

2030  
VISITOR  
ECONOMY  
STRATEGY  
TASMANIA

# Action Plan Progress Report

END OF JUNE 2024



Russell Falls Walk,  
Mt Field National Park © Stu Gibson



Tourism Industry  
Council Tasmania





## KEY DIRECTION 1

### Reduce emissions and improve environmental sustainability practices

- More than 360 operators state-wide have engaged in face-to-face education sessions, and showcases in the north and south led by TICT about **positive impact and emissions reduction**.
- Over 115 operators have signed up to **reduce their emissions** through the Net Zero Activation or Net Zero Advanced programs. To date, 87 tonnes of carbon emissions have been removed via ERC program. TICT and the RTOs have also onboarded with these programs.
- DSG has awarded 16 businesses a total of **\$620,000 grant funding to reduce emissions** including through the purchase of EV vehicles, replacing single with double glazed windows, solar energy, EV charging stations and replacing gas with electric hot water systems.
- TTas has completed **research** into consumer sentiment and willingness to pay by travellers for a net zero visit to Tasmania, to inform a future business case.
- DSG has awarded grant funding of **\$600,000 to the state-wide electric vehicle charging network** in regions and key tourist destinations. A further \$170,000 was provided to support the installation of a total of 20 Fast Chargers and 23 Destination Chargers across Tasmania.
- The THA has completed a scan of **food waste generated by the state's hospitality industry**, a food waste pilot with seven venues in the Salamanca precinct and developed tools and guidelines to enable operators to be leaders in circular economy practices.
- TTas, NRET, RTOs, TICT and THA have commenced development of **regional circular economy action plans**.



## KEY DIRECTION 2

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

- TTas commissioned **2030 supply forecasts** to inform planning for accommodation and workforce requirements to respond to 2030 demand forecasts.
- The Visitor Economy Strategy Infrastructure Working Group, led by DSG, has completed an audit of state infrastructure projects and pipeline relevant to the future visitor economy to inform development of the **10-year visitor economy infrastructure plan**.
- TICT, THA and RTOs have provided **advocacy for infrastructure and planning priorities** important in growing the visitor economy and managing growth sustainably – including the Positive Impact Plan for the East Coast and preparing for the new Spirit of Tasmania ships.
- TTas has completed the Caravan and Motorhome Plan to **prepare for the new Spirit of Tasmania ships**, in consultation with RTOs, TICT, THA, DSG, NRET, local councils and industry.
- TTas has invested in data infrastructure, including a data lakehouse and Power BI, to **enhance reporting and improve insights** to inform planning and decision making by industry and government.
- TTas has commenced development of the **Sustainable Visitation Framework** to enable growth in visitation while protecting Tasmania's brand, environment, and community values.



### KEY DIRECTION 3 Grow visitor contribution to Tasmania

- **Consumer research** into sentiment and willingness to pay has been commissioned by TTas to inform growing the visitor contribution.
- OCG continuing support for the Tourism Expression of Interest (EOI) process to **attract new developments and products** which will influence dispersal of visitors to the regions. Projects that have been approved to proceed via the EOI process will provide investment of over \$72.5 million and 234 FTE jobs if and when they are fully realised.



### KEY DIRECTION 4 Attract visitors to Tasmania through brand positioning and alignment of all demand drivers

#### COME DOWN FOR AIR BRAND CAMPAIGN

- The 2023/24 Come Down for Air **national brand campaign** was launched by TTas across metro areas in VIC, NSW, QLD and W.A. in market from October 2023 to 31 March 2024, including ads and 'Out of Home' installations, on high-reaching channels including online and subscription video, broadcast video on demand, paid social, audio and digital display, and the Discover Tasmania website, DT app and social channels – complemented by content partnerships delivered with The Imperfects podcast and The Guardian to further support brand storytelling.
- TTas marked **Queen Mary's proclamation** with responsive tactical activity that generated strong word-of-mouth and social media exposure, news media, industry (advertising) news, and travel media across domestic and international markets.
- **TasmanAI**, a Come Down for Air brand act, received more than 4,000 submissions in the week following the launch, reflecting strong earned media reach and social sentiment tracking positive.
- The **Odd Jobs** brand act was launched mid-June and within 10 days had an audience reach of over 1.2 billion, with over 980 pieces of social and editorial coverage generated.

