



2026 Tasmanian Tourism Conference Program

DAY 1 - Tuesday 28 July 2026			Peppers Silos & the Boathouse Centre	
12:00pm	Registration and light lunch			Kings Wharf Lounge. Peppers Silo Hotel
1:00pm – 2:15pm	Workshop 1A <i>Gorge Room, Peppers Silos</i>	Workshop 1B <i>Boathouse Centre</i>	Workshop 1C <i>Kings Wharf Lounge, Peppers Silos</i>	Workshop 1D <i>Town Point Function Room, Peppers Silos</i>
	The \$1 That Changes Everything: How Tourism Can Fund Nature at Scale Heidi Lenffer , <i>Founder, FEAT</i>	Getting Your House in Order: The Internal Work That Makes AI Actually Pay Off Jen Robb , <i>Chief Technology and AI Officer</i> & Anne Harvey , <i>Director of People & Transformation, Tourism Tasmania</i>	Cool ideas from around the world for positive impact tourism in businesses and regions Allison Anderson , <i>Director, Episteme Consulting</i>	From Visitors to Ambassadors and Stewards: Transforming Tourist Behaviour for Tasmania's Future Professor Anne Hardy , <i>Adjunct Professor, Southern Cross University</i>
2:15pm – 2:45pm	Afternoon Refreshments			Kings Wharf Lounge. Peppers Silo Hote

2:45pm – 4:00pm	Workshop 2A <i>Gorge Room, Peppers Silos</i>	Workshop 2B <i>Town Point Function Room, Peppers Silos</i>	Workshop 2C <i>Kings Wharf Lounge, Peppers Silos</i>	Workshop 2D <i>Boathouse Centre</i>
	Can You Say That? The New Rules of Sustainability Marketing Lauren Cameron , <i>Carbon & Sustainability Advisor, TICT & Joan-Maree Hargreaves</i> , <i>Senior Content Manager, Tourism Tasmania</i>	Global Ecosystem, Local Growth: Capturing International & Domestic Travel Demand Renee Wu , <i>Market Manager</i> & Jose Sentieiro , <i>Area Manager – Oceania, Trip.com</i> <i>Proudly Sponsored by</i> 	Tourism in the Age of ChatGPT: How to Be Found, Recommended and Booked Martin Anderson , <i>CEO, Ionata Digital</i> & David Hearle , <i>managing Director, eGuide</i>	Designed by Place: The Future of Tasmania's Visitor Experience Peter Walker , <i>Founder, Cumulus Studio</i>
4:00pm – 4:15pm	Brain Break			
4:15pm – 5:30pm	Workshop 3A <i>Boathouse Centre</i>	Workshop 3B <i>Town Point Function Room, Peppers Silos</i>	Workshop 3C <i>Kings Wharf Lounge, Peppers Silos</i>	Workshop 3D <i>Gorge Room, Peppers Silos</i>
	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>	Experiences (and 'experiencing') matter Cat Carey , <i>Founder, Think Tourism</i>	Navigating Uncertainty: Adapting to Changing Tourism and Consumer Trends Terry Rawnsley , <i>Urban Economist, KPMG</i>	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  			

Albert Hall

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DAY 2 - Wednesday 29 July 2026

Country Club Tasmania

8:00am – 8:55am	Registration desk open Trade Exhibition and arrival tea & coffee	Country Club Foyer & Ballroom Coffee Cart Proudly Sponsored by: 
	Opening Plenary Session	<i>Mount Pleasant Showroom</i>
9:00am – 9:05am	Welcome to Country Aunty Netty Shaw	
9:05am – 9:10am	Conference Welcome Amy Hills, Chief Executive Officer, TICT	
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	Country Club Ballroom Proudly Sponsored by  

	Plenary Session 2	<i>Mount Pleasant Showroom</i>
11:00am – 11:05am	Welcome back Clint Walker , <i>Chair, TICT</i>	
11:05am - 11:50am	What does the next decade hold for Tasmanian tourism? Simon Kuestenmacher , <i>Co-Founder, The Demographics Group</i>	
11:50am – 12:25pm	Spirit of Tasmania Panel Chris Carbone , <i>Chief Executive Officer, Spirit of Tasmania</i> Errol Stewart , <i>Owner, JMC Property Group</i> Jo Youl , <i>Founder, On Island Time</i> Facilitated by: Amy Hills , <i>Chief Executive Officer, TICT</i>	
12:25pm – 12:30pm	The Hon. Roger Jaensch MP Minister for Tourism	
12:30pm – 12:45pm	Platinum Sponsor Address Emilie Howe , <i>General Manager, eeger</i>	
12:40pm – 1:30pm	LUNCH & TRADE EXHIBITION	<i>Country Club Ballroom</i> <i>Proudly Sponsored by</i> 
	Plenary Session 3	<i>Mount Pleasant Showroom</i>
1:35pm – 2:00pm	The Future of Travel Distribution: AI, Discovery, and the Fight for the Customer Rod Cuthbert , <i>Founder, Viator Inc</i>	
2:00pm -2:25pm	Tourism Tasmania Marketing Update Lindene Cleary , <i>Chief Marketing Officer, Tourism Tasmania</i>	
2:25pm – 3:10pm	Our Tourism Future ahead of Climate Developments: Rethinking Tourism for What Comes Next Nikolaos Gkolfinopoulos , <i>Head of Tourism, ICF, Spain</i>	
3:10pm - 3:40pm	AFTERNOON REFRESHMENTS & TRADE EXHIBITION	<i>Country Club Ballroom</i>

	Closing Plenary Session	<i>Mount Pleasant Showroom</i>
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 @ the Range	<i>The Range, Country Club</i> <i>Proudly Sponsored by</i> <i>Devil's Corner</i> TASMANIA

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