

## Growing our Tourism Industry

Building a Tasmania we  
can all be proud of



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The Plan to build a modern economy, to  
create jobs

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In separating Tourism Tasmania from the bureaucracy, we will ensure that the agency will better cater to the needs of the tourism industry

## Growing our Tourism Industry

Tourism is worth \$2.4 billion to the Tasmanian economy per year, and directly and indirectly employs 28,000 Tasmanians.

The Liberal vision is to grow our tourism industry to 1.5 million visitors per year by 2020 and capitalise on our world-class attractions and the positive global attention of MONA.

**We will do this by investing an additional \$16 million into tourism marketing over four years, creating a new results-focused Tourism Tasmania by separating it from the bureaucracy, and saying “yes” to tourism developments.**

Separated from the bureaucracy, Tourism Tasmania will focus on marketing Tasmania as a destination instead of acting as just another government agency. It will be more representative and responsive to the needs of the tourism sector.

We have consulted widely with tourism operators, especially in regional parts of Tasmania, and found that many of the problems faced by operators stem from the fact that Tourism Tasmania is not set up in the best way to address the needs and requirements of a very competitive sector.

By focusing on destination marketing for Tasmania instead of bureaucratic functions, Tourism Tasmania will actually deliver the results that tourism operators are after – greater visitor numbers.

Being less bureaucratic also means that Tourism Tasmania will be able to respond quickly to the changing environment that is the tourism sector.

We will continue to work with the Tourism Industry Council of Tasmania, business operators and other stakeholders in developing the arrangement that will work best for them.

### Costings

\$16 million over four years