## CONTENT

- TTas published **25 feature articles and listicles** in the ‘Unordinary Stories’ series, each showcasing unique experiences across all regions.
- RTOs have fed **regional content** into the TTas marketing program and profiled regional products through a monthly schedule of ‘Operator Showcases’.
- A **curated content program** was delivered via TTas eDMs to domestic subscriber databases, Discover Tasmania website and app, and social media platforms to grow demand.
- TTas introduced the **Marketing our Regions** program to share regular marketing updates and grow stronger engagement with the regions.

## OFF SEASON 2024

- The **Winter 2024 program**, led by TTas, is underway and aligns activity of key demand partners to a focussed strategy driving demand in winter – including TTas, RTOs, Events Tas, Business Events Tas, Spirit of Tasmania and PWS.
- **\$100,000 Event Marketing Tasmania - Winter 2024 Edition Grant Program** was released by DSG, to assist with marketing of events held April to September 2024.
- **Over 600 industry offers and events** are available in the Off Season campaign, provided by 381 participating operators; and an Offer Support Program was delivered by TTas to 165 tourism operators via an EOI process.
- TICT supported the Off Season campaign via various **industry communication** channels and as part of the assessment panel for Off Season support offer.
- The **‘Odd Jobs’ brand act** was released to support Winter 2024, with very strong pick up across news and general media and socials.

## DIGITAL

- Organic traffic to ATDW listings has **increased by 38% (accommodation) and 32% (things to do)** by TTas creating landing pages by region for accommodation and things to do. Targeted SEO tactics have increased the discoverability and volume of traffic to ATDW listings. (June figures YoY)
- TTas has actioned enhancements to [discovertasmania.com.au](https://discovertasmania.com.au) to **improve user experience, navigability, and search engine optimisation**.
- The wombat reel from Maria Island remains **TTas’ most successful social content** with more than 36 million views.
- Summer campaign promoting the Discover Tasmania App delivered – to date, there have been **more than 77,000 app downloads**.
- Hong Kong boy band Mirror and Australian ‘eco-warrior’ Robert Irwin both delivered strong results for Tasmania in their respective markets **via their digital channels**.

## PARTNERSHIPS

- **Access partnerships** via all major airlines, including always on activity with Qantas, Jetstar, REX and Virgin Airlines, and bolstered via partnerships with Tasmanian Vacations and Expedia, worked to drive customer conversions within our domestic market.
- **Global partnerships** including Southern World (US), Audley (US and UK), Trailfinders (UK), Flight Centre (UK), House of Travel (NZ), First Light Travel (NZ), Chan Brothers (Singapore), Trip.com (China), and Tuniu (China) Wing On Travel (HK), Miramar Travel (HK) and Klook (HK), are supporting international lead generation and conversion.
- TTas **hosted 11 international B2B events and trained more than 4,600 agents** via face-to-face events and webinars; 2,700 training modules were completed via Tassie Specialist and Aussie Specialist programs; and 380 Tasmanian tourism operators were showcased via on-ground famils.
- TTas delivered eight access partner (airline) campaigns and 24 key distribution **partner campaigns** across seven markets (Australia, US, UK, NZ, Hong Kong, China & Singapore).



## KEY DIRECTION 5 Strategic investment in Tasmanian events and business events

### INTERNATIONAL MARKETING

- TTas' global PR agency has delivered more than **400 pieces of international coverage** (media and social posts) across UK, SG, USA and NZ, plus additional exposure to millions via PR partners in Germany, Hong Kong and China.
- **PR activity** continues in our six key international markets to build awareness of Tasmania through editorial coverage.
- TTas worked **with Tourism Australia to deliver several famils** in Tasmania via the International Media Hosting Program.
- **International project teams** are in place to ensure ongoing strategic focus in each of Tasmania's key markets; with shared objectives around length of stay, spend, and consideration via Tourism Australia's global research program (Consumer Demand Project).
- Tourism Tasmania, together with more than 30 Tasmanian tourism operators, attended the industry's largest B2B event, Australian Tourism Exchange in Melbourne.

### CONSUMER RESEARCH

- **New segmentation** has been delivered and implemented in a targeted approach to the Off Season 2024 campaign, including industry education webinars presented in November 2023 and February 2024.
- **Tracking of the new segments** has been integrated into the Tourism Info Monitor (TIM) and the Tasmanian Visitor Survey (TVS).

