

The Western Journeys Project

NOVEMBER 2017: PROJECT UPDATE

WHAT IS THE WESTERN JOURNEY'S PROJECT?

The Western Journeys Project is a vision to invigorate the drive journey's through western Tasmania, following the success of the Great Eastern Drive on the East Coast.

The project forms part of the *Tasmanian Visitor Engagement Strategy*, launched by the Tasmanian Government in late 2016, which considered the role of touring routes.

The strategy determined thematic drive journeys would be developed across the state to encourage regional dispersal. The Tasmanian tourism industry agreed the next icon drive journey be initiated on the Western side of Tasmania.



Derwent River, New Norfolk
Photo by Tourism Tasmania & Pete Harmsen

WHY?

Drive journeys are about encouraging greater regional dispersal.

We want more people to visit and spend more nights and money throughout western Tasmania. We want to slow people down and get them to explore western Tasmania, its many destinations and experiences.

WHAT AREAS WILL THIS COVER?

The fact is there are many different journey's visitors make to and within the western side of Tasmania. We're not defining this project with an 'official' place to start or finish.

The Western Journeys Project is about presenting the many different journey options to visitors in a simple, clear and engaging way – whether heading West from Hobart, Launceston or the North-West.

WHO IS INVOLVED?

The Western Journeys Project is a joint initiative of the Tasmanian Government and the Tasmanian tourism industry.

The project was officially launched in November 2017 by the Premier and Minister for Tourism, the Honorable Will Hodgman MP. The Tasmanian Government has committed \$500,000 towards the project for signage, way-finding, content and marketing.

Tourism Industry Council Tasmania (TICT) is coordinating the project with Destination Southern Tasmania and the Cradle Coast Authority – as the two Regional Tourism Organisations covering this part of the state – along with the Tasmanian Government, through Tourism Tasmania and the Department of State Growth.

TICT has appointed leading tourism specialist, David Inches from Inspired by Marketing, to develop the strategy and vision for *The Western Journeys Project*.

ISN'T THIS JUST ANOTHER TOURING ROUTE?

This part of Tasmania is littered with signage left over from the old touring routes. This is not about simply creating a new one.

Travelers behavior has changed significantly since the old touring routes were developed across



'The Bends', Queenstown
Photo by Pete Harmsen

Today, our visitors seek the information and tools they need to explore a region in their own way. They are looking for surprise and discovery, and a deeper connection with people and place on journey.

The Western Journey's Project is about inviting visitors to explore the unique wilderness experiences of western Tasmania in their own way.

We must supply the information, local insight, tools and compelling stories that enable people who are planning to tour western Tasmania to make their own decisions, based on their needs, holiday timeline, budget and interests.

WHAT WILL IT LOOK LIKE?

Like the 'Great Eastern Drive', you can expect a name and brand.

There will be hard infrastructure developed like signage and way-finding, but also a strong focus on the stories and characters that make the Western Tasmania so unique and special

WILL IT HAVE A THEME?

Yes - Western Tasmania is home to one of the most unique and famous wilderness landscapes on the planet.

'Wilderness' - and the Tasmanian Wilderness World Heritage Area - is what ties this part of Tasmania together and we know visitors to our

State are seeking out our wilderness more than anything else.

Wilderness means different things to different people - but it is what makes Tasmania's Western Journeys unique and special - and what will set us apart from the other great drive journeys in Tasmania and throughout the world.

HOW DO I FIND OUT MORE?

- Keep an eye out for these monthly project updates distributed via TICT's 'Snapshots' or your local Regional Tourism Organisation.
- Attend your Local Tourism Association or 'DAP' Working Group
- Send your questions and suggestions to Project Director, David Inches:
david@inspiredbymarketing.co