

2030

VISITOR ECONOMY STRATEGY

TASMANIA

THREE YEAR ACTION PLAN

2023-24 to 2025-26

| ACTION | LEAD | PARTNERS | DELIVERED BY |
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| Environmental sustainability | | | |
| Support Tasmanian tourism and hospitality operators to reduce their emissions through a program that helps operators to understand their emissions profile, engage in carbon accounting and develop plans to reduce their footprint. | TICT | DSG, RTOs | 2024/25 |
| Support operators to reduce emissions in their business. | DSG | ReCFIT, TICT, RTOs | 2024/25 |
| Implement a food waste pilot initiative. | THA | | 2023/24 |
| Deliver the 2030 Vision to reduce energy consumption and better manage plastics, packaging and containers. | THA | | 2025/26 |
| Develop a business case to scope and review concepts to support visitors opting into a net zero emissions visit. | TTas | Treasury, OCG, ReCFIT | 2024/25 |
| Develop initiatives that support take-up of circular economy practices by Tasmanian tourism and hospitality operators, their supply chains and local destinations. | TTas | NRE Tas | 2025/26 |
| Promote the uptake of electric vehicles and support a state-wide fast charging network to support Tasmania's goal to shift to a low emission economy | ReCFIT | TTas, DSG, RTOs | Ongoing |
| Infrastructure | | | |
| Implement a visitor economy infrastructure governance model to provide direction and oversight to priority-based infrastructure planning and delivery | DSG | TTas, NRE Tas, Infrastructure Tas, State Roads, LGAT, TICT, THA | 2023/24 |
| Develop a 10-year visitor economy infrastructure plan, with industry and local government, to support future growth that benefits locals and visitors and aligns investment across access, capacity and experiences and is focussed on priority public infrastructure projects including national parks, roads, airports and aviation investments, events and local council infrastructure. | DSG | TTas, NRE Tas, Infrastructure Tas, State Roads, LGAT, TICT, THA | 2024/25 |
| Work with all levels of government to fund and progress the 10-year infrastructure plan. | DSG | TTas, NRE Tas, Infrastructure Tas | Ongoing |
| Invest in events infrastructure across the state. | DSG | TTas, RTOs, TICT, THA | Ongoing |
| Conduct demand and feasibility study for new convention facilities in Launceston. | DSG | TICT, THA, TTas | 2024/25 |

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| Work with all levels of government and the Regional Tourism Organisations to identify and advocate for immediate and longer-term infrastructure planning and investment, particularly in regional areas. | TICT, THA | RTOs | Ongoing |
| Work with government to inform clear priorities for infrastructure investment and advocate for bipartisan support at all levels of government. | TICT, THA | RTOs | Ongoing |
| Champion quality commercial tourism infrastructure in keeping with Tasmania's destination brand attributes and the state's strategic positioning. | TICT, THA | RTOs | Ongoing |
| Influence investment and developments that enhance the Tasmanian brand and increase the diversity and quality of our destination. | OCG | Brand Tas, TTas | Ongoing |
| Maximise the opportunity for regions from the arrival of the new Spirit of Tasmania vessels, including planning for and investing in facilities and services to meet contemporary touring market and regional infrastructure needs. | TTas | DSG, NRE Tas, RTOs, TICT, THA | 2024/25 |
| Support development of diverse accessible infrastructure and facilities | DSG | NRE Tas, TTas, RTOs | Ongoing |
| Deliver \$40 million investment in Tasmania's Next Iconic Walk on the West Coast. | NRE Tas | West Coast Council, Hydro Tasmania, TTas, DSG, RTO, Brand Tas | Ongoing |
| Complete masterplan initiatives in Cradle Mountain-Lake St Clair. | NRE Tas | | Ongoing |
| Complete masterplan investment of \$14 million and an additional \$7.2 million to support visitation in and around Freycinet National Park. | NRE Tas | | Ongoing |
| Deliver initiatives in the Tasmanian Wilderness World Heritage Area Tourism Masterplan. | NRE Tas | | Ongoing |
| \$10 million investment in sustainable off road vehicle access and experiences for the Arthur-Pieman Conservation Area and West Coast | NRE Tas | | 2025/26 |
| Maria Island Re-discovered Project Stage 3 investment of \$6.8 million. | NRE Tas | | 2024/25 |
| \$3.4 million investment in re-imagining the Hastings Thermal Pool. | NRE Tas | | 2025/26 |
| Cockle Creek campsite upgrades Stage 2 investment of \$3.25 million. | NRE Tas | | 2025/26 |
| \$2.8 million to progress Ben Lomond as a year-round destination. | NRE Tas | | Ongoing |
| Tamar Island Wetlands \$3.37 million boardwalk replacement. | NRE Tas | | Ongoing |
| \$2.75 million to revitalise the 'Edge of the World' experience at Arthur River. | NRE Tas | | Ongoing |
| \$2.05 million investment in a new arrival concourse in the Mt Field National Park. | NRE Tas | | Ongoing |

