

# Roads Package to support Tasmania's Visitor Economy



## A MAJORITY HODGMAN LIBERAL GOVERNMENT WILL:

- Invest \$72 million to improve Tasmania's iconic tourism roads
- The single biggest investment ever in tourism roads
- Ensure Tasmania's popular tourism roads meet the needs and expectations of visitors and locals
- Enhance Tasmania's reputation as a premium destination



## Infrastructure for the 21<sup>st</sup> Century

### Visitor Economy Roads Package

A re-elected majority Hodgman Liberal Government will invest \$72 million to improve iconic Tasmanian tourism roads.

This is the single biggest investment ever in visitor road infrastructure in Tasmania's history.

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

The investment will seal gravel roads, build more passing lanes and add new courtesy stopping bays, which are critical for the thousands more driving visitors, campervans and caravans visiting the State.

Tasmania's visitor economy is booming. Currently, we are on track to not only reach but exceed our target of attracting 1.5 million visitors to our state every year by 2020.

As we approach this target, we must ensure that our infrastructure, particularly our roads, meet the needs and expectation of visitors and locals.

This work will improve the experience of the growing number of travellers visiting our state as they travel to experience fast emerging icons such as the Three Capes Walk, Bruny Island, the Tarkine and the Great Eastern Drive.

### Tasman Highway and Great Eastern Drive

► \$12 million over five years to improve the Tasman Highway over the Sideling to Scottsdale on to St Helens and down the East Coast on the Great Eastern Drive.

We will install courtesy stopping bays and passing lanes to allow for the growing number of slower vehicles such as caravans and campers to pull over, allowing normal-speed traffic to pass by.

► \$9 million over five years for road widening and safety treatments, including at entries to popular tourism experiences on the Great Eastern Drive including wineries and cellar doors. This work will include general road edge-widening and sealing extensions.

► \$8.3 million to construct overtaking lanes in each direction on the Tasman Highway between St Helens and Diana's Basin, and other general road improvements.

### Our Targets

**# 12:** 50,000 tourism-related jobs by 2022

**# 13:** A 50% increase in the average per visitor spend by 2022

**# 14:** 70% of all visitors to stay overnight in regional areas during their trip to Tasmania by 2022

**# 34:** Reduce the number of deaths and serious injuries on Tasmania's roads to zero by 2050

**# 40:** Increase long term average investment in public infrastructure by 20%

**# 42:** Bring all Tasmania's primary freight and passenger roads up to a minimum three-star AusRAP safety rating by 2040

For the full list of our Targets:  
[www.buildingyourfuture.com.au](http://www.buildingyourfuture.com.au)



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- ▶ \$1 million to widen the Tasman Highway at Eaglehawk Neck and make provision for the construction of a pedestrian access path.
- ▶ \$3 million to upgrade Fortescue Bay Road, which is one of the most popular access routes for visitors to the Three Capes Walk.
- ▶ \$3 million to upgrade Stormlea Road, another popular access route for the Three Capes Walk and the world-famous surf spot Shipstern Bluff.

### Bruny Island Tourism Roads

- ▶ \$8 million over five years for further sealing of the Bruny Island Main Road and other road safety priority works.

This funding will also be used to provide assistance to Kingborough Council to install new waste collection points or toilets in necessary locations as identified in consultation with the local community.

### Huon Regional Tourism Roads

- ▶ \$12.5 million to seal the popular Hastings Cave Road that leads to the Hastings Cave and Thermal Springs experience.
- ▶ \$2 million for priority widening and surface improvement on the Arve Road.

These roads are vital arterial roads to key attractions in the region and will also support local jobs and community access. These projects will enhance the visitor experience through safer and more efficient roads.

### Tarkine Drive Experience

- ▶ \$2 million to improve Sumac Road, with major works to include resheeting, drainage and edge maintenance. This work will provide another access option to the Tarkine Drive experience, which is currently inaccessible due to its unreliable condition.

This builds on the \$100,000 we have already committed to rebuilding the Tayatea Bridge at the north-eastern end of the Tarkine Drive, which was damaged by floodwaters and debris in the 2016 floods.

- ▶ \$500,000 of enhancements for key visitor facilities at stop points on the Tarkine Drive including interpretation, travel information and directions, rest and picnic facilities and walking paths.

## Our Record

### ▶ Visitor numbers

The number of visitors to Tasmania has 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

The amount that visitors are spending during their Tasmanian trip 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

The number of Tasmanians employed in the visitor economy has also increased, with a massive 1,200 new indirect and direct jobs created in the industry since we came to Government – that's about 300 jobs a year.

## Infrastructure for the 21<sup>st</sup> Century

### Western Explorer Feasibility Study

► The link between Circular Head and Strahan has long been talked about as a future tourism project.

We will invest \$100,000 to conduct a high level analysis of the concept including future travel demand and the potential investment required.

### City Gateway Upgrades

► \$2.66 million over five years into the North West specifically to enhance entry points to cities.

We will work with local tourism groups and the local councils to ensure the entry points are presented in the best possible way while also reflecting the unique character and tourist offering of each city and the broader north west region.

### Mt Field National Park approaches

► \$2.5 million to improve Glenora Road for visitors and locals alike, including improvements to the surface quality, road edging and drainage.

This road, between New Norfolk and Bushy Park, has had a major increase in traffic volume in response to the growing popularity of the Mt Field National Park area, and is also a key access for primary producers in the region.

### Launceston Airport Road access

► \$5.5 million for the duplication of the road from the Launceston Airport to Breadalbane.

This will improve access and safety for visitors and locals alike, ensuring the very best first impression when visitors arrive in Launceston.

## 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.
- 37,200 Tasmanians work in the tourism industry.
- 587,422 visitors to our state did a bushwalk during their stay.
- 530,688 visitors checked out our National Parks during their visit.
- 150,000 visitors travelled to Bruny Island in 2017.
- 579,994 visitors' main form of transport during their stay was a rental vehicle such as a car, campervan or motorbike.
- 159,887 visitors toured Tasmania in their own vehicle.
- 253,990 visitors borrowed a vehicle from a friend or relative as their main form of transport during their stay.



## Infrastructure for the 21<sup>st</sup> Century

### Why Tasmania Needs This

Tasmania's visitor economy is booming. In the past year a record 1,283,600 people visited Tasmania. This trend is set to continue, with Tasmania on track to reach, and exceed, our target of 1,500,000 visitors a year by 2020.

Ensuring we have infrastructure that meets the needs and expectations of locals and visitors is critical to protecting our Tasmanian way of life and reputation as a premium tourism destination.

Already, about 80 per cent of visitors to Tasmania either bring their own vehicle, rent a vehicle or borrow one from a friend. Visitation will increase again when the Hodgman Liberal Government's two new Spirits of Tasmania come on line in 2021, bringing an additional 500 visitors and 115 passenger vehicles with every sailing.

### Labor Green Record

Labor's investment in infrastructure was abysmal. Our recent tourism successes have laid bare Labor's failure to invest in roads and related tourism infrastructure.

Now that we have fixed Labor's budget mess, and have the budget in a sustainable position, we can invest in the significant tourism infrastructure Tasmania deserves.

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