trade partners, tactical campaigns focussed on increasing visitation and regional dispersal of visitors arriving by air, the campaigns encourage car hire bookings and generate demand during the winter and spring shoulder periods.
- Broad range of tactical campaigns delivered with airline partners Virgin Australia, Qantas and Jetstar, with all campaigns exceeding targets.

INTERNATIONAL LEAD GENERATION AND CONVERSION

- Key distribution partner campaigns delivered across six priority markets: USA, UK, NZ, Hong Kong, China and Singapore.
- Social media delivery in mainland China, including tactical conversion campaigns, with growth in followers for Tourism Tasmania across the four key platforms for this market – Little Red Book, Weibo, Daiyoun and WeChat.
- Ongoing partnership and collaboration with Tourism Australia (TA) on trade training, familiarisation visits for media and trade, trade events, tactical conversion partnerships, research projects, public relations and content partnerships.
- TTas launched its new Trade Connect program, providing 50% discounted registration for international trade-ready operators to attend select Tourism Australia Marketplace events in 2025.

BUSINESS EVENTS

- During the period BET bid on 193 business events and secured 73 business events.
- Increased investment by the Tasmanian Government in B2B marketing has resulted in 59 bids worth \$52 million; of these 15 events have been confirmed to the state worth \$11 million, and 32 business events worth \$29 million are yet to make a decision.
- Eighteen new Visionaries were inducted into the Business Events Tasmania Visionary Program.

DIGITAL EXPERIENCE

- TTas delivered direct leads to industry with more than 1.3 million visitors to discovertasmania.com.au.
- Ongoing promotion of the Discover Tasmania app continues; to date there have been more than 114,000 downloads.
- To provide a helpful digital experience and encourage users to see and do more of what they are interested in, a personalisation strategy is underway tailoring website and eDM (email) stories and operators based on user behaviours.
- TTas made significant enhancements to the Discover Tasmania app to improve user experience in search and navigation, and giving operators the opportunity to curate and share their own personalised itineraries.
- TTas promoted the state to 9.49 million people on social media via 202 posts across Instagram, Facebook and TikTok.
- eDM program promoted Tasmania with curated communications for intrastate, interstate and NZ audience database of more than 110,000 subscribers.



KEY DIRECTION 5

Strategic investment in Tasmanian events and business events

CONTENT

- More than 14,000 royalty free images and videos were ordered from the TTas Visual Library for use in a range of applications for promoting tourism to Tasmania.
- TTas worked on a content collaboration with Adventure.com, Intrepid, and Jeep promoted EV road trips and showcased the best of Tasmania's sustainable food.
- TTas has delivered inspiration to travellers on DiscoverTasmania.com, including six new Unordinary Stories and videos.
- Launched four videos highlighting positive impact stories within the Tasmanian tourism industry.

CONSUMER RESEARCH

- TTas commissioned research into the factors that impact visitors and their planning and booking intentions to visit Tasmania; global trends in wellness and the market opportunity for Tasmania; and the events market and how this can be leveraged for Tasmania.
- Operator toolkits completed for the recent consumer research into international market opportunities – for India, Japan and South Korea.
- Visitor profile report published, providing deeper understanding of our visitors (TVS survey results).
- TTas commissioned a global market scan of new data sources and technologies with a view to innovate and increase the efficiency and timeliness of visitor economy data.

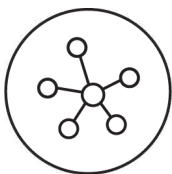
- Events Tasmania has engaged KPMG to conduct a review of current programs and processes and to provide recommendations to best align funding pathways with the Tasmanian Government Events Strategy 2023–2027. This will incorporate measures on how to assess an event that delivers on the social and brand pillars of the strategy rather than solely on the economic pillar.
- Events Tasmania continues to work with IER, its third-party research and measurement provider. In the first six months of 2025, IER conducted 13 economic impact assessments across a variety of events state-wide including the assessment of the social impact of these.
- Events Tasmania commenced a series of workshops to increase the skillset of event organisers in Tasmania; the first round was Social Media for Events and has been delivered in Launceston, Burnie, Hobart and St Helens. A second round focusing on grant and report writing is being developed in collaboration with Business Tasmania and will be delivered statewide in July/August 2025.
- A round of Sector Support funding is available to assist event organisers from Tasmanian local councils and the regional tourism organisations to attend the Australian Festival Industry Conference 2025, with 15 grants of \$2,000 available.
- During the period BET approved \$1.196 million from the Business Events Attraction Fund to events proposed to take place during the off season in 2025, 2026 and 2027.
- Of these \$438,400 in BEAF funding was directed to events aligned with Tasmania's Trade Strategy including sectors of Antarctic and Southern Ocean, Food and Agribusiness, Maritime, Space, and Tourism.



