

Tasmanian Election 2014 – Tourism Priorities

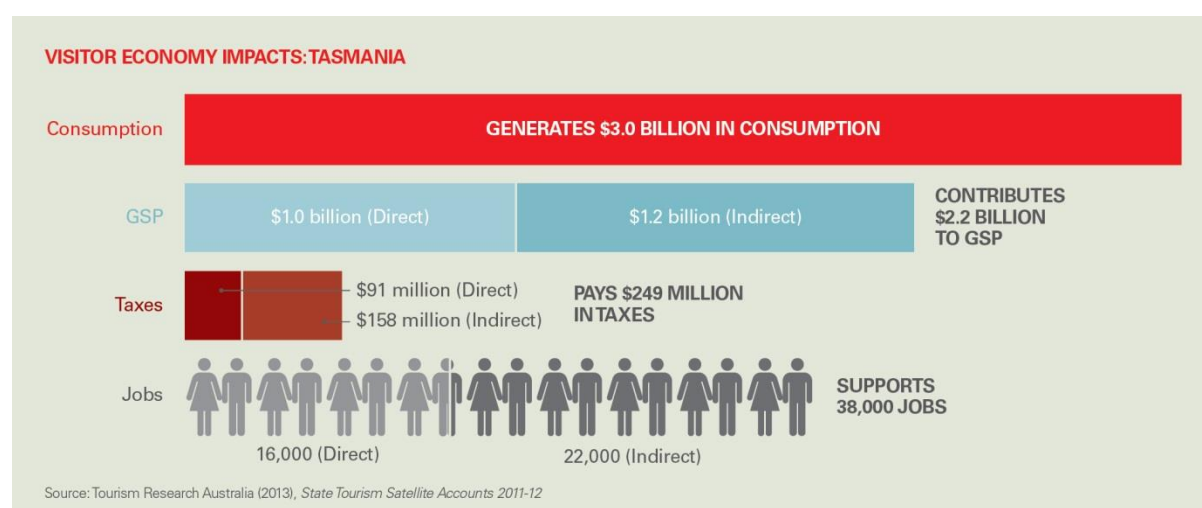
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TOURISM AND THE TASMANIAN ECONOMY

Tourism plays a critical role in the Tasmanian economy, supporting 6300 businesses, employing 38,000 people and accounting for 9.3 per cent of gross state product.

Tourism has been identified as one of five super-growth sectors that can collectively deliver an additional \$250 billion to the Australian economy over the next 20 years, providing an economic development strategy as other industries enter periods of transition.

In partnership with the private sector, strategic investment by the government in tourism marketing, major events and infrastructure provide a foundation for the growth of Tasmanian visitor economy.



\$2.2 billion in GSP – Tourism’s contribution to Tasmania’s gross state product (GSP) in 2011-12, including \$1.0 billion in direct GSP and \$1.2 billion in flow-on indirect GSP, representing a 9.3% share of the Tasmanian economy

38,000 jobs – Tasmanian jobs supported by visitor expenditure include 16,000 jobs directly in the tourism industry and another 22,000 in related industries, representing nearly 1 in every 6 jobs across the state

\$3.0 billion in consumption – Tourism consumption in Tasmania in 2011-12

\$249 million in taxes – Tax revenue generated by visitor expenditure in Tasmania

\$7 million spent per day – Average daily expenditure by Australian and international visitors in Tasmania

\$1195 per household – Each Tasmanian household would pay more taxes without the tax revenue generated by tourism

ELECTION PRIORITIES FOR TOURISM

Ahead of the Tasmanian election on 15 March, TTF calls on all parties to acknowledge the critical role of tourism to the Tasmanian economy and to reaffirm bipartisan commitment to the *Tourism 21* goal of attracting interstate and international visitor expenditure of \$2.1 billion p.a. by 2021.

TASMANIAN TOURISM, 2012-13

International visitors: **+10%**

Interstate visitors: **+14%**

Visitor expenditure: **+10%**

Tasmania has outperformed every other state and territory in growing domestic overnight visitation over the past five years and has similarly shone in attracting international visitors over the past year. With a strong brand steeped in nature and cultural heritage, and food and wine experiences, the state is well positioned to capture the demand of mainland Australians and the emerging middle class of Asia.

However, success is not guaranteed in a competitive global environment. Reaching the *Tourism 21* goal will require a whole-of-government approach to growing the visitor economy and appropriate and consistent investment in tourism marketing, business and major events, and visitor and transport infrastructure. Key priorities for the next government should include:

POLITICAL LEADERSHIP

Recognising the importance of tourism to the Tasmanian economy and the industry's inter-portfolio nature, tourism should remain a priority for government, with a dedicated cabinet sub-committee to provide a whole-of-government approach to tourism issues.

BUSINESS EVENTS

Recognising the high-yield nature of business events visitors and the ability of business events to contribute to Tasmania's brand as a destination for trade, innovation and knowledge exchange, commit government funding support for business events bids.

VISITOR ACCESS

Recognising the need for improved access to and within the state, ensure a whole-of-government approach to investing in airline attraction, regional airports and cruise shipping facilities, and incentivising greater sea access in support of self-drive dispersal.

INFRASTRUCTURE PRIORITIES

Complete the Three Capes Track project, upgrade the South Coast Track and invest in the North-East Rail Trail as iconic walking and cycling experiences. Redevelop the Macquarie Point Railways site as a visitor precinct with accommodation and function facilities. Upgrade the West Coast Wilderness Railway and continue investment in a Cradle Mountain visitor gateway as key visitor infrastructure.

TOURISM MARKETING

Recognising the need for appropriate and consistent marketing funding in a competitive global environment, restore funding to Tourism Tasmania with an injection of \$4 million in 2014-15 and \$20 million in extra funding over the next term of government.

MAJOR EVENTS

Recognising the importance of major events in attracting year-round visitation and the interconnectedness of events and tourism, return Events Tasmania to Tourism Tasmania and develop a strategic approach and single, competitive funding pool for major events.

VISITOR INFRASTRUCTURE

Recognising the importance of the natural estate to Tasmania's brand, provide additional funding for the Parks & Wildlife Service and support the development of low-impact commercial accommodation and iconic visitor infrastructure/experiences in national parks.

SOURCES Australian Bureau of Statistics, 2010 – *Household and family projections, 2006 to 2031*; Deloitte Access Economics, 2013 – *Positioning for prosperity? Catching the next wave*; Tourism Industry Council Tasmania, 2014 – *Tourism Priorities: State Election 2014*; Tourism Research Australia (TRA), 2013 – *International and National Visitor Surveys*; TRA, 2013 – *Tourism Businesses in Australia, June 2010 to June 2012*; TRA, 2013 – *State Tourism Satellite Accounts, 2011-12*; Tourism Tasmania, 2013 – *Tasmanian Tourism Snapshot*