

2030  
VISITOR  
ECONOMY  
STRATEGY  
TASMANIA

# Action Plan Progress Report

JULY TO DECEMBER 2025



Bangor Vineyard Shed  
© Tourism Australia





## **KEY DIRECTION 1**

### **Reduce emissions and improve environmental sustainability practices**

- TICT's Emissions Reduction Program enrolled 38 new businesses during the period, bringing the total to 139 businesses with 1,244 actions lodged to reduce emissions and 75 active businesses creating a plan or commitment to transition to renewable energy.
- TICT delivered 13 workshops to industry to support electric vehicle tourism in Tasmania, supported with a grant managed by DSG's Tourism and Hospitality team.
- TICT educated industry on the Australian Government's new mandatory emissions reporting requirements through an industry breakfast and a Skilled in Sixty webinar on what the new emissions targets mean for tourism businesses.
- TICT filmed leading tourism operators to showcase best-practice sustainability initiatives as part of the development of a Sustainable Tourism Spotlight e-module for industry, scheduled for launch in early 2026.
- HT in partnership with TICT completed a waste management scan of Tasmania's hospitality and tourism sectors.
- TTas, TICT and HT are contributing to the development of Tasmania's next Waste and Resource Recovery Strategy, to ensure ongoing waste management improvements for the tourism and hospitality sectors.
- The 2025 round of ReCFIT's ChargeSmart Electric Vehicle Charging Grant Program awarded 12 grants for 11 new sites around Tasmania and one upgrade to an existing site.
- TICT delivered multiple climate-related keynote presentations at business events to support sector awareness and leadership.
- TICT delivered tailored sustainability support to industry including on-site visits, one-on-one consultations and practical emissions-reduction advice, alongside maintaining an industry resources webpage connecting tourism businesses with tools, resources and grant opportunities that support sustainability goals.
- NRE Tasmania delivered, in partnership with industry, the High Priority Infrastructure Grants program to support tourism and hospitality businesses to transition to circularity.
- ReCFIT and the TICT are preparing resources for small businesses to support their transition to electric vehicles and are expected to be available in early 2026.



## **KEY DIRECTION 2**

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

- TTas progressed the Sustainable Visitation Framework following completion of the statewide Strategic Assessment, with two detailed regional assessments underway at the Tamar Valley and Mt Field and Surrounds. Key learnings will be evaluated for application at other destinations across the state.
- TICT launched the New Cruise Tourism educational spotlight module in partnership with TasPorts for operators in December 2025. The online module is to help inform operators about how they can be more involved in cruise tourism and initiatives underway to ensure regional dispersal and ongoing sustainability.
- The OCG continued to work with proponents businesses and developers across Tasmania to support investment in the visitor economy. This included providing advice on community engagement, meeting environmental requirements, and leveraging Tasmania's unique brand strengths.



## **KEY DIRECTION 3**

### **Grow visitor contribution to Tasmania**

- TTas delivered the Port Arthur Visitor Contribution Pilot Project, working with the Port Arthur Historic Site Management Authority to explore the viability of voluntary contribution models to support on-site heritage conservation activities.
- NRE Tas progressed the development of a new visitor booking system for national parks and reserves.
- Ongoing review of systems and processes for commercial operators in protected areas maintained by NRE Tas.
- OCG worked with both businesses and investors to develop new tourism offerings. There's been strong interest in sports and recreation projects, wellness experiences, and accommodation in regional and remote parts of the state.



## **KEY DIRECTION 4**

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

#### **BRAND AWARENESS, CAMPAIGNS AND PR**

- TTas's Off Season 2025 campaign performed strongly with 740 experiences and conversion partner results exceeding targets.
- TTas's Winternships activation surpassed all KPIs with 310 million earned media reach (562% increase on target).
- The perception of Tasmania offering a 'winter experience with a difference' increased to an all-time high of 38% in July – an increase of 10% since the Off Season first launched five years ago.
- TTas's Off Season 2026 campaign development is in progress, with masterclasses conducted statewide and offer submissions opening on 5 November 2025.
- The Come Down For Air awareness campaign run by TTas launched in September 2025 and is performing well.
- TTas's responsive marketing opportunities delivered strong representation across all regions. Gourmet Traveller Restaurant Awards came to Tasmania, marking the first time the event has not been held in NSW or VIC in its 45 year history.
- TTas worked with mass participation events including across South (Sydney to Hobart, Taste of Summer, Hobart International), North (Tamar Valley features, Hockey Championships), Northwest (Women's Enduro, Burnie Ten), and East/West Coast regions to leverage opportunities to promote our program through event channels.

