

2030
VISITOR
ECONOMY
STRATEGY
TASMANIA

Action Plan Progress Report

JULY TO DECEMBER 2024

Dove Lake Kayak,
Cradle Mountain-Lake St Clair National Park
© Nick H Visuals

TICT

Tourism Industry
Council Tasmania





KEY DIRECTION 1

Reduce emissions and improve environmental sustainability practices

- THA completed a food waste pilot project and sponsored a Tasmanian chef visiting Europe and the UK, with a focus on learning about contemporary programs to reduce the amount of food waste generated and disposed of in the industry.
- THA completed an energy audit pilot program to assist venues in reducing the amount of energy consumed in the operations of their businesses, supporting government grant programs assisting businesses to undertake energy audits.
- NRET, TICT, THA and TTas are working collaboratively to support industry develop circular economy practices and transition away from using single-use plastic items. In October and November, a stakeholder reference group met focussing on Single-use Plastics Transition, considering industry impact and to be updated on which materials are likely to be phased out and the timeline.
- TTas completed a business case into the viability of establishing a net zero emissions visit as an opt-in for visitors to Tasmania.
- TICT delivered five Positive Impact tourism workshops and learning tours in Strahan, Devonport, Huon Valley, Oatlands and St Helens to 89 businesses; and supported six tourism businesses with follow-up specialist sustainability mentoring via The Tourism Collective.
- TICT delivered an operator workshop on emissions reduction at the Tasmanian Tourism Conference with 32 participants.
- TICT hosted six exhibitors at a Sustainable Supplier Showcase at the Tasmanian Tourism Conference, enabling suppliers to connect directly with tourism businesses on sustainable products and services.
- TICT hosted a panel event 19 November in Hobart focussed on *How tourism can play a role in Tasmania's low emissions future*.
- TICT delivered a Skilled in Sixty webinar on '10-Step Guide to Best Practices in Sustainable Tourism' (24 attendees); and supported 'Making Energy Easy' Skilled in Sixty webinar with Aurora Energy (18 attendees).



KEY DIRECTION 2

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

- Tourism Tasmania completed supply forecasts to inform planning based on projected demand out to 2030.
- DSG finalised the scope of work for the 10-year Visitor Economy Infrastructure Plan with T21 partners.
- TICT in partnership with NRE Tas hosted two Nature Based Tourism Operator Days for accredited operators ahead of the 2024/25 peak visitor season: 15 October in Launceston with 23 operators, and 17 October in Hobart with 45 operators participating.
- TTas completed regional visitation profiles with RTOs and T21 partners to inform the statewide strategic assessment for the Sustainable Visitation Framework.
- Tasmania Parks & Wildlife Service (PWS) installed visitor dispersal signage at Cradle Mountain for the peak period December 2024 to February 2025.



KEY DIRECTION 3

Grow visitor contribution to Tasmania

- PWS together with stakeholders, commenced a review of leases and licences for tourism operators.
- Pay and Display machines for camping and electronic Park Entry Fee payments installed at some key visitor sites and campgrounds.
- TTas completed research into consumer willingness to contribute to environmental and emissions reduction activities.



KEY DIRECTION 4

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

COME DOWN FOR AIR BRAND CAMPAIGN

- TTas achieved the highest brand communications awareness score since Come Down for Air was launched in 2019.
- Come Down for Air brand act in summer 2023/24 achieved strong media reach and positive social sentiment tracking. A total of 5,294 entries received, with PR campaign reaching a domestic audience of 5,656,268 driving 36,000 to the Discover Tasmania website.

OFF SEASON

- The 2024 national Off Season campaign was the biggest ever, with 661 industry offers and events promoted to a broader audience, including a new film asset within the multi-channel campaign.
- TTas supported industry participation in the Off Season with a campaign toolkit, eight in-person workshops and one webinar with over 290 operators; and monthly direct email newsletters providing relevant information, updates, support and advice throughout the campaign, including a 2024 campaign wrap-up with data and insights.
- The Off Season's *Odd Jobs* promotion grew awareness of Tasmania as a winter destination by generating earned media coverage and word of mouth, generating a global PR reach of more than 1.3 billion people in more than 21 countries.