KEY DIRECTION 6

Strategic approach to visitor infrastructure benefitting locals and visitors

- DSG developed a draft value-adding process to connect a 10 Year Visitor Economy Infrastructure Plan with the broader infrastructure investment context, i.e. the Tasmanian 10 Year Infrastructure Pipeline; and updated demand and capacity data. Procurement of a consultant will occur in early 2025–26.
- THA and regional tourism organisations partnered to gather regional data on blackspot impact on visitor servicing and business operations.
- THA is working closely with Telstra to identify priority areas for telecommunications upgrades around the state to meet the communications and internet service needs of Tasmania’s hospitality businesses in rural, regional and remote areas.
- THA, TICT and regional bodies contributed to the Housing Summit to address workforce retention and housing access for hospitality and tourism operators.
- NRE Tas progressed actions associated with multiple infrastructure projects, including:
 - Tasmania’s Next Iconic Walk on the west coast
 - Together with the OCG, Masterplan initiatives in Cradle Mountain – Lake St Clair
 - Masterplan investments at Freycinet National Park including plans for the Visitor Gateway
 - Maria Island Re-discovered project
 - Re-imagining of Hastings Thermal Pool ongoing assessment of site conditions, services and opportunities
 - Cockle Creek campsite upgrades Stage 2 investment
- Ben Lomond as a year-round destination, improvements to boardwalk and viewing platform
- Tamar Island Wetlands boardwalk replacement, preparation of documentation and ongoing design and construction staging for replacement bridges and boardwalk
- ‘Edge of the World’ experience at Arthur River, ongoing development of site concept plan
- New arrival concourse in the Mount Field National Park; release of concept design for public consultation and submission of Development Application
- Tasman Arch–Devils Kitchen Stage 2 upgrade; preparation of Reserve Activity Assessment and civil engineering design for new viewing platforms
- Flinders Island upgrade to camping and recreational vehicle access; construction of upgrades at Allports and Trousers Point camping areas and North East River day use area.
- Investment in toilets and boat ramps on the north-east reserves; design, approvals and construction procurement for visitor facilities at Dora Point and South Croppies
- OCG developed a strategic infrastructure investment plan in response to the Australian Government’s \$3.75 million allocation to support further planning and concept design work for improvement opportunities in the corridor to Cradle Mountain, including integration of transportation options at the ends of the corridor such as planning work for the Cradle Valley cableway.



KEY DIRECTION 7

An industry of choice for Tasmanians

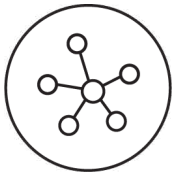
- TICT is developing the Tassie Tour Guiding Spotlight, an education module to help raise the profile of the Tour Guiding sector, planned to be launched at the Nature Tourism Symposium in August 2025.
- THA delivered over 20 'Hospitality Awareness Sessions' (HAS) with schools across Tasmania and participated in various career expos.
- THA participated in the Department of Education, Children and Young People Industry Advisory Board to inform curriculum and skill alignment.
- THA's Women in Leadership program delivered workshops, webinars and networking events to elevate women as leaders in hospitality.
- In February 2025 VXT (renamed the Tasmanian Hospitality & Tourism Academy) received an additional \$500,000 grant to help build capacity to respond to the needs of the tourism and hospitality industry, and support workforce attraction through the management and promotion of the dedicated jobs portal www.tashospitalityandtourismjobs.com.au.
- In April the new School for the Visitor Economy was announced, flagging the commencement of implementation of recommendations from the TasTAFE/Drysdale review conducted last year. This work will be undertaken in conjunction with industry to deliver better training outcomes for students and employers.
- Study Tasmania (Global Education and Migration Unit of DSG) contracted the Tasmanian Hospitality & Tourism Academy to 30 June 2025, to deliver a suite of hospitality courses for international students and a hospitality networking event.