#### **DOMESTIC LEAD GENERATION AND CONVERSION**

- A program to improve how the Discover Tasmania website turns visitors into bookings commenced in December 2025, with testing underway to increase the number of leads delivered to industry.
- Airline partnerships consistently exceeded targets throughout the period, with the overall FY26 partnership delivering 148% of seat sales target.
- New partnerships were developed including Sharp Airlines campaigns for Flinders/King Island and Virgin Australia are engaged in discussions for winter 2026.
- The Fly/Drive program delivered a 25% uplift in hire car bookings.

#### **INTERNATIONAL LEAD GENERATION AND CONVERSION**

- International activity was maintained across USA, UK, China, Singapore, and New Zealand, with specific focus on shoulder/winter bookings.
- Internationally, partnerships were refocused to increase spend per night, particularly in the UK market.
- A Trade Connect Program successfully increased operator attendance at in-market events (five operators at Marketplace North America versus one in 2023, and 67% increase in operator attendance at Marketplace India).
- TTas worked with the emerging Indian market focusing on earned media partnerships, trade engagement, and hosting high-profile Indian content creators with a combined 10 million-plus audience reach.
- Partnerships with Tourism Australia were maintained across all markets through the ATEC Explore Tasmania program, trade famils and training programs, and content partnerships.
- Media hosting and famil programs were extensively leveraged across all priority markets, delivering significant earned media coverage.

## DIGITAL EXPERIENCE

- Social media delivered strong results with 3.2 million impressions in August 2025. High-performing content included Gordon Ramsay’s endorsement (640,000+ views) and International Wombat Day video (1.2 million TikTok views, 650,000 Instagram views).
- Website enhancements delivered a 15% newsletter conversion improvement and ongoing improvements for search engine optimisation and AI overviews.
- A campaign to encourage downloads of the Discover Tasmania app launched in September and has performed strongly to date.

## CONTENT

- Content program delivered electric vehicle travel updates, Unordinary Stories series, the Travelling Mindfully landing page, wheelchair-accessible travel content, a new golf search engine optimisation page, and seasonal articles.
- The Unordinary Stories series delivered multiple content features including Party in the Paddock Backstage Pass, Astrophotography, King Island day-in-the-life content.
- Editorial articles showcased unique Tasmanian stories featuring Corrine Ooms, Georgie Gott and Travis Tiddy.

## CONSUMER RESEARCH

- TTas continued to build understanding of both potential and actual visitors with focus on core segments, including research into wellness, events and visitor expectations concerning positive impact travel.
- TTas published multiple industry-facing reports, including quarterly Visitor Data Snapshots for June and September, and three Monthly Accommodation Reports.
- TTas supported TICT industry engagement through appearances on the Talking Tourism podcast and Skilled in Sixty series.
- In November 2025, Brand Tasmania commissioned two research projects on the value of the Tasmanian brand and the value of Brand Tasmania. This research will be completed in January 2026 and will have relevant insights for the tourism and hospitality sectors.



## **KEY DIRECTION 5**

### **Strategic investment in Tasmanian events and business events**

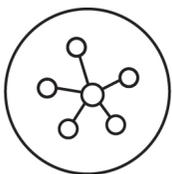
- The Visit Northern Tasmania's (VNT) demand study for new convention facilities in Launceston is complete and published on their website. The Northern Events and Festivals Strategy project being led by VNT is close to completion.
- DSG's Events Tasmania team has engaged KPMG to conduct a review of current programs and processes to best align funding pathways with the Tasmanian Government Events Strategy 2023–2027. Consultation is complete with the report expected in early 2026.
- Events Tasmania continues to work with IER, its third-party research and measurement provider. In 2025, 20 events worked with IER to conduct economic impact assessments, including the assessment of social impact.
- Events Tasmania is working with DarkLab on identifying the next steps following the submission of the draft Festivals and Major Events Southern Tasmania Venue Strategy.
- Events Tasmania delivered two series of workshops in 2025 to increase the skillset of event organisers statewide: Social Media for Events in the first half of 2025, and Grant and Report Writing in collaboration with Business Tasmania in July/August 2025.
- BET with support from DSG's Tourism and Hospitality team, won 72 conferences with an estimated economic impact of \$60.6 million and bid on 100 conferences with an estimated economic impact of \$79 million during this period.
- BET approved 28 funding packages worth \$803,450 to attract off-season conferences with an estimated economic impact of \$24 million.
- BET attended three trade shows to promote Tasmania to domestic and international conference planners, meeting with 77 event planners to discuss business opportunities.
- BET hosted 27 national conference planners at events in Melbourne and Sydney and ran five familiarisation tours across Tasmania for 47 national and 16 international event planners, resulting in 22 leads and 10 bids.
- BET collaborated with the Trade Tasmania team on joint bidding opportunities.
- BET submitted 25 bids aligned with Trade Tasmania's key priorities to attract conferences with an estimated economic return of \$20 million.
- BET undertook extensive research to develop a strategic plan for the Visionary program across Tasmania's trade portfolios. Launching in December, the framework aims to secure 200 global ambassadors to grow the annual economic impact to \$600 million by 2034.



