



T21 Visitor Economy Action Plan

PROGRESS REPORT NOVEMBER 2020



Tourism Industry Council Tasmania



T21 Visitor Economy Action Plan

PRIORITIES: AUGUST 2020 – FEBRUARY 2021

Dates forecast as planned are subject to timing of border and other COVID-19 restrictions.

Priority 1: Rebuilding visitation

Implement a destination marketing program supporting our highly desirable brand		
Grow demand through a single, integrated demand plan across all key demand drivers – leisure, business and events – and leveraging market opportunities.	TTas, TT-Line, SG (Events Tasmania), BET, RTOs, HBA, LST, operators	Demand Recovery Working Group established and work underway to connect demand driving activities of all leisure, business and event organisations/agencies. Single demand recovery plan in final stages and will be adapted as markets open/change.
Encourage Tasmanians to explore the State and support tourism and hospitality businesses	TTas, DSG	\$12.5 million travel voucher program released to stimulate travel. <i>Welcome Back</i> and <i>Make Yourself at Home</i> campaigns continue in market. Three Capes Track walk discount extended to 30 November to encourage Tasmanians to travel. Continuing the Free Parks Pass for Seniors initiative for a value of approximately \$1.5 million.
Plan agile market engagement as they re-open.	TTas	Interstate market engagement has activated aligned with border restrictions.
Re-enter the domestic market with phase 2 of the <i>Tasmania - Come down for Air</i> brand campaign.	TTas	Back in all domestic key source markets (Queensland, NSW, ACT, VIC, South Australia) from mid-October.
Launch a drive/touring marketing program and associated five drive journeys to support regional visitation.	SG, TTas, RTOs	Program launched to the Tasmanian market in November. Domestic market launch planned for early 2021.
Re-enter the New Zealand market with a campaign to drive visitation to Tasmania.	TTas	Market re-entry planned for early 2021 (subject to border opening).
Partner with Tourism Australia on its <i>Holiday Here this Year</i> campaign to showcase Tasmania in the interstate market.	TTas	Work underway with Tourism Australia.
Our home-grown festivals and events		
Provide grant assistance to events proposed for 2021 to implement COVID-19 safe practices	SG	Event Ready Grant Program released 23 September 2020 – total of \$200,000 available in grants of up to \$5000 each to help events implement COVID-19 safe practices and increase marketing and promotion capability within the COVID-19 environment. \$2.5 million Event Infrastructure and Critical Support Small Business Grant Program released 14 October – grants from \$5,000 to \$100,000 to support local small businesses who can provide critical event support infrastructure and other services essential to the running of events, for example, marquee hire, portable toilets, AV and technical support, as well as professional event organising businesses and promoters.
Invest in attracting participation-led events with potential to fill out the demand in regional and urban areas across all seasons.	SG	New round of the Championship Grants Program open for application from eligible competitions that are able to promote pre & post championship travel within the state.
Encourage the development of innovative and new event opportunities with potential to be held in 2021-22.	SG, RTOs	Framework for COVID-19 Safe Events and Activities released 23 October 2020.
Prioritise actions that support intrastate business events.	BET	Restrictions around dancing and vertical drinking initially impacted confidence of event planners in hosting local events. These matters continue to be worked through as organisations adapt and innovate to host business events in a COVID safe environment. Event planners and organisers worked to adapt to intrastate market while that opportunity existed. With borders reopening the BET sales team is seeing increased bidding activity from the interstate market, and some new events have been contracted in the last month.

Use the Business Events Attraction Fund to be competitive in attracting business events.	BET	Ongoing.
Strategic targeting of businesses events that are re-scheduling international programs.	BET	A strong focus of BET has been planning famil activity for the first quarter of 2021 for both the Conference and Incentives (C&I) and Association market. The extent of this activity is dependent on funding confirmation. BET has also delivered marketing activity via a digital marketing campaign, promoting Tasmania as a premium business events destination as borders reopen.
Focus on the corporate incentives market as the business events market adjusts.	BET	Strong focus on attracting the C&I market to Tasmania, with famil activity planned for the first quarter of 2021. The scale of that activity is dependent on funding confirmation. This famil activity will be supported by a broader C&I sales and marketing campaign.

