

2026 Tasmanian Tourism Conference

Thriving Places, Thriving Industry

28 – 29 July, Launceston



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DAY 1 - Tuesday 28 July 2026

12:00pm	Registration and light lunch				<i>Peppers Silo Hotel</i>
1:00pm – 2:15pm	Workshop 1A The \$1 That Changes Everything: How Tourism Can Fund Nature at Scale Heidi Lenffer, Founder, FEAT	Workshop 1B Getting Your House in Order: The Internal Work That Makes AI Actually Pay Off Jen Robb, Chief Technology and AI Officer & Anne Harvey, Director of People & Transformation, Tourism Tasmania	Workshop 1C Cool ideas from around the world for positive impact tourism in businesses and regions Allison Anderson, Director, Episteme Consulting	Workshop 1D From Visitors to Ambassadors and Stewards: Transforming Tourist Behaviour for Tasmania's Future Professor Anne Hardy, Adjunct Professor, Southern Cross University	
2:15pm – 2:45pm	Afternoon Refreshments				<i>Peppers Silo Hotel</i>
2:45pm – 4:00pm	Workshop 2A Can You Say That? The New Rules of Sustainability Marketing Lauren Cameron, Carbon & Sustainability Advisor, TICT & Joan-Maree Hargreaves, Senior Content Manager, Tourism Tasmania	Workshop 2B Global Ecosystem, Local Growth: Capturing International & Domestic Travel Demand Renee Wu, Market Manager & Jose Sentieiro, Area Manager – Oceania, Trip.com Proudly Sponsored by 	Workshop 2C Tourism in the Age of ChatGPT: How to Be Found, Recommended and Booked Martin Anderson, CEO, Ionata Digital & David Hearle, managing Director, eGuide	Workshop 2D Designed by Place: The Future of Tasmania's Visitor Experience Peter Walker, Founder, Cumulus Studio	

4:00pm – 4:15pm	Brain Break			
4:15pm – 5:30pm	Workshop 3A Who's Coming, What They Need, and Why Wellness is Tasmania's Moment Alexis Clarke , <i>Head of Research and Insights</i> & Paul Fleming , <i>Manager Visitor Economy Research and Insights, Tourism Tasmania</i>	Workshop 3B Experiences (and 'experiencing') matter Cat Carey , <i>Founder, Think Tourism</i>	Workshop 3C Navigating Uncertainty: Adapting to Changing Tourism and Consumer Trends Terry Rawnsley , <i>Urban Economist, KPMG</i> <i>Proudly Sponsored by</i> 	Workshop 3D Phone, Snap, Post: Easy Smartphone Photography for Your Tourism Business Alfonso Calero , <i>Founder, Alfonso Calero Photography</i>
6:00pm – 9:00pm	Welcome Networking Function			<i>Albert Hall</i> <i>Proudly Sponsored by:</i>  
DAY 2 - Wednesday 29 July 2026				<i>Country Club Tasmania</i>
8:00am – 8:55am	Registration desk open Trade Exhibition and arrival tea & coffee			<i>Country Club Foyer & Ballroom</i> <i>Coffee Cart Proudly Sponsored by:</i> 
	Opening Plenary Session			<i>Mount Pleasant Showroom</i>
9:00am – 9:05am	Welcome to Country			
9:05am – 9:10am	Conference Welcome Amy Hills , <i>Chief Executive Officer, TICT</i>			

9:10am – 9:15am	Official Opening The Hon Jeremy Rockliff MP, Premier of Tasmania
9:15am – 9:30am	Tourism's Role in Tasmania's Future Grant O'Brien, Chair, Tourism Tasmania
9:30am - 9:50am	Global tourism outlook, and what it means for Tasmania Sarah Kingston Clark, CEO, Tourism Tasmania
9:50am – 10:20am	Global Shifting Sands Robin Mack, Managing Director, Tourism Australia
10:25am – 10:55am	MORNING REFRESHMENTS & TRADE EXHIBITION
	<i>Proudly Sponsored by</i>  
	Plenary Session <i>Mount Pleasant Showroom</i>
11:00am – 11:05am	Welcome back Clint Walker, Chair, TICT
11:05am - 11:50am	Global Demographics Simon Kuestenmacher, Co-Founder, The Demographics Group
11:50am – 12:25pm	Spirit of Tasmania Panel Chris Carbone, Chief Executive Officer, Spirit of Tasmania Errol Stewart, Owner, JMC Property Group Jo Youl, Founder, On Island Time Facilitated by: Amy Hills, Chief Executive Officer, TICT
12:25pm – 12:30pm	Strength of the Tasmanian Visitor Economy Minister Jane Howlett, Minister for Tourism, Hospitality & Events
12:30pm – 1:25pm	LUNCH & TRADE EXHIBITION
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	Plenary Session

1:30pm – 1:55pm	The Future of Travel Distribution: AI, Discovery, and the Fight for the Customer Rod Cuthbert , <i>Founder, Viator Inc</i>
1:55pm -2:20pm	Tourism Tasmania Marketing Update Lindene Cleary , <i>Chief Marketing Officer, Tourism Tasmania</i>
2:20pm – 3:05pm	Our Tourism Future ahead of Climate Developments: Rethinking Tourism for What Comes Next Nikolaos Gkolfinopoulos , <i>Head of Tourism, ICF, Spain</i>
3:05pm - 3:30pm	AFTERNOON REFRESHMENTS & TRADE EXHIBITION
	Closing Plenary Session
3:35pm – 3:45pm	Platinum Sponsor Address Eeger
3:45pm – 4:25pm	The Rise of the Wellness Traveller: What It Means for Tasmania’s Tourism Future - and Your Business Katherine Droga , <i>Founder, Well Traveller</i>
4:25pm – 4:45pm	Tassie’s Top Tourism Towns Award Announcements
4:45pm – 5:00pm	Conference Thank you and Close Amy Hills , <i>Chief Executive Officer, TICT</i>
5:00pm – 6:30pm	Post Conference Networking Drinks <i>Proudly Sponsored by</i> 

*Please note timings are subject to change

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