KEY DIRECTION 8

Community centred destination management

- Eight towns nominated in the 2025 Tasmania's Top Tourism Towns awards, with all categories and regions represented.
- TICT delivered a comprehensive Entrant Support Program for the nominated towns. Additionally, three \$20K-plus promotional packages secured for winners of each of the three categories; and promotion of each town's creative content and public vote were undertaken.
- TICT incorporated the inaugural Tassie Tour Guide Award with the Top Tourism Towns Awards, to raise the profile of the tour guiding sector and feeding into Australia's Top Tour Guide program.
- TTas completed its fourth wave of Tasmanian community sentiment for tourism survey.
- OCG prepared and submitted to the Australian Government an application for planning funding to support community and visitor infrastructure at the Cradle Mountain gateway precinct, including emergency preparedness, staff accommodation and community meeting facilities.



FOUNDATION 1

A prosperous, resilient and innovative industry

- Tasmania received 18 accolades at the 2024 Qantas Australian Tourism Awards celebrated in March 2025: four Gold, 5 Silver, 5 Bronze and four Highly Commended.
- In April TICT launched a significant program review for the 2025 Tourism Awards program, including addition of three new state-level categories: New Tourism Product, Local Government Award for Excellence in Tourism, and the splitting of Tourism Wineries and Tourism Distilleries & Breweries.
- Comprehensive Entrant Support Program underway to assist nominees, with approximately 100 nominations received for the 2025 Awards, an increase on the past two year.
- Since January TICT has delivered three key networking events to promote business development and highlight emerging themes, challenges and/or opportunities within the industry. These included the Northern Focus event in Launceston in February; and in Hobart the Tourism Collective in March and Dialogue Luncheon in May – with a combined attendance of 420 people including newly accredited operators and members.
- During the period 55 Quality Tourism Accredited Businesses have enrolled to upgrade to Sustainable Tourism Accreditation, being the TICT's new lead-in accreditation level.
- Mentoring provided by the TICT to support operators upgrading, and the importance of accreditation is highlighted at all industry workshops and gatherings.
- New accreditations completed in the past six months included 11 Sustainable Tourism, six Accessible Tourism, 30 Risk Modules, two Online Trade Distribution, and one each for EcoStar and New Star.
- Since February, TICT delivered four Skilled in Sixty (SiS) webinars on topics including Cyber Security, Working with Business Tasmania, Emergency Preparedness, Climate Resilience, and Fair Work/Superannuation Obligations. Continued access is available to past SiS recordings and associated resources.
- TICT is developing 'On the Road to Opportunity: Caravan and Motorhome Market in Tasmania', an education module to help prepare the industry for the increased capacity of the Spirit of Tasmania ferries. Soft launched to operators at the North West Forum in May, it is planned to launch at the Tasmanian Tourism Conference at the corresponding workshop on 1 July.
- The HOSPO Health program delivered by the THA provides workplace mental health resources and whole-of-business wellbeing sessions and incorporates rollout of the Well Being Framework.
- THA presented two Mental Health First Aid courses in Hobart and Launceston; and partnered with Lifeline Tasmania to develop a pilot program with additional support for Mental Health First Aid officers.
- THA's continuing Great Customer Experience program has strong engagement with Venue Awareness Sessions, Great Community Experiences, and Business Health Checks delivered across the state.
- TTas hosted four visitor economy regional gathering events along with representatives from TTas, TICT, THA and the regional tourism organisations to share key updates and providing networking opportunities for over 300 tourism attendees.
- Work underway to enhance the TTas digital platform for industry is nearing completion. New tools, content, research and insights will be developed and shared with industry ongoing.



FOUNDATION 2

Growing access into and around Tasmania

- The January – June period delivered growth in passenger numbers signalling strong demand and favourable pricing/load strategies from carriers.
- The Aviation Attraction Fund opened in January for proposals for new routes and seasonal extensions.
- Qantas announced a return to HBA-PER direct year-round services from October 2025, which will facilitate one stop to London.
- TTas commenced developing a renewed access strategy including updating research into the value proposition of the cruise market for Tasmania and consultation with key stakeholders on directions and priorities including airports, TasPorts, TICT, THA and government agencies.
- Cruise Shipping consultation has occurred with key stakeholders on key priorities and directions for 2030.