Drive holidays and Tassie road trips

Launch a compelling program to position Tasmania as the leading road-trip destination.	TTas, RTOs	Launched in November. State Government budget commitment of \$1.4 million into the new Drive Journeys to promote Tasmania as the ideal self-drive touring destination
Launch the Tasmania's Drive Journeys.	SG, RTOs	Launched in November.
Deliver Tassie's Top Tourism Towns Program.	TICT	Complete. Released 26 August 2020.
Co-invest and align marketing activities around Tasmania's destination brand as part of a coordinated strategy between Tourism Tasmania and TT-Line.	TTas, TT-Line	Planning underway between Tourism Tasmania and TT-Line. This is an ongoing activity.
Stimulate demand for Spirit of Tasmania services through incentives to support additional sailings to meet demand.	TT-Line	Spirit of Tasmania in market from November.

Uniquely Tasmanian operators and experiences

Support and champion quality tourism operators that enhance our brand through prioritising marketing assistance, industry development support, advocacy and other assistance.	TICT, TTas, SG, RTOs	In development.
Continue to invest in industry-led customer service enhancement, tourism accreditation and quality assurance and awards programs to maintain and elevate industry standards and the visitor experience.	THA, TICT	THA Great Customer Experience program continuing. TICT Quality Tourism Program continuing. Tasmanian Tourism Awards to re-commence early 2021.
Maintain focus on tourism as a priority area for attracting investment and working with proponents to support new projects and address barriers.	OCG, RTOs, DPIPWE	Ongoing.
Invest in Tasmania's iconic historic sites to support recovery.		\$20 million in additional financial support for the Port Arthur Historic Site. \$4 million to the Royal Tasmanian Botanical Gardens to finalise development of a new visitor centre and improvements to access points across the Gardens. \$3 million towards construction of the new History and Interpretation Centre at the Cascades Female Factory.

Playing to our creative strengths

Work with Brand Tasmania and tourism partners to provide access to cultural and creative products and experiences that are distinctly Tasmanian.	SG, Brand Tas, RTOs	Under development. Launched the Cultural and Creative Industries Recovery Strategy: 2020 and Beyond. \$2.5 million over two years for an Arts and Cultural Support fund including grants to support performers and artists to produce new works.
Launch Tasmanac, a platform that connects Tasmania's cultural collections and encourages dispersal to our regional towns.	TMAG	Project manager for production phase contracted and platform is in final stages of development.

