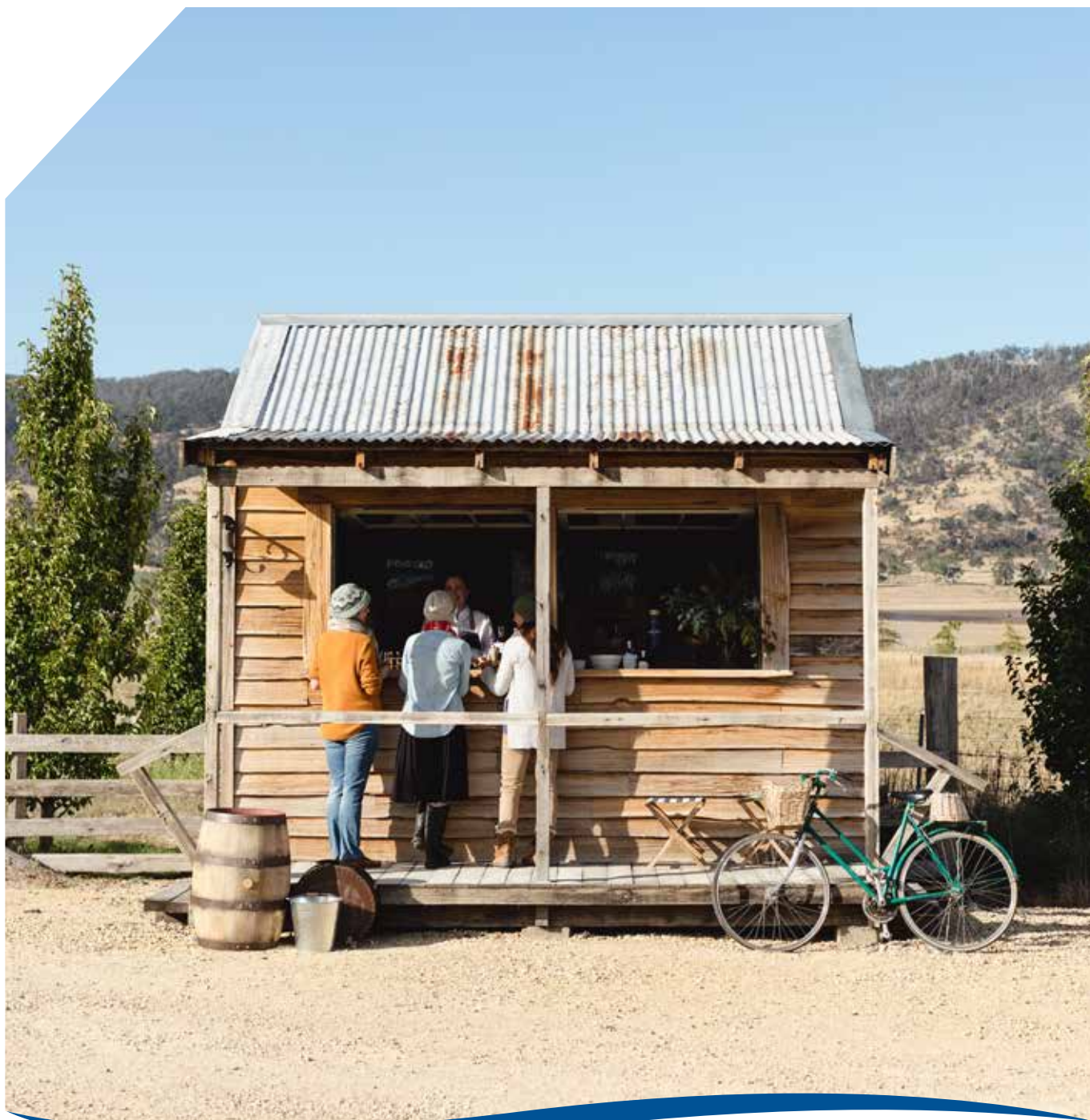


Stage One: Implementation Plan



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Tasmanian Visitor Engagement Strategy

Stage One: Implementation Plan

The implementation of the Tasmanian Visitor Engagement Strategy is being executed via direct projects, partnership programs and management of funding opportunities for stakeholders and industry operators to respond to the principles of visitor engagement.