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| Upgrade to carparking and access of \$1.72 million at Cape Bruny Lighthouse Historic Site | NRE Tas | | 2023/24 |
| Tasman Arch–Devils Kitchen Stage 2 upgrade investment of \$1.65 million, including proposed suspension bridge over the Devils Kitchen. | NRE Tas | | 2025/26 |
| Flinders Island upgrade to camping and recreational vehicle access investment of \$1.095 million supporting tourism. | NRE Tas | | 2025/26 |
| Investment of \$1.015 million in toilets and boat ramps on the northeast reserves. | NRE Tas | | 2025/26 |
| Progress the conversion of the Dismal Swamp site to become a hub for visitors to the Circular Head region, in line with the Reimagining the Far Northwest report. | DPAC | DSG, NRE Tas, TTas, RTO | Ongoing |
| Continue to encourage the Tasmanian and Australian governments to invest in internet and mobile phone carriage services, to help ensure our regional areas have high quality connectivity and services, that are essential for modern hospitality enterprises. | THA | | Ongoing |

Workforce

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| Invest in training that is fit for purpose and informed by industry, business and learner feedback including from the Tourism and Hospitality Workforce Advisory Committee. | DSG | TICT, THA, RTOs | Ongoing |
| Invest in a dynamic and responsive vocational training sector with public and private sector training organisations, ensuring training providers achieve outcomes that meet industry needs. | DSG | TICT, THA, RTOs | Ongoing |
| Grow our future workforce and jobs for younger Tasmanians through the Tasmanian Youth Jobs Strategy, including supporting initiatives within our schools focussed on career pathways, skills and training. | DSG | TICT, THA, RTOs | Ongoing |
| Deliver targeted programs to grow a skilled and available workforce including workshops and career expos, and as a member of the Department of Education, Children and Young People Industry Advisory Board with a focus on attracting and skilling younger generations. | THA | | Ongoing |
| Through the Tourism and Hospitality Workforce Advisory Committee advocate for policy settings that make it easier to attract and retain staff in the tourism and hospitality sector. | TICT, THA | | Ongoing |
| Grow the next generation of industry leaders and improve diversity in the industry, targeting women and young professionals specifically through the Tasmanian Hospitality Association Women's Program, the Tourism Industry Council Tasmania Young Tourism Network and the Tasmanian Leaders I-Lead program. | TICT, THA | | Ongoing |
| Work with the Tasmanian Government to deliver a long-term sustainable funding model for VXT to ensure certainty for its role in delivering non-accredited training. | TICT, THA | | Ongoing |

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| Prioritise capacity building initiatives within our businesses to implement best practices in employment, ensuring businesses are safe, mentally healthy and welcoming to a diverse workforce. | TICT, THA | | Ongoing |
| Strengthen ties with the tertiary training sector, including the University of Tasmania. | DSG | TICT, THA, TTas | Ongoing |
| Leverage Regional Jobs Hubs to reach more Tasmanians from a broader range of cohorts, including older Tasmanians, youth, migrants, people with disabilities, and long-term unemployed, connecting them to support pathways into tourism and hospitality. | DSG | RTOs | Ongoing |
| Advocate for migration policy and settings and expedited visa processing to support industry workforce needs including for skilled migrants. | TICT, THA | | Ongoing |
| Prioritise worker accommodation challenges, particularly in regional areas. | OCG | HomesTas, DSG, RTOs, TICT, THA | Ongoing |
| Investigate the feasibility of a Tasmanian tourism workforce centre of excellence. | DSG | TICT | 2023/24 |