Priority 2: Restoring access

<p>Re-establish our network of core routes between Hobart, Launceston, Melbourne, Sydney, Adelaide and Brisbane and work with carriers to increase frequency and capacity.</p>	<p>TTas, SG</p>	<p>All carriers responded with significant capacity into Tasmania as border restrictions lifted: NSW and VIC borders reopening has seen Virgin, Qantas and Jetstar re-establishing core routes from Hobart, Launceston and Devonport to Melbourne.</p> <p>HBA and LST to Brisbane and Sydney has seen strong rebound of capacity and frequency from all three carriers, including entry of Qantas onto HBA – BNE and LST – SYD for the first time.</p> <p>Jetstar have returned onto the HBA – ADL route with four services per week moving to daily over the Xmas/ New Year peak.</p> <p>As at 23 November, forward seats estimates for December/January show recovery sits at approximately: December – Launceston 68% and Hobart 58% January – Launceston 95% and Hobart 71%</p> <p>These capacity totals are very fluid continually changing according to operational demand; as demand for Tasmania continues to grow there is confidence this capacity will be retained and even increased.</p> <p>Tasmanian Government budget commitment of almost \$10 million towards upgrading the Hobart International Airport and \$5.15 million towards upgrading Launceston Airport.</p>
<p>Undertake Cooperative marketing using access partner channels to drive conversion.</p>	<p>TTas, SG</p>	<p>In-market activity planned with major access partners (air and sea) between now and June 2021.</p>
<p>Stimulate and meet demand through additional sailings of the Spirit of Tasmania ferries.</p>	<p>TT-Line</p>	<p>Additional sailings scheduled in response to demand – Sunday 29 November and Sunday 6 December 2020.</p>
<p>Support intrastate connections with our Bass Strait islands subject to commercial viability.</p>	<p>TTas, SG</p>	<p>Complete. Direct flights between Hobart and King and Flinders islands commenced 30 September 2020; and the Hobart to King Island and Flinders Island routes have been extended to 30 April 2021.</p>
<p>Initiate capacity-recovery and demand-generation activities to return passenger volumes to our smaller regional airports including the Bass Strait islands.</p>	<p>TTas, SG</p>	<p><i>Make Yourself at Home</i> campaign focussed on demand generation for Tasmanian market to Bass Strait Islands.</p>
<p>Prioritise re-establishing direct flights from Gold Coast and Perth and identify other direct city opportunities.</p>	<p>TTas, SG</p>	<p>Hobart and Gold Coast route reinstated by Jetstar on 1 December at four services per week. Hobart and Canberra launched by Link Aviation on 5 November at four services per week. Hobart and Canberra launched by Qantas on 4 December at three services per week. Hobart and Perth launched by Qantas 14 November at three services per week, with extra flights scheduled for Xmas/New Year at 5/6 per week. Other Safe City Pairs business cases under development.</p>
<p>Secure trans-Tasman flights from New Zealand with facilities at Hobart Airport to support a long-term international connection to New Zealand.</p>	<p>TTas, SG, HOB</p>	<p>Business case developed and negotiations continue with a preferred airline partner to introduce flying between Tasmania and New Zealand targeted for the first quarter of 2021; dependent on opening of borders by Australian and New Zealand Governments and agreement between agencies and Hobart Airport on temporary international passenger processing facility.</p>

Priority 3: Supporting our people

Business owners		
Prioritise industry uptake of the Australian Tourism Data Warehouse (ATDW) to develop contemporary multi-channel distribution capabilities for tourism and hospitality operators.	TTas, RTOs	Contact program underway with operators to foster uptake of ATDW. Broader program under development to focus on multi-channel distribution capabilities.
Prioritise small business support through grant, loan and business assistance schemes to sustain themselves, build resilience and innovate.	SG	<p>\$60 million Business Growth Loan Scheme released 14 September 2020. Small Business Continuity Grants extended to support a further 2219 applications for specialist or consultant advice.</p> <p>\$20 million allocated in the 2020-21 State Budget for the Small Business Sustainability and Recovery Assistance Package, as well as the Event Infrastructure and Critical Support Small Business Grant program.</p> <p>\$10 million committed in 2020-21 State budget to reimburse small businesses up to a capped amount against their energy bills for first quarter.</p> <p>Annual liquor licensing fees waived for 2021 relieving the hospitality industry of approximately \$1 million in costs.</p> <p>Payroll Tax Rebate Scheme and Small Business Grants scheme extended to all industries for a further 12 months until 30 June 2022.</p> <p>\$50,000 provided for the Digital Ready for Business Program for extended two-hour, one-on-one assistance sessions and mentoring to assist businesses.</p>
Support our tourism operators to re-engage with the interstate visitor market as Tasmania's borders re-open.	SG, TTas, RTOs	<p>\$750,000 Tourism Industry Market Support Program released on 12 August 2020 to support tourism operators to re-engage with the interstate visitor market as Tasmania's borders re-open.</p> <p>\$250,000 state-wide campaign announced to support hospitality venues over summer by encouraging Tasmanians to support local venues.</p> <p>TICT Tassie's 5 for COVID Safe Travel industry campaign released 15 October.</p>
Share forward demand, research data and market insights to inform businesses in their planning.	TTas, SG, RTOs	Forward accommodation demand data secured with new providers. To be published December 2020.
Provide regular opportunities for industry to share information and remain connected.	RTOs, TICT, THA, TTas, SG	Ongoing program of industry online and in person events.
Launch a new online solution to connect employment opportunities with tourism and hospitality professionals.	TICT, THA	In development.
Provide an industry mentoring initiative, Incubator Plus, linking experienced tourism and business specialists with operators needing professional assistance with business continuity and support in resetting for new markets.	TICT	Stage 2 released with 40 business owners participating.
Continue to collaborate with the University of Tasmania around its graduate certificate scholarships.	TICT	900 students enrolled and collaboration will continue.
Workforce		
Establish a new industry-owned and led vocational training provider for the tourism and hospitality sectors, and a Ministerial Tourism and Hospitality Workforce Advisory Committee as a landmark investment in training and development for tourism and hospitality.	SG, THA, TICT	<p>Ministerial Advisory Committee established.</p> <p>\$1 million committed in 2020-21 budget to support establishment of the new not-for-profit registered training organisation.</p>
Prioritise low-cost training, mentoring and professional development opportunities for our workforce to fill immediate skill gaps, future needs and to respond to COVID-19 requirements.	SG, TICT, THA	\$6.3 million Rapid Response Skills Initiative enables eligible job seekers to access up to \$3000 towards the cost of training and up to \$500 for employment advice.
Support practical initiatives that connect employers to job-ready people.	SG, TICT, THA	THA working with venues to promote job vacancies and job-ready people through social media and other channels.

