

2030 VISITOR ECONOMY STRATEGY

INDUSTRY PANEL:

Anne Greentree - Director Visitor Economy Strategy, Tourism Tasmania

Paul Seaman - Chair, Visit Northern Tasmania/GM Peppers Silo Hotel

Nick Haddow - CEO/Founder, Bruny Island Cheese Company/Chair, Brand Tasmania

TASMANIAN
TOURISM
CONFERENCE

POSITIVE
impact
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Tourism Industry Council Tasmania

Uniting our industry and
forging our future

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Tourism Industry Council Tasmania

What we stand for

The TICT's origins are rooted in advocacy and passion for an industry that has been the lifeblood of our island state for decades.

Instead of leaving the future of industry to others, a passionate group of pioneering operators came together to create a united voice for the tourism industry.

We needed to think about what made Tasmania different, to understand our markets, to tell a good story and to create a strategy. We needed an industry that understood itself and its potential, that benefitted all Tasmanians and delivered extraordinary experiences to our customers.

To this day, the TICT remains your united voice. Our industry is too important and delivers too much value to be fragmented. We partner with all levels of government, to ensure marketing efforts and strategic directions tell the Tasmanian story. We work with communities across the state to create meaningful jobs and to complement and improve the places we love.

It isn't ordinary to operate with a diverse, evolving board of 24 members or to sit down with the tourism minister, the Premier of a state, to build a future that works for all Tasmanians. But embracing the ordinary doesn't work for us.

Today, we need bold ideas and advocacy more than ever. And none of it works without you, our members and partners.

1 in 8 Tasmanians are employed in the tourism industry.

\$3.47 billion – total tourism Gross State Product.

55% of jobs on the East Coast are dependent on tourism.

OUR INDUSTRY

Every tourism dollar spent = additional 83cents in the economy.

\$3.52 billion – annual visitor spend in Tasmania.

42,900 Tasmanian jobs – more than agriculture, fishing, forestry and paper production combined.

We do this by

- **REPRESENTING** industry with a seat at the table as part of Australia's most unique and enduring visitor economy planning process.
 - **ADVOCATING** for outcomes that benefit our tourism operators, their families and employees, and the industries that support the visitor economy.
 - **LEADING** with bold policy outcomes to shape the future of our visitor economy.
 - **CELEBRATING** the achievements of our industry and the contribution it makes.
 - **BRINGING INDUSTRY TOGETHER** to share ideas, learn from each other and collaborate.
 - **PROMOTING** industry-backed excellence through the Tasmanian Government supported Quality Tourism Framework accreditation process for operators across the state.
 - **SUPPORTING** the workforce of the future, through promoting career pathways in tourism.
 - **CONNECTING** industry to tools, training, research and business opportunities to support growth and success.
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TICT staff are active in every region of our state, collaborating with Members, Accredited Operators and Corporate Partners as well as all levels of government.

We are outcomes focussed and achieve results



The TICT has helped secure hundreds of millions of dollars for our industry and the visitor economy through advocacy and campaigns including for:

Product development and industry innovation.

National parks and reserves, including icons like Cradle Mountain.

Demand generation, marketing and events.

Workforce initiatives and addressing gaps and challenges.

Regional infrastructure and visitor economy priorities.



Strong advocacy to all levels of government to address the rising cost of doing business and regulatory reform.



The first tourism industry in Australia to take steps to reduce carbon emissions.



More than 900 accredited operators (and growing) across the state subscribing to the highest standards of business practice.



Tassie's Top Tourism Towns recognised as some of the best in the country.



Tasmanian tourism operators recognised as nation-leading, supported by our comprehensive awards and mentoring program.



One of the most contemporary and forward-looking 2030 Visitor Economy Strategies.



A growing tribe of Tassie Tourism Ambassadors telling the story of our regions to visitors.



Strong, collaborative relationships across government and the visitor economy landscape, leading to positive results.

How we can partner with you



Become a corporate partner or member of the TICT and be a part of the largest peak body representing and advocating for the industry and its best interests.

AS A MEMBER, YOU WILL:

- Be front and centre in shaping what makes our state special.
- Receive voting rights to TICT Council elections, giving you the potential to directly influence the strategic direction of our industry.
- Have access to advocacy support from the TICT on matters of regional and state importance.
- Get the opportunity to network with decision-makers.
- Be included in all our communication channels so you can stay up to date with the latest regarding our industry.
- Receive special members-only rates for TICT activities, including the Tasmanian Tourism Conference, Leadership Luncheon series, and Tasmanian Tourism Awards.
- Have access to CEO briefings on key industry issues, opportunities and challenges.

AS A CORPORATE PARTNER/SPONSOR, YOU WILL HAVE:

- High visibility to businesses involved in the visitor economy – direct communications going out regularly to 3,000+ tourism & hospitality industry players.
- Opportunities to partner on educational seminars & workshops focused on upskilling our industry.
- The opportunity to have a direct presence and visibility at industry events and promote your products and/or services.

In addition, you'll get:

- Access to advocacy support from the TICT on matters of regional and state importance.
 - The opportunity to network with decision makers and help build your brand within our industry and support the vital role the visitor economy plays in our state.
 - Included in all our communication channels so you can stay up to date with the latest on our industry.
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Thank you.
We look forward to
working with you.

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