## **KEY DIRECTION 6**

### **Strategic approach to visitor infrastructure benefitting locals and visitors**

- DSG’s Tourism and Hospitality team has completed a procurement to prepare the Tasmanian Government’s 10 Year Visitor Economy Infrastructure Plan – expected completion by 30 June 2026.
  - The Tourism and Hospitality team delivered a \$2 million grant program through the Spirit Preparedness Fund to 4 councils. The funding supported key infrastructure investment in their areas to prepare for increased visitation and improve the experience for caravan and motorhome visitors.
  - The Tourism and Hospitality team supported an additional six councils with grants totalling \$345,000 to implement recommendations from the Caravan and Motorhome Plan.
  - TICT launched the Onboard to Onshore educational module in September 2025 to help the tourism industry better prepare for the increased visitor capacity the new Spirit of Tasmania vessels will have in the future and provides valuable insights into how Tasmania, as a visitor destination, can be ready to welcome and accommodate a growing number of self-drive travellers, particularly those arriving with caravans and motorhomes.
  - HT is working closely with Telstra to identify priority areas for telecommunications upgrades around the state to meet the needs of hospitality businesses in rural, regional and remote areas.
  - A proposal for remediation works to take the site to investor-ready status has been endorsed for Dismal Swamp through DSG’s Regional Development team, with the first stage of works completed in December.
  - The OCG continues to manage the Tourism EOI process for reserved and Crown land. During this period, 7 inquiries were received about developing new tourism proposals. The OCG provided detailed advice on the EOI process and its requirements.
- NRE Tas progressed actions associated with multiple infrastructure projects, including:
    - Mt Field National Park new arrivals concourse project – progressing through the detailed design stage. The final design is subject to Council approval and planning continues for construction to commence in the first quarter of 2027.
    - Ongoing progress in the development of the Freycinet Visitor Gateway project.
    - Contract awarded for the Maria Island Re-Discovered project – Stage 3 investment.
    - Tender released for Cockle Creek campsite upgrades Stage 2 investment – tender released for Catamaran upgrades.
    - Ben Lomond Management Plan review.
    - Tamar Island Wetlands boardwalk replacement – contract awarded for first stage of works.
    - ‘Edge of the World’ experience at Arthur River – Concept Plan released for consultation.
    - Tasman Arch-Devils Kitchen Stage 2 upgrade – tender released.
    - Flinders Island campground and day use areas upgrades complete.



## **KEY DIRECTION 7**

### **Industry of choice for Tasmanians**

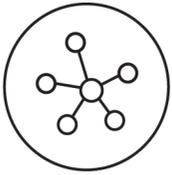
- New School of the Visitor Economy announced at TasTAFE, with new Head of School appointed and new industry advisory body meeting for the first time.
- TICT is leading a program to future proof Tasmania’s tour guiding workforce by implementing recommendations of the Future of Guiding report, including the development of a renewed training framework for tour guiding.
- TICT awarded inaugural Tassie Tour Guide Award in July, a national program administered by the Australian Tourism Industry Council. Tasmania’s winner claimed Australia’s Top Tour Guide in Canberra in September 2025.
- HT delivered 25 Hospitality Awareness Sessions across southern, northern, and north-west schools, supported with a grant managed by DSG’s Tourism and Hospitality team.
- Tasmania’s Youth Tourism Network continues to progress with attendees from the inaugural education tour of regional Victoria presenting findings to the Tasmanian Tourism Conference in July and the TICT Board in October. Partnership with Pennicott Wilderness Journeys has been secured for 2026.
- HT Women in Leadership hosted six workshops with 100 attendees statewide, and 18 Scholarships issued supporting future hospitality leaders, supported with a grant managed by DSG’s Tourism and Hospitality team.
- TICT launched the Quality Tourism eLearning Hub, an online platform providing accessible learning opportunities for tourism operators and their teams (free for accredited operators).
- HT launched Hospo Health Leaders Program, now recognised as the leading preventative health program in hospitality nationally, positioning Tasmania as an innovator in workplace wellbeing, supported with a grant managed by DSG’s Tourism and Hospitality team.