Demand

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| Strengthen our yield over volume strategy, with clear market interventions designed to stimulate year-round visitation and attraction of visitors to regions. | TTas | DSG, BET, TT-Line, Airports, RTOs | Ongoing |
| Grow non-peak seasons via major winter campaign and industry engagement, leveraging and building on the success of the Off Season. | TTas | RTOs | Ongoing |
| Build our long-term brand awareness and consideration via culture brand campaigns that differentiate Tasmania. | TTas | RTOs | Ongoing |
| Engage with and leverage destination marketing strategies and tactics that increase conversion and grow the visitor experience. | TICT, THA | RTOs | Ongoing |
| Curate a content program that highlights the Tasmanian experience via Road Trips, Events, Tasmanian Aboriginal experiences, Positive Impact and focus pillars. | TTas | RTOs | Ongoing |
| Deliver meaningful and relevant content that engages audiences and tells the Tasmanian brand and destination story via 'unordinary stories' series. | TTas | RTOs | 2023/24 |
| Market and promote operators recognised for emissions reduction and broader sustainability achievements. | TTas | RTOs, TICT, THA | Ongoing |
| Provide regional content into destination marketing activities of Tourism Tasmania. | RTOs | | 2025/26 |
| Launch 'marketing our regions' project to facilitate a more streamlined process for Regional Tourism Organisations to work with Tourism Tasmania. | TTas | RTOs | 2023/24 |
| Partner with established distribution channels who specialise in accessible tourism to leverage Tasmania's offer. | TTas | RTOs | Ongoing |

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| Work with a balanced portfolio of markets who are open to travel at different times of the year. | TTas | | Ongoing |
| Partner with Tourism Australia and global travel stakeholders in growing Tasmania's global presence. | TTas | | Ongoing |
| Leverage Tourism Australia's Content and International Media Hosting programs for our primary international markets. | TTas | | Ongoing |
| Collaborate with domestic and international partners, including airlines, on co-operative marketing activity. | TTas | | Ongoing |
| Invest in digital capability, systems and governance to evolve our data maturity to continuously improve data-driven decision making, improve security and maintain customer trust. | TTas | | Ongoing |
| Implement personalisation strategy across digital products and iteratively evolve based on performance insights. | TTas | | 2023/24 |
| Drive lead generation and conversion throughout the consumer journey via ATDW listings, partner activity and optimising the digital ecosystem. | TTas | | Ongoing |
| Implement Discover Tasmania website and App enhancements to the search function, navigability and Trip Planner experience to improve engagement and conversion. | TTas | | 2023/24 |
| Evolve social platform content strategy to drive more quality leads through to DiscoverTasmania.com and App. | TTas | | 2023/24 |
| Implement the five-year events strategy. | DSG | TTas, RTOs, BET, Brand Tas | Ongoing |
| Prioritise events that are unique to Tasmania, contribute to our environment, wellbeing, connectedness and incorporate a genuine recognition of our island and its people. | DSG | TTas, RTOs, BET, Brand Tas | Ongoing |
| Support and foster state-wide events to assist venues through recovery. | THA | | 2025/26 |
| Champion Tasmania's seasonal events strategy, with a focus on winter and shoulder periods, supporting cultural and participation-based events, and that generate demand for regional destinations. | TICT, THA | | Ongoing |
| Attract high-yielding and seasonally aligned business events over the longer term supported by development of product, experiences and industry capability to support delegate experience and broader economic benefits. | BET | DSG, TTas, RTOs, Brand Tas | 2025/26 |
| Provide access to competitive event support packages for business events that increase visitation during the off season. | BET | | 2025/26 |
| Expand presence at national and international business event tradeshows with a financial model that supports the participation of Business Events Tasmania stakeholders. | BET | | 2023/24 |

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| Deliver a tourism/trade aligned strategy to attract business events that provide economic benefits throughout the state by expanding Business Event Tasmania activities into key international business event markets. | BET | TTas, DSG | 2023/24 |
| Access to competitive event support packages for business events that are strategically aligned with Trade Tasmania key priorities and provide long lasting legacies through trade and investment opportunities and talent acquisition. | BET | | 2025/26 |
| Grow awareness of Business Events Tasmania Visionary Program through Trade Tasmania, to attract sector champions. | BET | DSG | 2023/24 |
| Grow the capacity and professionalism of the Tasmanian events industry and align the events sector with the Tasmanian visitor economy. | DSG | | Ongoing |
| Focus on a sustainable approach to international education with an emphasis on community, workforce, student experience, destination and brand. | DSG | Brand Tas, TTas | Ongoing |