CONTENT

- TTas produced four consumer videos telling the story of Tasmania's climate credentials and the contribution operators are undertaking to make a positive impact for Tasmania.
- 34,901 royalty free images and videos were ordered from the TTas Visual Library in 2024 for use in a range of applications for promoting tourism to Tasmania.
- TTas developed 51 new articles on DiscoverTasmania.com, including 27 new Unordinary Stories and videos.

DIGITAL

- Ongoing promotion of the Discover Tasmania app with a summer campaign in market. To date, there have been more than 100,000 downloads.
- Significant enhancements made to Tourism Tasmania's Discover Tasmania website to improve user experience in navigability and trip planner experience.
- TTas reached 40 million people in 2024 via 400 posts across Instagram, Facebook and TikTok.
- TTas delivered direct leads to industry with more than 3.1 million visitors to discovertasmania.com.au in 2024.

DOMESTIC PARTNERSHIPS

- Tourism Tasmania trained more than 3,600 agents globally via in-market visits, face-to-face events and webinars, as well as delivering hundreds of training modules via Tassie Specialist and Aussie Specialist programs.
- Tourism Tasmanian delivered a series of airline access partner campaigns, contributing to over 415,000 seats sold in 2024.

INTERNATIONAL MARKETING

- TTas PR activity resulted in Tasmania being listed on the New York Times 52 Best Places to visit in 2024, Lonely Planet's 2023 top regions hotlist and Frommer's best places to go in 2025.
- Key distribution partner campaigns were delivered across seven markets – Australia, US, UK, NZ, Hong Kong, China and Singapore.

LOCAL MARKETING

- TTas delivered a multichannel statewide local marketing campaign encouraging Tasmanians to holiday at home during spring and summer 2024/25. The intrastate marketing campaign focused on regional dispersal, highlighting a mix of events, accommodation, hospitality and tourism experiences. The campaign was launched 4 November 2024 and in the first five weeks, resulted in a 24% year-on-year uplift of Tasmanian traffic to DiscoverTasmania.com.au, delivering 15,915 leads to industry.

CONSUMER RESEARCH

- A competitor analysis of marketing approach and spend was conducted in October 2024.
- A review of international markets was completed in December with qualitative and quantitative research undertaken to understand potential new market opportunities including India, Japan and South Korea.
- The new monthly Accommodation Snapshot was prepared in November and is ongoing.
- Results of the 2023/2024 Cruise Survey shared with industry and a factsheet published on the TTas corporate website.



KEY DIRECTION 5

Strategic investment in Tasmanian events and business events

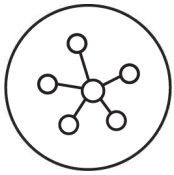
- Events Tasmania implemented a research and measurement program and other research, which included engaging an external provider to work with several of Tasmania's major events.
- Grant Deed executed with Visit Northern Tasmania for \$250,000 to support the development of the Northern Events and Festivals Strategy. A further \$300,000 has been quarantined to enable support for a 'stage two' approach in response to potential outcomes of the northern strategy.
- THA developed an events page in each of its *Hospitality Review* magazines, to actively highlight upcoming events, so that venue owners and operators can look to maximise the benefits from festivals and events held in their region.
- THA advocated for live music to be trialled in Salamanca and this pilot will guide consideration for other areas and regions.
- THA completed a live music video series, interviewing venue owners and musicians about the value and benefits of live performance for both industries, and how to address some of the challenges in hosting live events.
- The University of Tasmania hosted a contemporary music sector consultation program in Launceston and Hobart in October 2024 to promote live music and performance to the hospitality industry.
- BET hosted three familiarisation visits covering the north-west, north, south and eastern regions with 38 conference planners attending.
- Between July and December 2024, BET submitted 35 bids for conferences including Business Event Attraction Funding (BEAF) support.
- During the period BET confirmed an additional 22 events to Tasmania with BEAF support.
- BET with seven Tasmanian operators hosted a trade exhibition stand at the Professional Conference Organisers Association annual conference and exhibition 1-3 December; and BET represented Tasmania at Australia Next, Tourism Australia's signature incentive showcase held 8-11 September 2024.
- Two additional visionaries were recruited to BET's Visionary Program with Trade Tasmania, including Natalie Fryer and Ally Bradley.