## **KEY DIRECTION 8**

### **Community centred destination management**

- TICT introduced the Local Government Award for Excellence in Tourism at the Tasmanian Tourism Awards, recognising excellence in tourism planning, the provision of tourism facilities and services, marketing, event development and management, and the overall contribution made both locally and to the wider tourism industry.
- Both Devonport (Top Town) and Deloraine (Small Town) won silver in the Australia’s Top Tourism Town Awards, recognising the strength and diversity of Tasmania’s regional tourism towns.
- TICT provided more than 500 hours of Entrant Support and Business Mentoring to operators involved in the 2025 Tasmanian Tourism Awards.
- HT’s Great Community Experience initiative, part of the broader Great Customer Experience Program supported through a grant managed by DSG’s Tourism and Hospitality team, continues to build momentum with regional areas showing especially strong participation and positive community impact.
- TTas worked with Dewayne Everettsmith to develop a cultural safety proficiency pathway ‘Palawa Muylatina Paliti Tapilti’ for the agency.



## **FOUNDATION 1**

### **A prosperous, resilient and innovative industry**

- TTas organised and facilitated 17 tourism industry masterclasses covering nine topics at eight locations around Tasmania and online, attended by 367 tourism operators, providers and other stakeholders.
  - TTas facilitated a Signature Experiences of Australia Showcase, bringing together 11 of Tasmania's SEA members with Tourism Australia's General Manager Experiences.
  - TTas's corporate website updated with information on the industry masterclasses and the Off Season 2026 campaign including the 'Create Your Offer - Operators Toolkit'.
  - The TICT led Tasmanian Tourism Conference in July was attended by more than 550 people and the Tasmanian Tourism Awards Gala was attended by more than 500 people.
  - Increasing numbers of operators accredited under the Quality Tourism Framework are completing additional modules representing a 23% increase on the previous financial year.
  - 34 new operators achieved Sustainable Tourism Accreditation through the Quality Tourism Framework.
  - TICT introduced the Local Government Award for Excellence in Tourism at the Tasmanian Tourism Awards, recognising excellence in tourism planning, the provision of tourism facilities and services, marketing, event development and management, and the overall contribution made both locally and to the wider tourism industry.
- TICT led the development of the industry's first snapshot of the economic impact of insurance challenges on Tasmanian tourism operators, supported through a grant managed by DSG's Tourism and Hospitality team. The industry is developing a toolkit to help operators have more informed conversations with their brokers and insurers.
  - TICT in partnership with PWS held two Nature Tourism Symposiums – one in Cradle Mountain and one in Hobart with a combined 80 attendees.
  - TICT presented nine Skilled in Sixty Webinars, delivering 60-minute information sessions on topics for Tasmanian tourism operators.
  - The Great Customer Experience Program, supported through a grant managed by DSG's Tourism and Hospitality team, is seeing sustained growth, supported by rising engagement in Business Health Checks and Venue Awareness Sessions.
  - HT delivered its Year Three review of the Hospitality 2030 Vision.
  - The OCG's Red Tape Reduction Coordinator continues to work with small businesses, including those in tourism, to identify ways to streamline regulations. A report on this work will be released in the coming quarter.



## **FOUNDATION 2**

### **Growing access into and around Tasmania**

- 50,000 more seats between Hobart and Melbourne were secured with assistance from the Spirit Preparedness Fund aviation attraction supplement.
- In August Hobart Airport announced completion of the \$130 million runway upgrade that enables larger aircraft such as the Airbus A350 and Boeing 787 to operate direct flights.
- In September, Qantas recommenced services between Hobart and Perth supported by TTas.
- In October seasonal services recommenced between Launceston and Perth and Adelaide and between Hobart and Auckland.
- A new seasonal route between Hobart and Newcastle commenced on 2 December supported through DSG's Aviation Attraction Fund and TTas.
- TTas, in partnership with Hobart Airport, continued dialogue with target international carriers regarding direct services between Hobart and Singapore and Hobart and Hong Kong.
- Both Hobart and Launceston Airports are undertaking significant airport developments. Hobart Airport completed a new security screening upgrade as part of their \$200 million terminal redevelopment, while Launceston Airport has made upgrades to security screening, departures hall, and aircraft parking apron.
- TTas hosted nine cruise line and shore excursion operators on a famil, incorporating B2B meetings at the Tasmanian Showcase and facilitating over 70 product meetings and engagements.
- TTas with DST, WxNW and TasPorts delivered pre-season cruise briefings to around 250 operators and volunteers across Hobart, Burnie and Port Arthur, as well as cruise rate sheet training.
- TTas worked with TICT, the Tourism Academy and TasPorts to deliver cruise guide training in Hobart and Burnie and a Tasmanian cruise tourism module for the TICT Tourism Toolbox. TTas launched a new Cruise Shore Excursion Product Guide.