Access

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| Maintain and grow our aviation network including a focus on market driven growth in capacity, direct city pairs, frequency and broader customer segments, considering total value to Tasmania. | TTas | DSG, Airports | Ongoing |
| Develop sustainable international flight capability and capacity, exploring future direct services into Asia. | TTas | DSG, Airports | Ongoing |
| Develop a renewed Aviation Strategy with Tasmanian airports to build increased and sustainable year-round options for visitors and Tasmanians, including infrastructure. | TTas | DSG, Airports | 2023/24 |
| Develop a renewed Cruise Shipping Strategy, with industry and partners including TasPorts, focussed on improved data, sustainable growth and growing the value proposition of this market for Tasmania. | TTas | TasPorts, DSG, RTOs | 2023/24 |

Visitor Contribution

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| Grow our contribution to land management agencies to increase resources for conservation and management. | TICT | | Ongoing |
| Attract and support investment in developments to grow visitor contribution. | OCG | | Ongoing |
| Champion initiatives that enable visitors to contribute to Tasmania. | TICT, THA | | Ongoing |
| Pursue opportunities for visitors to contribute directly to the conservation and management of protected areas, and regional services and infrastructure for the benefit of locals and visitors, including investing in research to understand how to retain maximum benefit in Tasmania and our regions. | TTas | Treasury, OCG | 2024/25 |

| Industry | | | |
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| Provide visitor economy leadership of 2030 vision and directions with regional industry and stakeholders, advocating for the regional priorities and collaborating with local councils and as part of the state-wide tourism network. | RTOs | TTas, DSG | 2025/26 |
| Develop a regional industry development plan focussed on the 2030 strategy priorities and specific needs of regional industry, connecting operators into the broader system of available programs and resources and working with partners to develop agreed programs and resources to fill gaps. | RTOs | TTas, DSG, TICT, THA | 2025/26 |
| Refer tourism operators into whole system programs provided by all levels of government, industry associations and other product development and business assistance resources. | RTOs | DSG, TTas, TICT, THA | 2025/26 |
| Support innovation through an industry and government collaboration to respond to rising businesses costs, including insurance, and reduce regulatory barriers in priority sectors. | TICT, THA | DSG | 2023/24 |
| Strengthen industry resilience, capability and destination development through regional and state-wide collaboration and networking initiatives, increasing awareness of resources to leverage activity to enhance their businesses. | TTas | RTOs, DSG, TICT, THA | Ongoing |
| Enhance Tourism Tasmania's corporate website to provide industry with tools and information to build their businesses and develop their tourism experiences. | TTas | RTOs, TICT, THA | 2024/25 |
| Support development of businesses and product consistent with Tasmania's brand proposition and industry accreditation standards. | TICT, THA | Brand Tas, RTOs | Ongoing |
| Implement the Great Customer Experience program to delivery high quality visitor experience and service quality. | THA | RTOs | Ongoing |
| Deliver the Tasmanian Tourism Awards designed to encourage and recognise innovation, excellence, quality and sustainability and be a benchmark for best practice. | TICT | TTas | Ongoing |
| Deliver the Top Tourism Town Awards program to promote regional locations encouraging regional dispersal, foster community spirit and engagement with the tourism industry, strengthen relationships with local councils and supporting the ongoing development of destination marketing collateral across three population-based categories (Tiny, Small, Top). | TICT | RTOs | Ongoing |
| Deliver program of networking events to promote business development and thought leadership for the tourism industry. | TICT | RTOs, TTas | Ongoing |

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| Continue to deliver the Hospitality 2030 Vision to support industry development. | THA | DSG | Ongoing |
| Promote increased take-up of the nationally recognised Australian Tourism Accreditation Program with a focus on engaging new operators and encouraging uptake of specialist modules including International Ready. | TICT | TTas, RTOs, DSG | Ongoing |
| Deliver industry development tools including the new online training webinar, Skilled in Sixty, designed to provide operators with simple, practical skills and capacity building and continue the Talking Tourism Podcast series to provide operators with education, inspiration and learnings. | TICT | | Ongoing |
| Focus on improving Tasmania as an accessible destination by increasing operator takeup of the Accessibility module under the Quality Tourism Accreditation Program, connect with tools and resources and through the upcoming Skilled in Sixty sessions. | TICT | TTas, RTOs | 2023/24 |
| Connect and engage industry with tools and resources about accessible tourism, including marketing, and work with partners specialising in accessible tourism industry development initiatives. | TTas | RTOs, DSG | 2025/26 |
| Continue to deliver the online Tassie Tourism Ambassador Program to equip tourism and hospitality staff and interested locals with skills to offer a great visitor experience and local knowledge to tell the story of their region. | TICT | RTOs | 2024/25 |
| Maintain the highest standards and expectations for commercial tourism operators providing experiences in protected areas. | NRE Tas | TICT | Ongoing |
| Deliver a Nature Tourism Day each year in the north and south of the state for Accredited Tourism Operators and Nature Based Tourism Operators within Tasmania's Wilderness World Heritage Areas, National Parks and other protected areas to support operators meeting the highest standards of operation, plan for peak season visitor management and share information. | TICT | NRE Tas | Ongoing |
| Product | | | |
| Support development and diversification of product in core Tasmanian experiences (nature, heritage and history, arts and culture) and new and emerging propositions (wellness, sustainability and Tasmanian Aboriginal experiences). | TTas | DSG, RTOs | Ongoing |
| Stimulate private sector investment in new product through an extension to the Tourism Development Loan Scheme. | DSG | | 2023/24 |
| Support appropriate and responsible commercial visitor activities and investment in product and experiences that leverage Tasmania's unique national parks and wilderness areas. | NRE Tas, OCG | TTas, RTOs | Ongoing |

