

AUSTRALIA'S ISLAND OF DISCOVERY

★ TASMANIA ★



塔斯马尼亚旅游局
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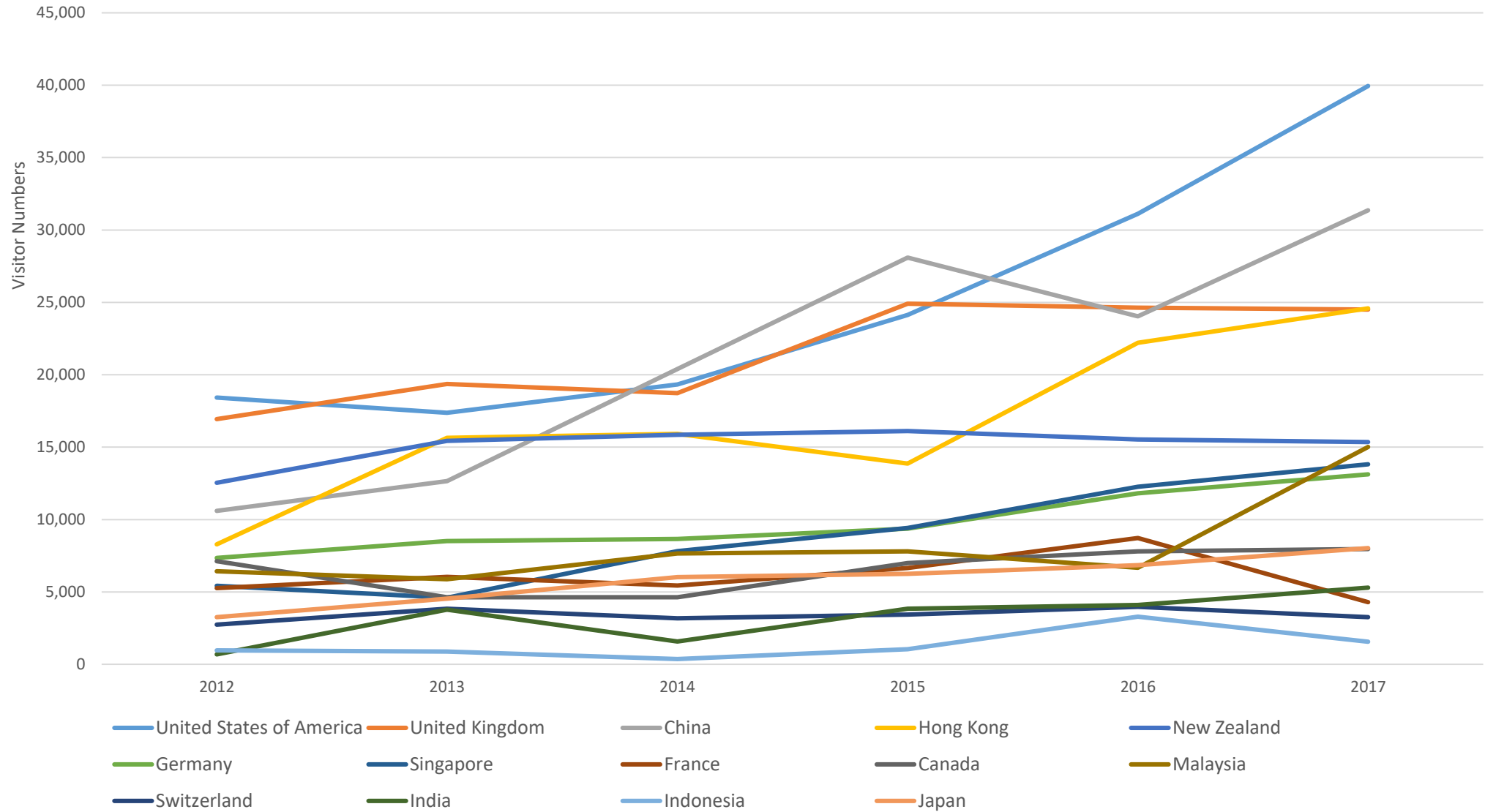


KEY DRIVERS – WHAT DO WE PROMOTE?

- Nature and Wildlife
- The 'hidden gem' of Australia
- Premium destination
- The bonus of being an island
- The People
- The History
- Keep some surprises up our sleeves!