## **FOUNDATION 3**

### **An accessible destination**

- TTas promoted accessibility resources in the Tourism Tasmania Industry Newsletter, including:
  - Sharing Tourism Research Australia's Accessible Tourism in Australia report for 2024.
  - Inviting operators to update their accessibility information on the Australian Tourism Data Warehouse in order to be promoted through TTas channels.
- Accessible tourism content was delivered through Julie Jones' review of Peppers Silo Launceston and her 'My top 5 wheelchair-accessible travel stops in Tasmania' content piece.
- TICT advocated for recognition of businesses having undertaken Accessibility Assessments and publishing Accessibility Guides/Info for entrants through the national Tourism Awards program.
- Sixty six businesses undertook an Accessible Tourism Assessment during 2025 as part of the Quality Tourism Framework, generating an Accessibility Information Guide for consumers and a comprehensive internal evaluation report.



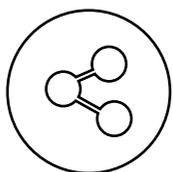
## FOUNDATION 4 Authentic Tasmanian experiences

- TICT's Tassie Tourism Ambassador program saw 105 new completions during the period, bringing total participation to 1,435 to date.
- TICT developed the Tassie Tourism Toolbox, a sub site of the Tassie Tourism Ambassador program, offering Tasmanian tourism professionals' access to a range of educational resources tailored to specific sectors of the industry and currently includes: *Tassie Cruise Tourism*; *Tassie Outdoor Tourism*; *Tassie Wine Tourism and Onboard to Onshore* educational modules.
- TTas's campaign, The Off Season continues to provide operators with the opportunity to diversify their product offering and test market interest.
- Brand Tasmania and TICT launched the Tasmanian x TICT Mark to strengthen and grow a community of tourism businesses that embody what it truly means to be Tasmanian.
- TICT and Wine Tasmania released the Bottling Wine Tourism Strategy 2025-2027 in August 2025.
- Project manager appointed to DSG's Tourism and Hospitality team to progress recommendations from a report on agritourism regulatory reform.
- DSG's Tourism and Hospitality team delivered a \$3 million grant program through the Spirit Preparedness fund for seventeen businesses to create authentic Tasmanian experiences which respond to core and emerging visitor demand and directly contribute to our visitor economy.



## FOUNDATION 5 Our Protected Areas

- NRE Tas progressed the development of a new visitor booking system for national parks and reserves.
- Ongoing review of systems and processes for commercial operators in protected areas maintained by NRE Tas.
- NRE Tas progressed actions associated with multiple infrastructure projects, including:
  - Mt Field National Park new arrivals concourse project – progressing through the detailed design stage. The final design is subject to Council approval and planning continues for construction to commence in the first quarter of 2027.
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  - Tasman Arch-Devils Kitchen Stage 2 upgrade – tender released.
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## FOUNDATION 6

### Connected to customer

- New seasonal Hobart–Newcastle route commenced December 2025.
- In November 2025, Brand Tasmania commissioned two research projects on the value of the Tasmanian brand, due January 2026 with relevant insights for tourism and hospitality.
- TTas continued to build understanding of both potential and actual visitors with focus on core segments, including research into wellness, events and visitor expectations concerning positive impact travel.
- A program to improve how the Discover Tasmania website turns visitors into bookings commenced in December 2025, with testing underway to increase the number of leads delivered to industry.
- Website enhancements delivered a 15% newsletter conversion improvement and ongoing improvements for SEO and AI overviews.
- Social media delivered 3.2 million impressions in August 2025, with high-performing content including Gordon Ramsay’s endorsement (640,000+ views) and International Wombat Day (1.2 million TikTok views, 650,000 Instagram views).
- TTas published multiple industry-facing reports, including quarterly Visitor Data Snapshots for June and September, and three Monthly Accommodation Reports.
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- Both Devonport (Top Town) and Deloraine (Small Town) won silver at Australia’s Top Tourism Town Awards.
- TICT’s Tassie Tourism Ambassador program saw 105 new completions during the period, bringing total participation to 1,435 to date.

## ACRONYM DEFINITION

### Visitor economy partners

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