

Welcome



.....the digital world

The who's who.....

□ Introducing

- Tourism Industry Council of Tasmania- Daniel Hanna
- Tourism Tasmania – Felicia Mariani and Jan Ross
- NDA – the training organisation involved – Nigel Davies

The flow

STRATEGY

The digital future as
seen by Tourism
Tasmania



RESOURCES

TICT accessed \$\$
through Innovative
Partnerships (Skills
Tas)



TACTICS

Training for you
designed by
NDA

Just to set the scene.....

- ❑ 1500 jobs lost within Qantas last week – aviation in a new era (forever)
- ❑ Asia Tasmania's biggest competition from Syd / Mel Markets? (NOT NZ)
- ❑ Wotif notice to the ASX 24th June 2008 = Profit upgrade from last year of \$26.4M to \$34.5m (after tax)
- ❑ Things are changing rapidly.....

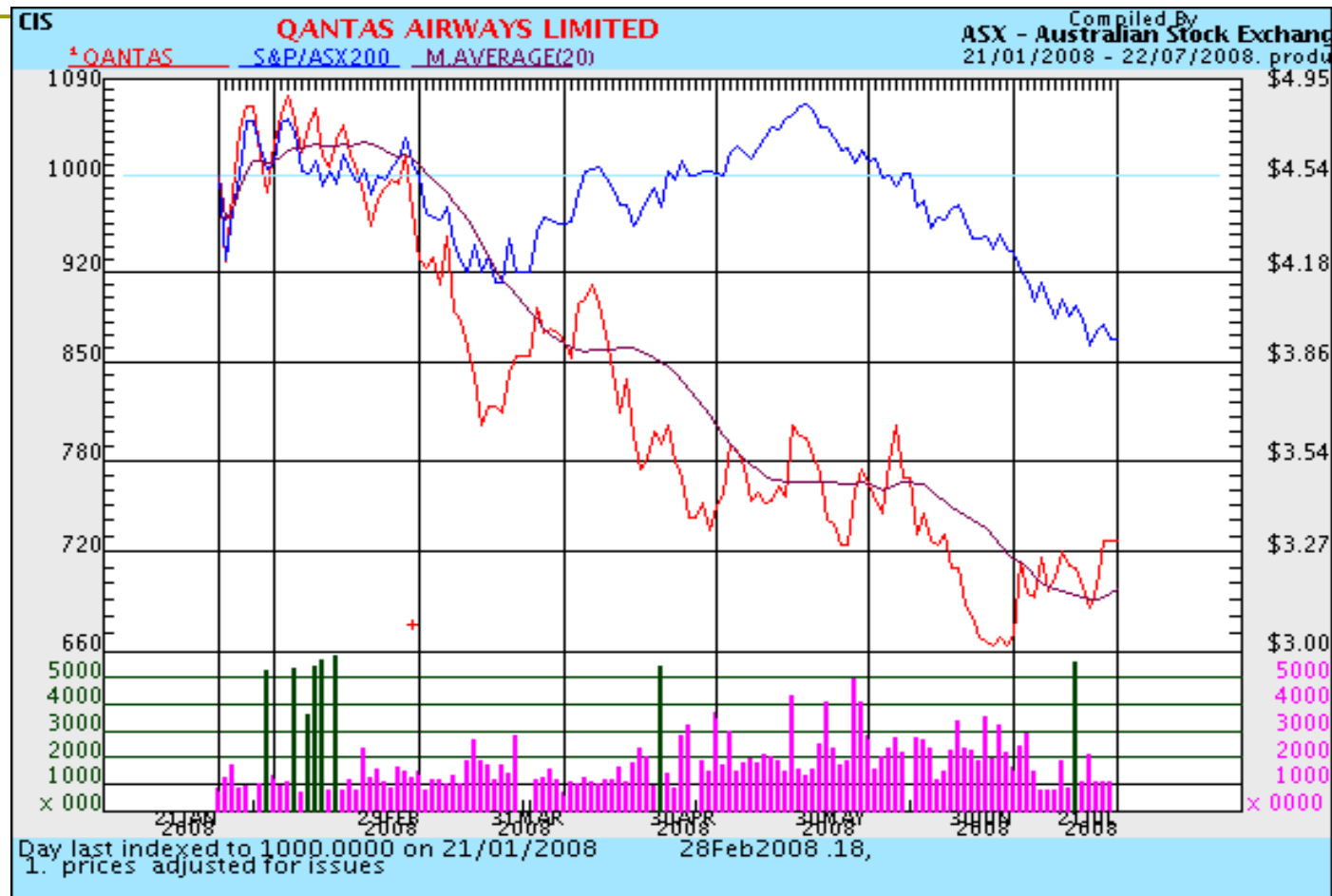
Who would want to be a travel agent?



Performance

- ❑ Flight Centre dropped from Feb @ \$27.10 to July 18th \$15.50 – 40% wiped off its value.
- ❑ International acquisitions still being absorbed and more on the drawing board
- ❑ Gross revenues OK though.....

QF from \$4.54 to \$3.30 only -27%



Adapt or Die

- ❑ A call from the Perceptions Study of our hot prospects in Syd + Mel (Colmar Brunton Report 2007)
- ❑ Virgin now re arranging costs for baggage
- ❑ A high oil price environment, unknown before, airlines going bankrupt, what about touring?
- ❑ Climate change on our doorstep with catastrophic forecasts
- ❑ Domestic tourism threatened as never before and we are predominantly a domestic destination

No wonder we need to change....

Today we are here to:-

- gain a better understanding of what Tourism Tasmania will be doing
- get a better understanding of what you may need to become more effective at your digital distribution component of business transactions... and
- outline a program that may assist you to gain ground in the new digital world.