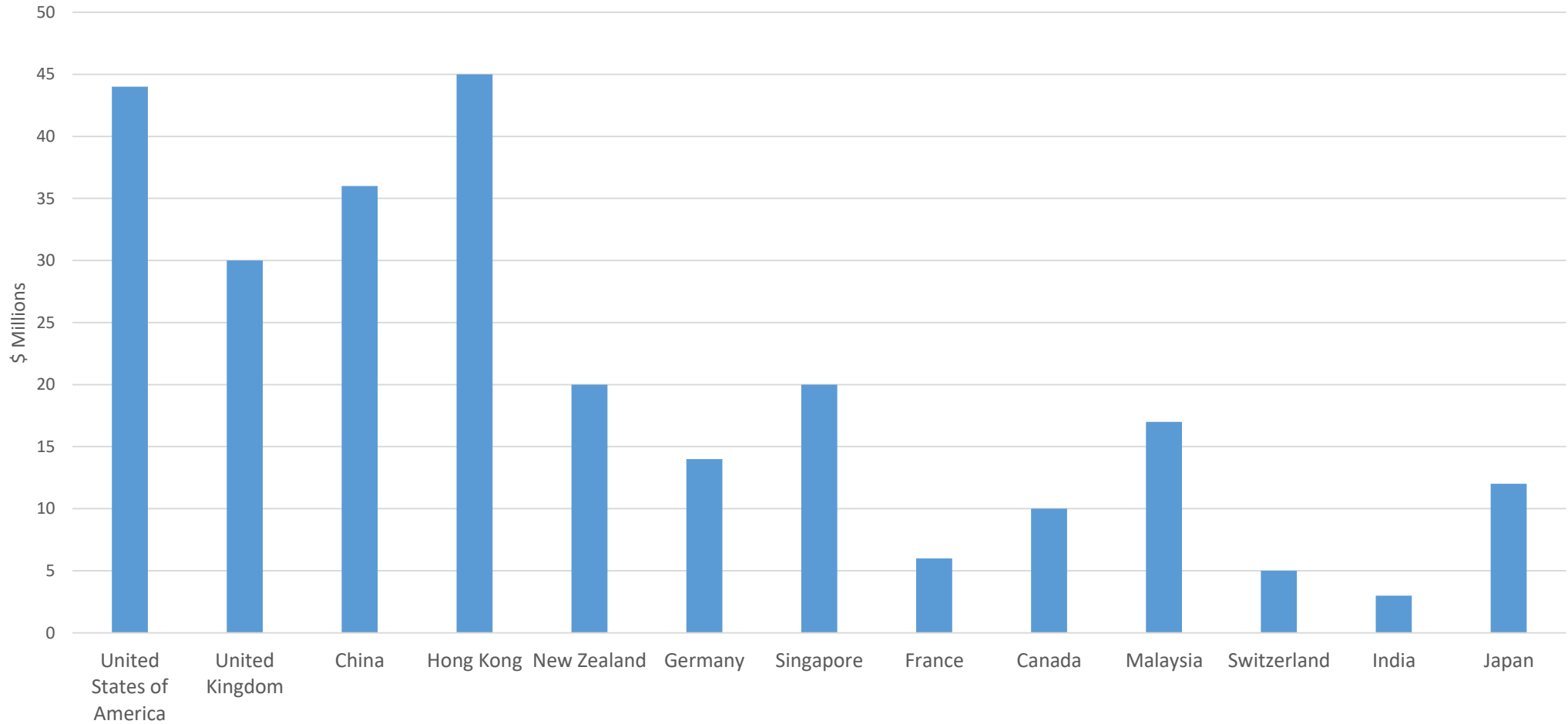
International Visitors by Source Market

YE June



Leisure Visitor Expenditure by Source Market

Year Ending June 2017



- **Tasmania continues to surpass tourism goals**
- **Global Representation**
- **Developing our brand internationally**
- **Partnerships – and the importance of!**
- **Strategy**



International visitation is increasing





An increasingly
desirable
destination

How do we remain in front?

- Research and data
- What do we have the others don't?
- Investment to allow for growth
- 50,000 Tourism related jobs by 2022, currently at 45,000 up from 37,000 in 2014
- Safety and security is a factor
- Access
- Being innovators!





Thank you...



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