



**David Bartlett, MP**

Premier

Friday, 23 October 2009

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## **\$4 million more for tourism**

“The tourism industry will be allocated an additional \$4 million this financial year in Government support, Premier David Bartlett told industry leaders in Hobart today.

“We have allocated \$1 million to attract and retain the events that can draw people to our island.

“The other \$3 million will go towards marketing and communications to drive demand and build the capacity of the industry to get its messages – and the Tasmanian brand – out to an ever wider audience.

“This backing of tourism is part of our focus on building for Tasmania’s future and creating jobs.

“Our reforms and industry support over the past decade have turned this State’s fortunes around to the point where we have the best performing economy in the State.

“The reforms we are undertaking at the moment in water and sewerage, education, irrigation and renewable energy will drive the economy for the next two decades.

“The water and sewerage reforms are of special importance to our tourism because none of us wants to see our brand damaged by sewage spills in Salamanca, raw sewage running across our beaches and tourist towns where the drinking water has to be boiled.

“The additional support announced today for Events is recognition they are a high yield market for Tasmania and a key driver in visitation to the state.

“Research shows that for every dollar of government expenditure on event attraction a minimum of \$10 of visitor money is spent in Tasmania.

“Major events such as AFL football and the Australian Wooden Boat Festival, for example, provide triggers for travel to Tasmania.

“The additional funds for Events Tasmania will be used to ensure we not only retain the current range of events on our calendar but build on our winter events to create a Winter of Festivals.

“Tourism Tasmania is working closely with Events Tasmania to bring together more than 30 festival partners.

“I am particularly interested in strategically aligning our events with our tourism opportunities so that we get the maximum benefit.

“The more we are able to build visitor traffic in non-peak times the more likely we are to encourage investment in tourism.

“The \$3 million funding for marketing and communications will help keep Tasmania front of mind for potential visitors.

“Tasmania has one of the strongest destination brands in Australia and that is synonymous with iconic natural tourism, culture heritage and food and wine.

“Our research shows that these experiences attract high yielding tourists and this additional money will help strengthen that sector.

“Tasmania is showing the way in tourism, as it is in so many other areas, and this boost to marketing and communication will help keep us at the forefront.”