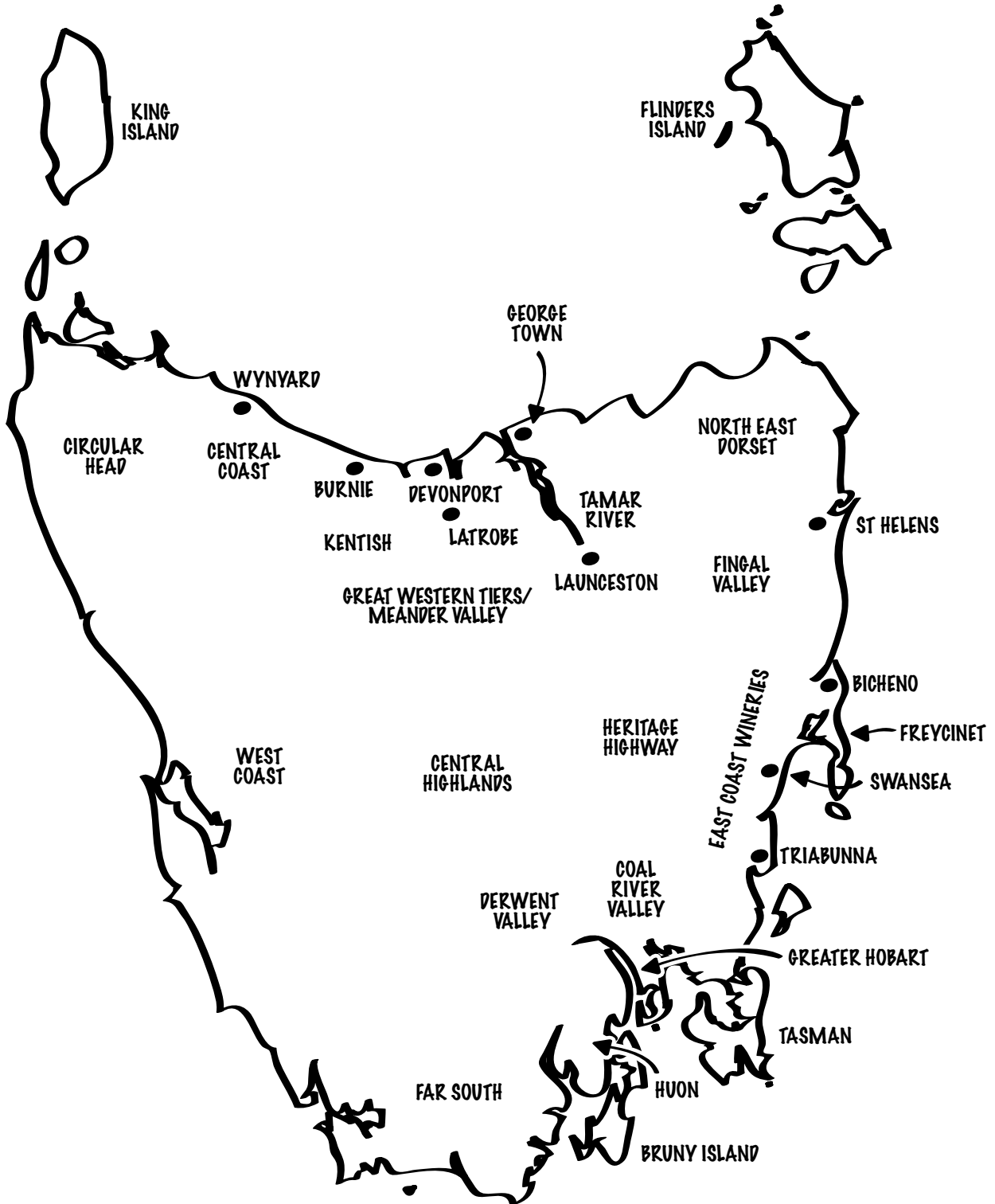
A summary of key activities for stage one is below:

Strategies for change	Overview	Implementation projects
<p>Engage with new and existing markets</p>	<p>Technology and its impact on the visitor travel experience, with digital tools to facilitate real experiences and connections with real people locally, must be addressed to drive value into the future by:</p> <ul style="list-style-type: none"> embracing technology to support visitor engagement and the Tasmanian brand strengthening emphasis on market segmentation and personalising visitor engagement developing new strategies to refocus existing infrastructure such as visitor centres, touring routes and wayfinding signage continuing to cater for markets who use traditional engagement. 	<p>Statewide digital asset audit.</p> <p>Tasmanian gateway visitor engagement program.</p> <p>Statewide tourism signage audit.</p> <p>Tasmanian Journeys project:</p> <ul style="list-style-type: none"> identification of signature Tasmanian drive journeys development of a regional experience centre. <p>Digital capacity development support for visitor information provision.</p> <p>Tourism and Hospitality Supply Side industry portal.</p> <p>Tourism Industry Council Tasmania (TICT) Tasmanian bike friendly business program.</p> <p>TICT nature tourism operator development program.</p> <p>Tasmanian Cycle Tourism Strategy and fund.</p> <p>Development of an agri-tourism strategy.</p> <p>Management of the tourism demand driver infrastructure program.</p>

Strategies for change	Overview	Implementation projects
<p>2. Protect and communicate the Tasmanian brand</p>	<p>Continue to protect and communicate the strong brand and the authenticity of Tasmania, the environment and sustainability by:</p> <ul style="list-style-type: none"> enabling the local community to play a central role in advocacy in destination experiences connecting visitor experiences with quality of life in Tasmania creating roles as experience ambassadors of particular destinations balancing the need for growth with responsible and sustainable development. 	<p>Finalise the Destination Action Plans (DAPs) funded by the Tasmanian Government.</p> <p>DAP Partnership Fund and projects:</p> <ul style="list-style-type: none"> Bruny Island infrastructure improvement project Flinders Island visitor infrastructure project Beauty Point foreshore beautification project. <p>Larapuna - Wukalina Cultural Walk – product development support.</p> <p>Tourism crisis management planning project.</p> <p>TICT operator professional development support.</p> <p>DAP leadership groups progressively being established to date include: Bruny Island, Flinders Island, King Island, Circular Head, Waratah Wynyard, Tasman Peninsula and Launceston/Tamar River.</p>
<p>3. Create a new model of collaboration</p>	<p>The ability to collaborate together, with a clear and consistent voice to attract the global traveller and build international popularity by:</p> <ul style="list-style-type: none"> developing and implementing service standards and consistently measuring and rewarding performance agreeing on uniform methodology to measure impact of visitor engagement using collaborative technology to collect data. 	<p>Tourist tracking project: stage two.</p> <p>Progression of Tasmanian tourism and hospitality workforce development plan/ taskforce recommendations.</p> <p>TICT Asia export boost program.</p> <p>Regional Tourism Satellite Account project.</p>

Destination Action Plans

The Tasmanian Government committed \$220 000 to the development of Destination Action Plans (DAPs) statewide. Destinations illustrated on the below map are in various stages of developing their DAP. Each destination DAP is being developed in partnership with the aligned Tasmanian Regional Tourism Organisation.





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