KEY DIRECTION 6

Strategic approach to visitor infrastructure benefitting locals and visitors

- DSG has progressed the scope of work for the 10-year Visitor Economy Infrastructure Plan with T21 partners.
- The THA in collaboration with TICT, completed a survey of hospitality and tourism sectors relating to quality affordable housing in the state's rural, regional and remote areas, and the responses provide a detailed understanding of the challenges and impacts both sectors are faced with in recruiting and retaining staff and investing in the industry.
- PWS held public information sessions on Tasmania's Next Iconic Walk showcasing latest concept designs; completed market research; and the Reserve Activity Assessment and supporting specialist studies are nearing completion.
- PWS completed a draft Aircraft Access policy and Events Policy as an action of the Tasmanian Wilderness World Heritage Area Tourism Masterplan.
- PWS completed actions associated with multiple infrastructure projects, including:
 - Public consultation as part of \$10 million investment in sustainable off road vehicle access and experiences in the Arthur-Pieman Conservation Area and West Coast.
 - Maintenance and upgrades to the Arthur-Pieman Conservation Areas shack node roads.
 - Detailed design and Request for Tender documentation as part of the Maria Island Re-discovered Project Stage 3 investment of \$6.8 million.
 - Civil concept design for Catamaran Creek (Stage 2a) and Development Application submitted for Cockle Creek campsite upgrades Stage 2 investment of \$3.2 million.
- Concept designs for replacement viewing platform and boardwalk at Jacobs Ladder, and concept design for village boardwalk as part of the \$2.8 million to progress Ben Lomond as a year-round destination.
- Geotechnical desktop assessment and concept design for replacement bridges is underway for the Tamar Island Wetlands \$3.37 million boardwalk replacement.
- Community consultation to inform the concept design for a \$2.75 million investment to revitalise the 'Edge of the World' experience at Arthur River.
- Concept design for a \$2.05 million investment in a new arrival concourse, shelter and carpark upgrades in the Mt Field National Park.
- Concept design for Tasman Arch - Devils Kitchen Stage 2 upgrade investment of \$1.65 million, including proposed suspension bridge over the Devils Kitchen.
- Concept design for Flinders Island upgrade to camping and recreational vehicle access investment of \$1.095 million.



KEY DIRECTION 7

An industry of choice for Tasmanians

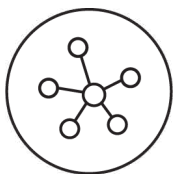
- Study Tasmania (Global Education and Migration Unit, DSG) contracted VXT to deliver an initial suite of hospitality courses for international students between September - December 2024.
- New funding agreement executed with Visitor Experience Training (VXT) for \$1.3 million in 2024 election commitment providing funding for operations and training.
- THA delivered and participated in initiatives to raise awareness and promote careers in Tasmania's hospitality industry, including hospitality awareness sessions in schools, hospitality showcases, apprenticeship pathway programs, school career events and expos.
- THA established a quarterly hospitality workforce dialogue with Hospitality New Zealand, to enable the sharing of ideas and initiatives to actively support and promote careers in the hospitality industry.
- THA hosted a recruitment webinar with APM Employment, Jobs Tasmania and TTas to attract talent for the upcoming season.
- 24 scholarships were awarded by THA as part of the Women in Leadership program, taking the total to 39 awarded since commencement of the program.
- THA delivered a public speaking course through the Women in Leadership program involving over 150 participants.
- TICT formed an industry advisory body to consider the future training needs of guiding in Tasmania and has involved Prof Marcus Morse of the University of Tasmania; the group met twice during the reporting period.
- THA worked closely with the Tasmanian Migrant Resource Centre and the Multicultural Council of Tasmania to facilitate opportunities for migrants seeking training and job opportunities in Tasmania's hospitality industry; including hosting a range of career information sessions and providing hands-on skills training and assistance with career pathways.



