

# Tasmania's Next Iconic Walk



## A HODGMAN MAJORITY LIBERAL GOVERNMENT WILL:

- Create Tasmania's next iconic multi-day bush walk
- Invest up to \$20 million to develop and construct the walk
- Deliver feasibility studies into potential sites including the Freycinet Peninsula and South West Conservation Area
- Boost visitor numbers, length of stay and spending in regional Tasmania



## Deliver a stronger economy and more jobs

### Tasmania's Next Iconic Walk

The Hodgman Liberal Government has a vision to create Tasmania's next iconic multi-day bush walk, which will help to take tourism in Tasmania to the next level.

The Three Capes Track and Overland Track have helped to put Tasmania on the map, drawing tens of thousands of visitors to our shores every year and contributing millions of dollars to surrounding regional communities.

With these iconic walks reaching capacity during the peak seasons, there is a clear demand for a new multi-day walking experience.

A re-elected Hodgman majority Liberal Government will invest up to \$20 million to deliver Tasmania's next iconic multi-day, hut-based walk. As part of our investment, we will conduct feasibility studies into possible walk sites, including:

- Freycinet Peninsula
- South West Conservation Area
- The Walls of Jerusalem
- The Tarkine
- Southwest National Park

Our new targets for tourism are aimed at making visitors stay longer, see more of our state and spend more. A new multi-day walk in regional Tasmania will help us to achieve this.

For example, since completion the Three Capes Track has resulted in an additional 39,500 bed nights per year on the Tasmanian Peninsula, 15 new jobs in the region and another 20 across the state and \$18.25 million in visitor spending, with much of that being spent locally.

#### Freycinet Peninsula

The Freycinet National Park is the State's most visited national park, with visitation reaching a record 292,000 in 2016-17, up seven per cent on the previous year. A multi-day walk could build on existing tracks that take in one of Tasmania's most photographed natural assets, Wineglass Bay.

#### South West Conservation Area

Situated just south of Strahan, the South West Conservation Area is remote, rugged and wild country that offers travellers a sense of being the only person in the world. A walk could start with a boat ride from Strahan, across Bathurst Harbour, before taking in the dramatic coast.

#### The Walls of Jerusalem

The Walls of Jerusalem is a unique and remote alpine National Park. Located in the Tasmanian Wilderness World Heritage Area, the existing walking options currently only attract about 3,500 walkers a year. A walk would offer the unique spectacles from dolerite peaks to alpine lakes.

## 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](http://www.buildingyourfuture.com.au)

## 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.

**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.

# The Tasmanian Liberals' Plan



Building  
your  
future

## Deliver a stronger economy and more jobs

### The Tarkine

The Tarkine is Australia's largest temperate rainforest area, and is bordered by long sandy beaches and mountain ranges. It's also rich in cultural history. A multi-day walk could benefit the region, which attracts just 43,000 international and domestic visitors a year.

### Southwest National Park

As the largest national park in Tasmania, the Southwest National park encompasses many existing and potential multi-day walking sites that showcase natural assets such as Federation Peak and the Geeves Effect proposal.

### The Next Step

We will immediately commence feasibility studies and business cases, with \$500,000 over 2018-19, with \$1 million for the necessary track survey work and approvals in 2019-20, before starting design and construction of the successful next iconic multi-day walk in 2020-2021.

### Why Tasmania Needs This

Tasmania is an in-demand destination. Our existing walks are getting booked-out in peak seasons. It is clear there is a market for another iconic walk in Tasmania. Existing iconic walks such as the Three Capes Track have an enormous positive impact on their surrounding communities, boosting the economy, creating jobs and redefining the identity of a region. A new iconic walk will enable another region to share in these benefits while meeting the growing demand to experience our wilderness.

### 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, 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.

*Tasmania's Next Iconic Walk* adds to commitments we have already announced: \$35 million *Cradle Mountain Experience*, \$69.4 million *Visitor Economy Roads Package* & \$1.4 million *Tasmanian Journeys*.

### Cost

Our investment is up to \$20 million.

### Labor Green Record

When in Government, Labor cut about \$18 million from tourism and sacked Tourism Tasmania staff. They cannot be trusted. The Greens oppose tourism development in our wilderness.

## Key Facts

- ▶ In the year ending September 2017, more than 1.28 million visitors travelled to Tasmania.
- ▶ This is an eight per cent increase on the same period in 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.
- ▶ The number of visitors hitting our bushwalking tracks has increased by 50 per cent in less than a decade, from 388,000 in 2007-08 to 584,000 in 2016-17.
- ▶ Almost one in two visitors to Tasmanian went off the beaten track and did a bushwalk during their stay.
- ▶ The number of visitors doing an overnight bushwalk during their Tasmanian trip has increased by more than 150 per cent in less than 10 years, from 19,000 in 2007-08 to 48,700 in 2016-17.
- ▶ During construction, the Three Capes Track supported 400 jobs. Of the more than 200 businesses involved, 87 per cent were Tasmanian, resulting in 93 per cent of the \$25.3 million being spent in Tasmania.