FOUNDATION 3

An accessible destination

- Recognition of the Quality Tourism (QT) Accessibility Assessment and Accessibility Guide have been incorporated into the 2025 Tasmanian Tourism Awards program to encourage participation.
- During the period six operators completed the QT Accessible Guide and 12 operators undertook the process to achieve Accessible Badges towards Accessible Tourism accreditation.
- TTas and the regional tourism organisations supported 50 participants to undertake ATEC's *Accessible & Inclusive Host* online training program to upskill and build confidence in working with travellers with access needs.
- Accessible Tourism specialist, Travel Without Limits, participated in a familiarisation visit providing feedback to operators and generating coverage of Tasmanian experiences on the 'Have Wheelchair Will Travel' website.
- Image descriptions rolled out across all Discover Tasmania social content on Instagram, TikTok and Facebook, improving the accessibility of content for people with low or no vision, and those who use screen readers.
- Four Discover Tasmania social posts notably featured accessible operators and destinations.
- OCG commenced planning work to review accessibility of existing community and visitor infrastructure at the Cradle Mountain gateway precinct, and to ensure that all new infrastructure and transportation will be fully accessible.



FOUNDATION 4

Authentic Tasmanian experiences

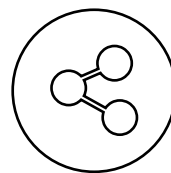
- Strong engagement with the Tassie Tourism Ambassador (TTA) program with a total of 95 completions year-to-date and 1,330 total completions; continuing promotion of the program by the TICT to industry and to Vocational Education and Training students and UTAS.
- Production of the TTA Flinders Island Module has been completed, rounding out the state's regions.
- Continuing engagement by T21 partner organisations in discussions regarding support of Aboriginal Tourism initiatives.
- TTas developed an Off Season industry toolkit and social media template to support operators promoting and leveraging their participation in the Off Season and converting to bookings. Off Season offers provide operators with the opportunity to diversify their product offering and test market interest; with offers aligning to both core Tasmanian experiences and new and emerging propositions.
- DSG contracted Optimum Standard to deliver specialist services to new and existing agritourism businesses to assist them in start-up and product improvement or expansion. Services will be delivered in two tranches: July to October 2025 and February to April 2026 with ten businesses recruited and mentored each year.
- TTas developed an Operator toolkit for Agritourism, produced from broader Agritourism Research.



FOUNDATION 5

Our Protected Areas

- Ongoing review of systems and processes for commercial operators in protected areas is maintained by NRE Tas, including undertaking a review of fees for nature-based tourism operators.
- Phase One completed of development of a new visitor booking system for national parks and reserves, with the EOI procurement complete and RFT process commenced.
- OCG developed a strategic infrastructure investment plan in response to the Australian Government's \$3.75 million funding allocation to support further planning and concept design work for improvement opportunities in the corridor to Cradle Mountain, including integration of transportation options at the ends of the corridor such as planning work for the Cradle Valley cableway.
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 - Cockle Creek campsite upgrades Stage 2 investment
 - Ben Lomond as a year-round destination, improvements to boardwalk and viewing platform



FOUNDATION 6

Connected to customer

- Tamar Island Wetlands boardwalk replacement, preparation of documentation and ongoing design and construction staging for replacement bridges and boardwalk
- 'Edge of the World' experience at Arthur River, ongoing development of site concept plan
- New arrival concourse in the Mount Field National Park; release of concept design for public consultation and submission of Development Application
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- Visitor profile report published, providing deeper understanding of our visitors (TVS survey results).

ACRONYM DEFINITION

Visitor economy partners

TTas	Tourism Tasmania
TICT	Tourism Industry Council Tasmania
DSG	Department of State Growth
THA	Tasmanian Hospitality Association
RTOs	Regional Tourism Organisations
NRE Tas	Department of Natural Resources and Environment Tasmania including PWS (Parks & Wildlife Service)
OCG	Office of the Coordinator-General
Brand Tas	Brand Tasmania
BET	Business Events Tasmania
ReCFIT	Renewables, Climate and Future Industries Tasmania
DPAC	Department of Premier and Cabinet
Treasury	Department of Treasury and Finance
TT-Line	TT-Line/Spirit of Tasmania
LGAT	Local Government Association Tasmania
Wine Tas	Wine Tasmania