

T21 Visitor Economy Action Plan

PRIORITIES: AUGUST 2020 – FEBRUARY 2021

Over the next six months, the Tasmanian Government and the tourism industry are committed to a series of priority actions to support the short-term rebuild of our visitor economy, as part of the two-year T21 Visitor Economy Action Plan. We will respond to the rapidly developing environment, while giving our industry as much certainty as possible as we re-emerge from adversity to again be the nation's leading visitor economy.

For more information on the T21 Visitor Economy Action Plan, and for a full outline of the two-year deliverables, visit www.t21.net.au

Priority 1: Rebuilding visitation

Implement a destination marketing program supporting our highly desirable brand	
Grow demand through a single, integrated demand plan across all key demand drivers – leisure, business and events – and leveraging market opportunities.	TTas, TT-Line, SG (Events Tasmania), BET, RTOs, HBA, LST, operators
Plan agile market engagement as they re-open.	TTas
Re-enter the domestic market with phase 2 of the <i>Tasmania - Come down for Air</i> brand campaign.	TTas
Launch a drive/touring marketing program and associated five drive journeys to support regional visitation.	SG, TTas, RTOs
Re-enter the New Zealand market with a campaign to drive visitation to Tasmania.	TTas
Partner with Tourism Australia on its Holiday Here this Year campaign to showcase Tasmania in the interstate market.	TTas
Our home-grown festivals and events	
Provide grant assistance to events proposed for 2021 to implement COVID-19 safe practices.	SG
Provide support in attracting participation-led events with potential to fill out the demand in regional and urban areas across all seasons.	SG
Encourage the development of innovative and new event opportunities with potential to be held in 2021-22.	SG, RTOs
Prioritise actions that support intrastate business events.	BET
Use the Business Events Attraction Fund to be competitive in attracting business events.	BET
Strategic targeting of businesses events that are rescheduling international programs.	BET
Focus on the corporate incentives market as the business events market adjusts.	BET
Drive holidays and Tassie road trips	
Launch a compelling program to position Tasmania as the leading road-trip destination.	TTas, RTOs
Launch the Tasmania's Drive Journeys.	SG, RTOs
Deliver Tassie's Top Tourism Towns Program.	TICT
Co-invest and align marketing activities around Tasmania's destination brand as part of a coordinated strategy between Tourism Tasmania and TT-Line.	TTas, TT-Line
Stimulate demand for Spirit of Tasmania services through incentives to support additional sailings to meet demand.	TT-Line

Uniquely Tasmanian operators and experiences	
Support and champion quality tourism operators that enhance our brand through prioritising marketing assistance, industry development support, advocacy and other assistance.	TICT, TTas, SG, RTOs
Continue to invest in industry-led customer service enhancement, tourism accreditation and quality assurance and awards programs to maintain and elevate industry standards and the visitor experience.	THA, TICT
Maintain focus on tourism as a priority area for attracting investment and working with proponents to support new projects and address barriers.	OCG, RTOs, DPIPWE
Playing to our creative strengths	
Work with Brand Tasmania and tourism partners to provide access to cultural and creative products and experiences that are distinctly Tasmanian.	SG, Brand Tas, RTOs
Launch Tasmanac, a platform that connects Tasmania's cultural collections and encourages dispersal to our regional towns.	TMAG

Priority 2: Restoring access

Re-establish our network of core routes between Hobart, Launceston, Melbourne, Sydney, Adelaide and Brisbane and work with carriers to increase frequency and capacity.	TTas, SG
Undertake cooperative marketing using access partner channels to drive conversion.	TTas, SG
Stimulate and meet demand through additional sailings of the Spirit of Tasmania ferries.	TT-Line
Support intrastate connections with our Bass Strait islands subject to commercial viability.	TTas, SG
Initiate capacity-recovery and demand-generation activities to return passenger volumes to our smaller regional airports including the Bass Strait islands.	TTas, SG
Prioritise re-establishing direct flights from Gold Coast and Perth and identify other direct city opportunities.	TTas, SG
Secure trans-Tasman flights from New Zealand with facilities at Hobart Airport to support a long-term international connection to New Zealand.	TTas, SG, HOB

Priority 3: Supporting our people

Business owners	
Prioritise industry uptake of the Australian Tourism Data Warehouse (ATDW) to develop contemporary multi-channel distribution capabilities for tourism and hospitality operators.	TTas, RTOs
Prioritise small-business support through grant, loan and business assistance schemes to sustain themselves, build resilience and innovate.	SG
Support our tourism operators to re-engage with the interstate visitor market as Tasmania's borders re-open.	SG, TTas, RTOs
Share forward demand, research data and market insights to inform businesses in their planning.	TTas, SG, RTOs
Provide regular opportunities for industry to share information and remain connected.	RTOs, TICT, THA, TTas, SG
Launch a new online solution to connect employment opportunities with tourism and hospitality professionals.	TICT, THA
Provide an industry mentoring initiative, Incubator Plus, linking experienced tourism and business specialists with operators needing professional assistance with business continuity and support in resetting for new markets.	TICT
Continue to collaborate with the University of Tasmania around its graduate certificate scholarships.	TICT
Workforce	
Establish a new industry-owned and led vocational training provider for the tourism and hospitality sectors, and a Ministerial Tourism and Hospitality Workforce Advisory Committee as a landmark investment in training and development for tourism and hospitality.	SG, THA, TICT
Prioritise low-cost training, mentoring and professional development opportunities for our workforce to fill immediate skill gaps, future needs and to respond to COVID-19 requirements.	SG, TICT, THA
Support practical initiatives that connect employers to job-ready people.	SG, TICT, THA

Priority 4: Shaping our future

Tasmanian Aboriginal people	
Encourage Tasmanian Aboriginal people to maintain a program of cultural presentations and workshops with the broader Tasmanian tourism industry.	TICT, RTOs, TTas
Work with the community in ensuring Tasmania's Aboriginal culture and tourism experiences are appropriately and respectfully represented in destination marketing activities.	TTas, RTOs
Climate change	
Commission research to assess the costs, benefits, value proposition and the pathway in making Tasmania as a carbon-neutral destination.	TICT, TTas
Inclusive tourism	
Audit Tasmanian listings in the Australian Tourism Data Warehouse (ATDW) to assess the current supply of inclusive tourism product, identify gaps and encourage all operators to complete new accessibility criteria.	TTas, RTOs

Cruise ships	
Research the value proposition of the cruise market for Tasmania to determine its costs and benefits and its alignment with Tasmania's brand.	TTas
Our future tourism network	
Pilot an ambassador/host program to engage locals in welcoming visitors and providing information services.	TICT, SG, TTas, RTOs
Review the roles and responsibilities, structures and resources, being clear on the value proposition for each organisation within the visitor economy network.	TTas, SG, TICT, RTOs

Agencies

TTas	Tourism Tasmania
SG	Department of State Growth
THA	Tasmanian Hospitality Association
TT-Line	TT-Line
DPIPWE	Department of Primary Industries, Parks, Water and Environment
TMAG	Tasmanian Museum and Art Gallery
Brand Tas	Brand Tasmania
HBA	Hobart Airport
TICT	Tourism Industry Council Tasmania
RTOs	Regional Tourism Organisations
OCG	Office of Coordinator-General
BET	Business Events Tasmania
LST	Launceston Airport