KEY DIRECTION 8

Community centred destination management

- TTas is working with NRE Tas and other partners across government and industry to deliver the Sustainable Visitation Framework, to sustainably grow visitation to the state in a way that protects and enhances our brand and unique cultural values.
- TICT hosted Tasmania's Top Tourism Towns awards, with state winners across three categories medalling in the national awards in September: Devonport took out the nation's Top Tourism Town award; Stanley received silver in the Tiny Town Award; and Richmond bronze in the Small Tourism Town award. Significant earned media and social media coverage resulted from the awards.



FOUNDATION 1

A prosperous, resilient and innovative industry

- THA created and delivered the industry leading “Hospo Health” and the Great Customer Experience programs across industry.
- THA worked closely with the Tasmanian Government and the Australian Department of Foreign Affairs regarding the Pacific Australia Labour Mobility (PALM) program, as a potential opportunity to support the employment of migrant workers from the Pacific in Tasmania’s hospitality industry.
- THA partnered with Sprout Tasmania to build understanding and improve access to Tasmanian produce for sourcing and serving in local cafes, pubs and restaurants. Initial step is to focus on the fresh food supply chain, knowledge and experience of staff working in the hospitality and training sectors. 157 businesses participated in the project survey.
- THA hosted a business booster session, a half day event designed to equip industry with information on the latest trends in insurance, finance and performance strategies. Over 50 attended the event which featured presentations from subject experts, followed by an interactive panel discussion.
- THA established a working relationship with Telstra to identify the priority areas for telecommunications upgrades in Tasmania’s rural, regional and remote areas, to assist in meeting the telecommunications needs of hospitality businesses across the state.
- THA and TICT commenced an initiative to engage with the Tasmanian Government on the chronic shortage of staff housing in rural, regional and remote areas.
- TICT hosted several thought leadership and networking events, including BLEND Wine + Tourism in Launceston; the Tasmanian Tourism Conference; a combined Northern Tourism Focus and Tourism Awards Finalists Announcement; and a panel event in Hobart on *How tourism can play a role in Tasmania’s low emissions future*.
- TICT administered and promoted the take-up of the Australian Tourism Accreditation Program with a focus on new operators and uptake of specialist modules with an additional 160 operators completing the Sustainable Accreditation or specialist modules.
- 2024 Tasmanian Tourism Awards program saw 78 finalists including the People’s Choice Award (a category re-introduced this year), with 68 regular finalists across 25 of the 26 categories available.
- Four operators were inducted into the Tasmanian Tourism Awards Hall of Fame, after being awarded Gold in the same category for three consecutive years.
- During the period TICT presented six Skilled in Sixty webinars on topics ranging from Insurance & Risk, How to work with Tourism Tasmania, Sustainability, Online reviews, and How to lower energy costs and be more energy efficient.
- The Talking Tourism podcast reached 75,000 downloads, an increase of 1,238 in this reporting period.
- TICT in partnership with NRE Tas hosted two Nature Based Tourism Operator Days for accredited operators ahead of the 2024/25 peak visitor season; in Launceston 15 October with 23 operators attending and in Hobart 17 October with 45 participants.
- NRE Tas managed the ongoing licencing of 369 nature based tourism operators aligned with tourism accreditation requirements.
- NRE Tas progressed development of a new visitor booking system for parks and reserves with a market sounding process completed, industry working group established, and business case complete and endorsed. EOI open and closed 20 December 2024.