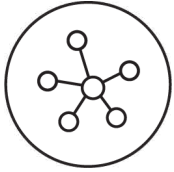
- The Tasmanian Government **Events Strategy 2023–2027** was launched in May 2023 by DSG.
- **\$100,000 Event Marketing Tasmania - Winter 2024 Edition Grant Program** was released by DSG, to assist with marketing of events held April to September 2024.
- DSG engaged an external research provider for strategic growth, positive impacts and other **relevant attendee data** to inform new funding programs for events.
- \$300,000 grant funding has been provided to VNT by DSG for a feasibility study into **Launceston convention facilities**, integrated into a Northern Events and Festivals Infrastructure Strategy.
- Agreement signed to commence a **southern festival and major events venue strategy** in partnership with DarkLab.
- TICT provided **advocacy for the role of Business Events**, including for additional funding for the Business Events Attraction Fund (BEAF), more funding for existing and new events, including regional events.
- BET secured **39 business events scheduled between May - October in 2024, 2025 and 2026**, bringing over 8,000 delegates (26,524 room nights) with a combined estimated economic impact of over \$28.6 million to the Tasmanian economy.
- BET attended **two tradeshows**, Tourism Australia's Dreamtime and the Professional Conference Organisers Association Conference, to promote Tasmania as a business events destination and associated products and services.



## **KEY DIRECTION 6**

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

- BET approved **\$668,000 in Business Events Attraction Funds (BEAF)** to 28 business events due to take place in the off season and approved \$435,650 to 15 business events that align with priorities identified by Trade Tasmania.
- The **‘Visionary Program’** was launched by BET, a podcast series sharing stories of visionaries showcasing why they choose to live and work in Tasmania. As at 30 June, 10 new visionaries have been recruited into the program who align with trade sectors including food and agriculture, science research and advanced manufacturing.
- TTas in collaboration with Events Tasmania, Business Events Tasmania and the Regional Tourism Organisations, produced a **calendar of winter events and marketing activity** which was shared with industry in January and again in July, to inform of cross-referral opportunities.
- NRE Tas completed \$1.72M (2021 Parks Powering Regional Economies plan) of works to **improve access to the Cape Bruny Visitor Site**, including upgrades to the PWS section of Lighthouse Road, museum and amenities via a new car park and all-abilities walkway. New car park features improve traffic flow and pedestrian safety, increased parking including disability parking spaces, and provision for coach and motorcycle parking.
- The Visitor Economy Strategy Infrastructure Working Group, led by DSG, has completed a **desktop review of state infrastructure projects and pipeline relevant** to the future visitor economy to inform development of the 10-year visitor economy infrastructure plan.
- \$300,000 grant funding has been provided to Visit Northern Tasmania from DSG for a **feasibility study for Launceston convention facilities**.
- TICT, THA and the RTOs have provided **advocacy for infrastructure and planning** priorities important to grow the visitor economy and manage growth sustainably, including the Far North West Project, Cradle Mountain Master Plan and through the East and West coasts’ Strategic Partnerships.



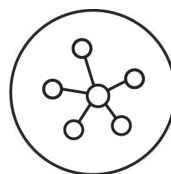
## KEY DIRECTION 7 An industry of choice for Tasmanians

- The industry Tasmanian Tourism and Hospitality Workforce Advisory Committee (TTHWAC) was established to **guide government on resource allocation and strategy**, including signing of an industry compact.
  - A \$500,000 grant deed has been executed with Visitor Experience Training (VXT) to deliver **non-accredited training** until 30 June 2024, specifically for under-serviced areas.
  - Public consultation on the draft **Youth Jobs Strategy** was completed by DSG.
  - DSG with support from the TICT and THA launched the 'Choose Tourism' campaign spotlighting **tourism and hospitality as a viable and rewarding career choice**.
  - THA launched 'You're more than welcome' **industry workforce attraction campaign** for younger and older people.
  - THA delivered **36 school Hospitality Awareness Sessions** with 450 students across public and independent schools statewide and attracted 300 students from 16 schools to Hobart School Hospitality Showcases.
  - Additional three **Hospitality Showcases** delivered by THA to 140 students on King Island, Flinders Island and Queenstown.
  - THA attended **13 school career events across Tasmania** and spoke to over 1,000 students about careers in hospitality.
  - Over **100 students and over 60 operators** participated in the THA and DST Hobart Tourism Showcase/Careers Expo, completing hands-on skills demonstrations and direct engagement.
  - Around **100 students from six schools participated in 'Discover new culinary talents'** work-based learning cooking challenges in 2023; and 15 schools participated in the THA Schools Cooking Challenge.
- The THA Apprenticeship Pathways program has 20 students enrolled.
  - The **Women's Collective** luncheon was delivered by the TICT for International Women's Day.
  - **Seven Regional Jobs Hubs** are operational by DSG: advertising job roles, delivering training and screening candidates, connecting Tasmanians to support pathways into employment including tourism and hospitality.
  - THA and TICT have maintained advocacy to the Australian Government directly and via the Premier, to address work issues in relation to **migration policy and settings** including **expedited visa processing** for skilled migrants, including at Cradle Mountain and the East Coast.
  - OCG and DSG have led stakeholder consultation and industry forums to assess **the scale and nature of worker accommodation** challenges particularly in regional areas, including with Homes Tasmania. Initiatives include: working with UTAS and industry to make available currently underutilised student accommodation; commissioning an analysis of the feasibility of portable housing for remote and climatically challenging areas (e.g. Cradle Mountain); working with local governments to identify critical needs and explore site opportunities; working with proponents and councils to identify project funding streams and the potential to develop multi-purpose housing that meets both worker accommodation and visitor needs.
  - **The Young Tourism Network** was reconvened with the support of the TICT and Pennicott Wilderness Journeys, with the committee agreeing on four key initiatives to progress over the next 12 months to inspire and connect young and emerging leaders in the tourism industry.