Priority 4: Shaping our future

Tasmanian Aboriginal people		
Encourage Tasmanian Aboriginal people to maintain a program of cultural presentations and workshops with the broader Tasmanian tourism industry.	TICT, RTOs, TTas	Tasmanian Aboriginal cultural presentations included at the Tasmanian Tourism Conference in Hobart and Launceston.
Work with the community in ensuring Tasmania's Aboriginal culture and tourism experiences are appropriately and respectfully represented in destination marketing activities.	TTAs, RTOs	Tourism Tasmania has commenced development of a Reconciliation Action Plan that will include destination marketing activities.
Climate change		
Commission research to assess the costs, benefits, value proposition and the pathway in making Tasmania as a carbon-neutral destination.	TICT, TTas	\$50,000 Tasmanian Government Climate Change grant to TICT to progress research. Reference Group established and first meeting convened.
Inclusive tourism		
Audit Tasmanian listings in the Australian Tourism Data Warehouse (ATDW) to assess the current supply of inclusive tourism product, identify gaps and encourage all operators to complete new accessibility criteria.	TTas, RTOs	Inclusive tourism reference group established. Audit of ATDW listings scoped.
Cruise ships		
Research the value proposition of the cruise market for Tasmania to determine its costs and benefits and its alignment with Tasmania's brand.	TTas	Research proposal released to market and currently in assessment, with work to begin mid December 2020.
Our future tourism network		
Pilot an ambassador/host program to engage locals in welcoming visitors and providing information services.	TICT, SG, TTas, RTOs	Ambassador/host program concept designed and currently in consultation.
Review the roles and responsibilities, structures and resources, being clear on the value proposition for each organisation within the visitor economy network.	TTas, SG, TICT, RTOs	Review commenced.

Agencies

TTas	Tourism Tasmania
SG	Department of State Growth
TICT	Tourism Industry Council Tasmania
RTOs	Regional Tourism Organisations
THA	Tasmanian Hospitality Association
TT-Line	TT-Line
OCG	Office of the Coordinator-General

DPIPWE	Department of Primary Industries, Parks, Water and Environment
TMAG	Tasmanian Museum and Art Gallery
BET	Business Events Tasmania
Brand Tas	Brand Tasmania
HBA	Hobart Airport
LST	Launceston Airport