FOUNDATION 2

Growing access into and around Tasmania

- Over 430 operators attended TTas in-person update events in September. Delivered across each region and a webinar online, the events engaged industry on tourism market insights, visitation and spend, opportunities and future planning, as well as providing networking opportunities.
 - Regular direct email newsletters sent to industry operators and stakeholders highlighting relevant opportunities, activities and support available from across the visitor economy network.
 - Development work underway on a new TTas online Tourism Hub to provide one-stop visitor economy information, including providing access to more industry resources and in-depth data and insights.
 - 'How to Work with Cruise Industry' guide updated and published on the TTas corporate site; and cruise line policies 'Alcohol Guide for Australian Ports' also published on the web at the request of industry.
 - TTas along with West By North West and Destination Southern Tasmania conducted pre-season cruise briefings for tourism operators, retailers and guides in Hobart, Burnie and Port Arthur in September 2024.
- Seasonal summer services recommenced on five routes including Virgin LST/ADL, LST/PER and HBA/ADL; and Qantas HBA/CBR and LST/BNE.
 - Air New Zealand flights between Hobart and Auckland recommenced 27 October 2024 – 30 March 2025.
 - Ongoing discussions with key Asian carriers on future opportunities.
 - Tasmanian Government Aviation Strategy to 2030 under development with delivery mid 2025.
 - Cruise strategy in development with key stakeholders with delivery in mid 2025.
 - Princess Cruises completed two partial turnarounds with around 400 of the 3,500 passengers departing the ship in Hobart and another 400 embarking for the next cruise leg – providing opportunity for pre and post experiences in Tasmania.



FOUNDATION 3

An accessible destination

- The TICT's Accessible Tourism accreditation module provides an online accessibility assessment for businesses, and generates an Accessibility Information Guide for the business for visitors. Up to the end of November 2024, 51 operators were enrolled to complete the Accessible Tourism accreditation module; and for the first time this year there were finalists in the Accessible category of the Tasmanian Tourism Awards, with 'Excellence in Accessible Tourism' awarded to The Cove, one of three finalists.
- THA Awards for Excellence awarded gold for Disability Inclusion and Access to MACq01 Hotel (accommodation venue) and to Rupert & Hound (hospitality venue).
- With support from TTas and the regional tourism organisations, forty tourism operators participated in ATEC's *Accessible & Inclusive Host* online training program to upskill and build confidence in working with travellers with access needs.
- The Discover Tasmania website's Vacayit audio guides were updated to further support travellers who are blind or have low vision; and a suite of content was released in line with the International Day of Persons with Disabilities.
- Industry resources for supporting travellers with accessibility needs were publicised in the TTas industry newsletter 6 December as well as on the TTas corporate website.



FOUNDATION 4

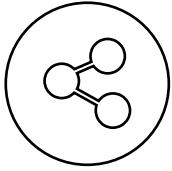
Authentic Tasmanian experiences

- DSG delivered the Supporting Aboriginal People in Tourism and Hospitality Grant Program to help Aboriginal people in tourism and hospitality participate in professional development opportunities including conferences, workshops, training courses, and trade shows.
- Project Initiation Document for Cultural Tourism protocols was developed by PWS to support Tasmanian Aboriginal tourism initiatives.
- As at end of December 1,230 people had completed the Tassie Tourism Ambassador program – total 418 participants in 2024, an increase of 12.9% from 2023.
- Six new Tassie Tourism Ambassador destination modules were launched including Hobart & Surrounds; the Southeast; Derwent Valley & Central Highlands; Huon Valley & Far South; The Heritage Highway; and Tassie Outdoor Tourism.
- TTas delivered a product development workshop, cruise exchange industry event, and several major famils with multiple cruise lines during 2024 to help regional operators engage with the cruise sector.
- An audit of shore programs has been completed to help identify gaps and opportunities for cruise product development.



FOUNDATION 5 Our Protected Areas

- PWS held public information sessions on Tasmania’s Next Iconic Walk showcasing latest concept designs; completed market research; and the Reserve Activity Assessment and supporting specialist studies are nearing completion.
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FOUNDATION 6 Connected to customer

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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