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| Deliver the next iteration and update to Bottling Wine Tourism 2022-24, to continue to expand the Tasmanian wine tourism sector and wine-related visitor experience; increase high value visitation to Tasmanian cellar doors; increase the overall value of wine tourism to Tasmania's economy; and enhance the strong reputation of our wine and tourism sectors. | TICT | Wine Tas | 2024/25 |
| Progress regulatory reform targeting improvements in the small business regulatory and operating environment, including artisanal and boutique operations informed by the agritourism regulatory mapping completed in 2022. | DSG | TTas, RTOs, OCG | 2025/26 |

Tasmanian Aboriginal people

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| Through engagement with Tasmanian Aboriginal people, businesses and organisations develop a process of co-design and shared decision-making with Tasmanian Aboriginal people, work to ensure that the Tasmanian Government's framework and programs of capacity building and tailored business support for Tasmanian Aboriginal tourism businesses are in alignment with identified aspirations and goals, and sit within the Closing the Gap National Agreement – Tasmanian Implementation Plan and its four priority reform areas. | DSG | DPaC, TTas, NRE Tas | Ongoing |
| Continue to provide operational funding to support wukalina Walk, Tasmania's award-winning, flagship Aboriginal cultural tourism experience. | DSG | | 2025/26 |
| Support Tasmanian Aboriginal tourism initiatives, programs and cultural protocols. | NRE Tas | DPaC, DSG, Brand Tas, TTas | Ongoing |

Research

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| Invest in data and research to inform the strategic growth and positive impacts of events and business events. | DSG | BET, TTas, Brand Tas | Ongoing |
| Invest in community data and research to inform our approach to destination planning and management. | TTas | Brand Tas | Ongoing |
| Evolve our target customer markets, segmentation and competitor analysis through investment in research. | TTas | Brand Tas | Ongoing |
| Share research and insights with government and industry to support performance, inform decision making and investment. | TTas | | Ongoing |
| Finalise 2030 Strategy measures currently in development. | TTas | TICT, THA, DSG, NRE Tas, Brand Tas | 2023/24 |

Destination management

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| Collaborate on ways to improve visitor management to minimise the impact of visitor activity on their amenity and conservation value. | NRE Tas | TTas, TICT, THA | Ongoing |
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| Work across government to embed the principles of this strategy into planning and policy provisions as they relate to the visitor economy. | TTas | DSG, OCG, NRE Tas | Ongoing |
| Develop an approach to carrying capacity, considering cumulative impacts, limits and thresholds and investigate options to manage impacts and growth. | TTas | DSG, NRE Tas, TICT, THA, OCG | 2024/25 |
| Develop a framework, centred in this Strategy and in collaboration with local government, that guides regionally centred destination management responding to destination challenges and opportunities. | TTas | RTOs, DSG | 2024/25 |
| Align Destination Management Plans to the 2030 Visitor Economy Strategy. | RTOs | TTas, DSG, TICT, THA | 2023/24 |
| Stimulate private sector investment in new product. | OCG | NRE Tas, TTas, DSG | Ongoing |
| Invest in systems, processes and models to support contemporary visitor management and contribution. | NRE Tas | | Ongoing |
| Progress development of a new visitor booking system for national parks and reserves. | NRE Tas | | 2024/25 |

ACRONYM DEFINITION

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| 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 |
| 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 |