## KEY DIRECTION 8 Community centred destination management

- RTOs have aligned **Destination Management Plans** to the 2030 Visitor Economy Strategy.
- Proposal drafted for a Tasmanian Aboriginal Tourism Business support initiative for co-funding under the NIAA Strategic Indigenous Tourism Project (SITP) Fund.
- Two new modules of the **Tassie Tourism Ambassador program** launched, skilling operators and locals to offer a great visitor experience and local knowledge to tell the story of their region – more than 1,100 people have completed the program.
- TTas completed the Caravan and Motorhome Plan to prepare for the new Spirit of Tasmania ships, with a focus on **responding to community aspirations** for this market including services and facilities development for the benefit of Tasmanians and visitors.



## FOUNDATION 1 A prosperous, resilient and innovative industry

- **350 plus operators attended TTas Pre-season Industry Updates** held in October – November 2023 and in March 2024 across Tasmania.
- Regular **updates and sharing of tools and resources** with industry delivered through Tourism Tasmania's, the RTOs' and TICT and THA industry newsletters.
- Ongoing promotion and increased onboarding of accreditation by TICT ensuring **highest standards of practice** including introducing new baseline entry for accreditation to be QTAB sustainable.
- **997 venues engaged with the THA Great Customer Experience program**, 146 Business Health Checks and 122 Venue Awareness Sessions conducted statewide.
- The 2023 Tasmanian Tourism Awards, led by TICT, delivered **outstanding results at the national level** recognising innovation, excellence, quality and sustainability and a benchmark for best practice. Around 90 nominations for the 2024 awards received with entrant support program underway.
- **2024 Top Tourism Towns Awards** program delivered to promote regional locations encouraging regional dispersal, foster community spirit and engagement with the tourism industry, and strengthen relationships with local councils. Richmond, Stanley and Devonport awarded and progressing to the national awards in September.
- **Tasmanian Tourism Conference** delivered in August 2023 as part of the 2030 positive impact agenda, providing best practise case studies and showcasing exemplary operators.
- TICT delivered a **program of industry networking events** including the Women's Tourism Collective, Dialogue Tourism & Business Luncheon and, in partnership with the Property Council, the Invest Tasmania Breakfast.
- **Tourism data and insights shared** through the TTas Quarterly Tourism Snapshot, Key International Market Snapshots, region profiles, brand health tracking and ad-hoc industry requests supporting industry growth, performance and innovation.





## FOUNDATION 2 Growing access into and around Tasmania

- Resumption of seasonal summer services between **Launceston to Perth and Adelaide**.
- Resumption of seasonal summer services between **Hobart and Adelaide, and Hobart and Brisbane**.
- Statewide consultation completed with key stakeholders including Airports, RTOs and Councils on priorities of the renewed **Aviation Strategy**.
- Statewide consultation completed with key stakeholders including Tasports, RTOs and Councils on priorities of the renewed **Cruise Shipping Strategy**.



## FOUNDATION 3 An accessible destination

- **50 audio guides** produced through partnership between TTas and Vacayit – designed to help blind and low-vision visitors plan and enjoy their holiday in Tasmania. Each of the audio guides features an accessibility section: highlighting details about wheelchair access, assistance dogs, braille, on-site audio guides, audio-tactile traffic lights, accessible parking, bathroom facilities and sensory considerations. The audio guides can also be read as transcripts for people who are deaf or hard of hearing.
- 11 trade ready operators included in **Tourism Australia's new Aussie Specialist training module for accessible tourism**.
- **Accessible tourism information and education tools** for industry publicised via Tourism Tasmania's and RTOs' industry newsletters.
- T21 **Accessible Tourism Plan** developed and approved for delivery.



