

Tasmanian Journeys



A HODGMAN MAJORITY LIBERAL GOVERNMENT WILL:

- Deliver five unique drive journeys across Tasmania's regions
- Build on the success of the Great Eastern Drive
- Create a new targeted marketing campaign for all the drive journeys
- Boost visitor numbers, length of stay and spending in regional Tasmania



Deliver a stronger economy and more jobs

Tasmanian Journeys

A re-elected Hodgman majority Liberal Government will deliver a tourist driving journey in every region of Tasmania, ensuring regional Tasmania shares in the billion dollar tourism boom.

We will invest \$1.4 million over three years to develop the branding, route, signage and marketing for each individual journey.

This will build on the success of the Great Eastern Drive and work that is currently underway on the Western Journey Project, delivering three new journeys:

- Northern Journey – Greater Launceston
- Southern Journey – Greater Hobart
- North-West Journey – Building on the Cradle to Coast Tasting Trail

Our funding will provide \$200,000 for each of the three new journeys. This will help to identify products and experiences specific to each journey, develop individual themes and stories, look at roads and access, signage and interpretation and the development of names and brands.

Our investment will also provide new and ongoing funding for Tourism Tasmania to promote the Tasmanian Journeys as a unique experience. This will create a cohesive marketing plan integrating the individual journeys into Tourism Tasmania's marketing. This will take advantage of Tourism Tasmania's marketing expertise and global reach.

The Tasmanian Journeys policy will be complemented by our \$72 million Visitor Economy Road Package policy and the Hodgman Liberal Government's purchase of two new Spirits of Tasmania, which will come on line in 2021.

Northern Journey

The Northern Journey will take in greater Launceston and its surrounds, which could include its most visited attractions such as the Cataract Gorge, Woolmers and Brickendon estates and the Tamar Valley wine region.

North-West Journey

The North-West Journey will build on the Cradle to Coast Tasting Trail, taking travellers on an adventure packed with premium produce and iconic tourism experiences.

Southern Journey

The Southern Journey will encourage travellers to explore south of Hobart, which could include Bruny Island, the Tahune Forest Airwalk and the Hastings Caves and Thermal Springs.

Our Targets

12

Reach 50,000 tourism related jobs by 2022.

#13

A 50 per cent increase in the average per visitor spend by 2022.

#14

Seventy per cent of all visitors to stay overnight in regional areas during their trip to Tasmania by 2022.

For the full list of our Targets:
www.buildingyourfuture.com.au

Key Facts

In the year ending September 2017, more than 1.28 million visitors travelled to Tasmania, an eight per cent increase on the previous year.

Holiday visitors increased by 10 per cent to 628,000.

Visitor expenditure increased by 11 per cent to \$2.3 billion a year.

There's 37,200 Tasmanians employed in tourism.

In 2017, visitation in the South increased by seven per cent, the East Coast by 10 per cent, the North by 11 per cent and the Cradle Coast by three per cent.

The Tasmanian Liberals' Plan

Building
your
future

Deliver a stronger economy and more jobs

Why Tasmania Needs This

The Great Eastern Drive, created and delivered by the Hodgman Liberal Government, has been an unqualified success.

Since the development of the Great Eastern Drive there has been a 20 per cent increase in visitors to Tasmania's East Coast – that's an additional 62,800 visitors to the region each year. This represents a massive boost to the regional economy, businesses and jobs with every single visitor spending an average of \$200 a night.

We want every region to share in the benefits that an iconic drive journey can bring.

Work is well underway in developing a Western Journey, with a name, route and branding to be revealed in early 2018.

The Tasmanian Journeys will become even more important in 2021, when two new Spirits of Tasmania come on line boosting passenger capacity by 43 per cent – that's an additional 500 visitors and 115 passenger vehicles with every sailing.

This will help to bring more visitors here, staying longer and spending more, with most travellers on the Spirits staying nine nights longer than air travellers, spending \$1,200 more and staying at more than twice as many places during their stay.

Tasmanian Liberals' Plan

The Hodgman Liberal Government recognises that tourism is one of our state's greatest competitive strengths.

The industry is made up of about 2,000 businesses, it represents more than 15 per cent of Tasmanian employment and contributes almost \$2.8 billion each year to our economy.

We are committed to continuing to work hard with the industry to take our visitor economy to the next level.

We are confident that by working with the industry through our well established T21 Visitor Economy Strategy we will continue to see Tasmania grow as a major tourism destination.

Cost

Our investment is \$1.4 million over three years.

Labor Green Record

When in Government, Labor cut about \$18 million from tourism and sacked Tourism Tasmania staff. They cannot be trusted.

Our Record

Visitor numbers have surged with 1.024 million more international and national travellers coming here in our term of Government – that's a 28 per cent increase or an additional 700 visitors every single day.

Visitor spending has skyrocketed with an additional \$2.1 billion injected into our economy in our term of Government – that's a 36 per cent increase or more than \$1.4 million dollars more every single day; and

Tourism jobs have also increased by a massive 1,200 new indirect and direct jobs since we came to Government – that's about 300 jobs a year.

Visitor Economy Roads Package

A re-elected Hodgman majority Liberal Government has committed to investing \$72 million to improve iconic Tasmanian tourism roads.

This is part of the Tasmanian Liberals' commitment to ensuring that Tasmania's reputation as a premium destination is protected, for locals and visitors alike.