

Taking Tourism to the Next Level



A HODGMAN MAJORITY LIBERAL GOVERNMENT WILL:

- Invest \$16 million to take tourism to the next level
- Start an Events Attraction Fund to bring tens of thousand more visitors to our regions
- Target new international traveller markets with bespoke marketing campaigns
- Promote established and emerging unique Tasmanian experiences to the world



Deliver a stronger economy and more jobs

Taking Tourism to the Next Level

The Hodgman Liberal Government has a vision that will take tourism in Tasmania to the next level.

We are well on track to reaching our existing target of attracting 1.5 million visitors to Tasmania by 2020. Our new targets are now aimed at making visitors stay longer, see more of our state and spend more.

This will ensure we have targeted, sustainable growth in tourism that protects what's special about Tasmania.

To achieve this, a re-elected Hodgman majority Liberal Government will invest an additional \$16 million over four years that will ensure every region shares in the billion dollar boom of Tasmania's visitor economy.

This investment will include the creation of a new \$4 million Events Attraction Fund. The remaining \$12 million will enable Tourism Tasmania to spend in excess of \$100 million on marketing Tasmania to the world in the five years to 2022.

The new marketing funding will enable Tourism Tasmania to target new traveller markets, spruik select unique Tasmanian experiences, and secure more new flights to and from Tasmania.

Event Attraction Fund

The Event Attraction Fund will draw tens of thousands more visitors to Tasmania. The \$4 million fund will enable Events Tasmania to actively target and secure mass-participation events that will bring the greatest return for investment to our state.

Recent examples include the Ulysses AGM, which brought 2,500 visitors to our state for 10 days for just \$40,000 in Government funding or the AFL Masters which brought 1,150 visitors for 11 days for just \$35,000 in Government funding.

This will ensure we can build a broad ranging events calendar that illuminates every region and even the darkest of seasons, bringing an enormous benefit for our regional economies.

Marketing Tasmania to the World

We will invest an additional \$12 million in marketing Tasmania to the world. The funding will be invested in targeted marketing initiatives:

► Unique Experiences – Tourism Tasmania's successful marketing of Tasmania has traditionally been about promoting our state as a whole.

This new funding will enable Tourism Tasmania to promote established and emerging unique Tasmanian experiences and promote Tasmania as the number one destination across key sectors.

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

Why Tasmania Needs This

Tourism is one of Tasmania's greatest competitive strengths.

It employs more than 37,000 Tasmanians and contributes more than \$2.79 billion a year to our economy.

In the past 12-months alone, there has been a record number of visitors to our state and a record tourism spend in every quarter.

We want to see this trend continue, so that every region shares in all the benefits.

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Some of our unique experiences include cycling and mountain biking, fishing, walking, history and World Heritage, golf and drive tourism. This will open up new opportunities to attract the growing number of people who travel the globe to pursue their passion.

► **High Value Traveller** – Tourism Australia has recently identified a new travel sector that presents enormous opportunities for Tasmania – the High Value Traveller. This market is an obvious fit for Tasmania, which has fast emerged as a premium destination.

These travellers not only spend more, but they stay longer and disperse more – hitting all of our targets. Importantly, the experiences that these travellers are seeking are exactly what Tasmania has to offer: premium food and wine and coastal and wilderness experiences.

This funding will enable Tourism Tasmania to create bespoke domestic and international marketing campaigns to target high value travellers.

► **Boosting flights** – Increasing the number of flights to Tasmania is key to achieving our targets. Through T21, we have set a target of increasing the number of flight seats to Tasmania by about 140,000 each year.

By investing in aviation marketing, we will work with airlines to introduce new routes and increase capacity on existing routes into Hobart, Launceston and Devonport.

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.

Taking Tourism to the Next Level adds to commitments we have already announced including \$35 million *Cradle Mountain Experience*, \$69.4 million *Visitor Economy Roads Package* and \$1.4 million *Tasmanian Journeys*.

Cost

Our investment is \$4 million a year for four years, totalling \$16 million.

Labor Green Record

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

Key Facts

► Tasmanian Visitor Survey

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.

► 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 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.