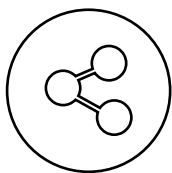
## FOUNDATION 4 Authentic Tasmanian experiences

- Loans up to **\$20.6 million** approved for **22 tourism businesses** through the Tourism Development Loan Scheme designed to stimulate private sector investment in new product.
- **Needwonnee Cultural Walk**, Southwest National Park, renewal and refurbishment project completed in a culturally informed manner, led by Aboriginal elders and PWS staff maintaining accessibility of this tourism experience from the airstrip at Melaleuca.
- A draft whole-of-government **Aboriginal engagement strategy developed and out for consultation**, which will inform the approach to work under the 2030 Visitor Economy Strategy.
- One-off grant provided to the **wukalina Walk to support operations** over three years 2024 – 2027.
- OCG has worked with global-leading adventure tourism operators to **attract investment into offerings not previously available in Tasmania**; and other proponents regarding larger demand driving attractions; local investors to build and operate boating facilities to support marine tourism; luxury/eco-accommodation operators; and developers in regional areas of the state.
- **Hotel pipeline and market data** maintained to provide key market intelligence to support business case development and attract investors.
- **Off Season Offer Support Program** delivered by TTas and RTOs to 165 operators to support the development and diversification of Tasmanian winter experiences.
- 10 operators completed the **Travel Trade Ready Program** with ATEC.
- TTas supported operator engagement with **Tourism Australia's Signature Experiences**, including wukalina Walk's membership of the national Discover Aboriginal Experiences program.
- Existing and emerging **Tasmanian Aboriginal tourism experiences** provided with marketing support by TTas.



## FOUNDATION 5 Our Protected Areas

- **Needwonnee Cultural Walk**, Southwest National Park, renewal and refurbishment project completed in a culturally informed manner, led by Aboriginal elders and PWS staff providing opportunity to learn and apply cultural practice on Country, while maintaining accessibility of this tourism experience from the airstrip at Melaleuca.
- TICT and NRET delivered two **Nature Tourism Days** in the north and south with over 100 participants – focussed on supporting operators meeting the highest standards of operation, plan for peak season visitor management and share information.
- As the main provider of services and facilities for the **caravan and motorhome market**, planning to prepare for the new Spirit of Tasmania ships has a significant focus on protected areas and reserves enhancement and management.
- Development of a new **visitor booking system** for national parks and reserves is progressing.
- OCG supports the Tourism Expression of Interest (EOI) process to **attract new developments and products** which will influence dispersal of visitors to the regions.
- OCG has promoted opportunities highlighting market conditions and evidence bases to **support developments that enhance Tasmania's tourism brand** and actively addressing barriers that investors may encounter to ensure quality investments are best facilitated.



## FOUNDATION 6 Connected to customer

- **New customer segmentation** developed by TTAs to focus marketing activities to the right people, in the right place, at the right time.
- **Webinars delivered by TTAs to over 400 operators** to educate on Tasmania's target customers and the market trends to support product development and diversification.
- **Tracking of new segments** integrated into the Tourism Info Monitor (TIM) and the Tasmanian Visitor Survey (TVS) to grow understanding of customer segments behaviours.
- Specifications have been completed for a digital personalisation strategy that will **tailor individual user digital experiences**, increasing connection to customer in Tourism Tasmania's digital products.
- Significant **enhancements made to [www.discovertasmania.com.au](http://www.discovertasmania.com.au) to improve user experience**, navigability, and search engine optimisation.
- **2,900 active ATDW listings are being promoted** across both the Discover Tasmania website and app, as well as via featuring stories in Discover Tasmania subscriber eDMs.
- Targeted SEO tactics have **increased the discoverability and volume of traffic to ATDW listings**. As a result of creating landing pages by region for accommodation and things to do linking to ATDW listings, traffic has increased by 120% (accommodation category) and 24% (things to do category).
- Curated content was delivered via **eDMs to TTAs domestic subscriber databases**, Discover Tasmania website and app, and social media platforms.

## 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>THA</b>	Tasmanian Hospitality Association
<b>RTOs</b>	Regional Tourism Organisations
<b>NRE Tas</b>	Department of Natural Resources and Environment Tasmania
<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