



Tourism information and support

This fact sheet provides guidance on the various organisations within the tourism industry and where to find assistance if you are considering opportunities within the visitor economy.

Tourism Australia

Tourism Australia is the Australian Government agency responsible for international tourism marketing. Tourism Australia's role is to:

- influence people to travel to and throughout Australia
- increase the economic benefits to Australia from tourism
- help foster a sustainable tourism industry in Australia

Tourism Australia's website, www.tourism.australia.com provides information on Tourism Australia's activities worldwide, industry marketing opportunities, tourism statistics, the latest news, online registration for trade events and key contacts.

Tourism Australia

Phone: 02 9360 1111

Email: ask.us@tourism.australia.com

Website: www.tourism.australia.com/

Tourism Tasmania

Tourism Tasmania's role is to maximise the contribution of tourism to Tasmania's economic growth through destination marketing that is underpinned by strong research.

To support its own marketing programs, Tourism Tasmania also enters into commercial marketing partnerships with domestic and international carriers, travel retailers and brand partners, to facilitate the sharing and promotion of Tasmanian tourism experiences and stimulate holiday sales and bookings to Tasmania.

Tourism Tasmania's destination marketing plays an important role in achieving the Tasmanian Government and tourism industry's shared Tourism 21 goal of growing the state's visitor economy and attracting 1.5 million visitors per annum to Tasmania by 2020. As part of this approach, Tourism Tasmania also works closely with other government agencies responsible for ensuring the growth of Tasmania's visitor economy is matched with the supply of adequate air and sea access, new tourism experiences, accommodation and infrastructure, and a suitably skilled workforce.

Discover Tasmania

Tourism Tasmania manages Tasmania's official travel website - Discover Tasmania. As well as providing detailed information on Tasmania's tourism experiences, the website lists all Tasmanian tourism businesses subscribed to the ATDW-Online national tourism product database. The [Discover Tasmania website](#) receives over two million visits a year and provides extensive information on Tasmanian tourism businesses including accommodation, attractions, food and drink, events, tours and hire services.

To have your tourism related product(s) listed for free on the Discover Tasmania website, simply by contacting Tourism Tasmania on phone 61 65 5286 or email online@tourism.tas.gov.au.

Tourism Tasmania supports the state's four regional tourism organisations, encouraging a strong regional tourism sector able to undertake industry development, capacity-building and tourism marketing programs for their regions.

Tasmania's regional tourism organisations

Regional tourism in Tasmania is based around four regional tourism organisations that cover the northwest and west coast, the southern region, the northern region and the east coast.

These organisations set the strategic direction for tourism in their region, identify priorities and deliver programs that engage their industry and stakeholders.

East Coast Tasmania

Phone: 6375 1799

Email: info@estcoasttourism.com.au

Website: <https://eastcoasttasmania.com/>

Tourism Northern Tasmania

Phone: 6380 6099

Email: admin@tnt.org.au

Website: <https://tnt.org.au/>

Cradle Coast Authority (North West/West Coast)

Phone: 6433 8400

Email: admin@cradlecoast.com

Website: <https://www.cradlecoast.com/index.html>

Destination Southern Tasmania

Phone: 6223 5650

Email: dstadmin@southerntasmania.com.au

Website: <https://southerntasmania.com.au/>

Tourism Industry Council Tasmania (TICT)

This is the peak body that represents and acts for the Tasmanian tourism industry. TICT runs a number of initiatives to encourage continual business development including the Australian Tourism Accreditation Program, Tasmanian Tourism Awards, the Tasmanian Tourism Conference and other workshops and forums.

In addition, it provides skills and training opportunities for businesses, students and participants in the Tourism Industry. See <https://tict.com.au/events-and-training/>

Tourism Industry Council Tasmania

Phone: 6231 2244

Email: info@tict.com.au

Website: <https://tict.com.au/>

Tasmanian Visitor Information Network (TVIN)

TVIN is a network of Visitor Information Centres strategically located throughout Tasmania who can help promote your product and can also make bookings. TVIN accredited visitor centres, operating under national guidelines and identified by the blue sign with the yellow 'i', offer high levels of personalised customer service.

Hobart's TVIN is officially known as the [Tasmanian Travel & Information Centre](#).

Understanding the visitor economy

Understanding your current and potential visitor markets and learning what motivates them is essential for anyone wanting to succeed in tourism.

National, state and regional tourism organisations provide a range of resources to assist tourism businesses in understanding visitor market characteristics and identifying appropriate target markets. Put simply, identifying target markets means your marketing dollar will go much further.

Traditionally market segments have been determined by demographics. Current research has suggested that a more effective way to segment visitor markets is through a psychographic assessment; i.e. visitor values and desires.

Tourism research information

Visitor Statistics

Tourism Tasmania produces quarterly visitor snapshots which contain a summary of the latest Tasmanian Visitor Survey results, along with additional data from Tourism Research Australia.

www.tourismtasmania.com.au/research/visitors

Tourism Information Monitor

In addition to the visitor snapshots, Tourism Tasmania produces the Tourism Information Monitor (TIM). TIM provides a regular snapshot of changes in the characteristics, behaviours, perceptions, motivations and intentions of travelling in Australia and in particular, those who are considering travel to Tasmania.

Request a copy of the statistics at statistics@tourism.tas.gov.au.

Research Reports

Periodically Tourism Tasmania undertakes market studies. Previous topics have included cruise ship surveys, analysis of the visiting friends and relatives market, and an overview of the Chinese market.

www.tourismtasmania.com.au/research/reports

Tasmanian Visitor Engagement Strategy

The Tasmanian Visitor Engagement Strategy - a first for Australia - sets out the guiding principles, elements and actions the government will undertake with industry to rethink and strengthen our approach to visitor engagement.

The strategy aims to ensure that Tasmania's way of engaging with visitors will continue to evolve to ensure visitors have the best travel experience while in Tasmania, and are inspired to share their experience after they leave.

The strategy is published on the Department of State Growth website

www.stategrowth.tas.gov.au/_data/assets/pdf_file/0004/157252/Tas_Visitor_Engagement_Strategy_Web_20161012.pdf

Contact

Business Tasmania

Phone: 1800 440 026

Email: ask@business.tas.gov.au

Website: www.business.tas.gov.au

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