

Drive our Economy Forward

Tasmanian
Liberals



Protecting and Creating Jobs in our Tourism Industry

What the Tasmanian Liberals will do...

Invest an additional \$5.5 million to market Tasmania and bring more tourist dollars to the State.

Tourism is vital to our entire economy, but particularly to small business.

Some 24,000 people depend on this industry for their jobs.

Tourism is one of our greatest success stories but it's also a glaring example of where our State government has headed in the wrong direction and where our potential has been left unfulfilled.

Tourism is a wealth and jobs creator. It is an industry that has real opportunities before it in these gloomy economic times, especially in Tasmania. Other states are seizing these opportunities; marketing their destinations to the domestic market, aggressively chasing more tourist dollars for their State.

But in Tasmania, what does the Labor government do?

Cut the tourism budget; dismiss calls for destination marketing; cut funding to our parks; dismantle the Department of Environment Parks Heritage and the Arts; and persist with spending \$23 million on its flawed Tarkine Plan that it knows may actually damage tourism and the Tasmanian wilderness brand.

Because the Tasmanian Liberals back small business in this State, we will back tourism to the hilt.

A Hodgman Liberal Government will invest an additional \$5.5 million over three years in general tourism promotion, to bring more tourists, and tourist dollars to our state. This money has the potential to repay itself many times over.

We'll fund that by cutting waste from the government's budget.

This is a higher priority than public servants driving around in the ridiculous number of cars they do today, or spin doctors for useless ministers and glossy government advertising.

And our visionary Tarkine Plan will also provide a much needed boost to the industry, especially in the North West.

Leadership and vision for the future

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