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Will Hodgman, Premier
Minister for Tourism, Hospitality and Events

Tasmania's New Events Strategy

The spotlight is well and truly shining on Tasmania's tourism and hospitality industry. The Tasmanian Government Events Strategy 2015-2020 will ensure it continues to illuminate every region and even the darkest of seasons.

We want Tasmania to become Australia's boutique events capital, and one of the world's greatest events destinations, and this strategy lays out a blueprint for this.

It will ensure that Tasmania has a co-ordinated, whole of Government approach to events planning that will support greater cultural enrichment, drive economic growth and create jobs.

Every year events draw 70,000 visitors to our state, they stay seven nights and spend around \$200 a day, injecting \$100 million of new expenditure into the Tasmanian economy, supporting hundreds of urban and regional jobs.

Tasmania's Events Strategy will support the creation of even more new and enticing events to put Tasmania front of mind for tens of thousands additional travellers.

It will ensure that events are rolled out from coast to country and from the peak of summer to the traditionally quiet winter.

Importantly, the strategy will reinforce the cultural fabric of our communities, big and small, by providing guidance and support for events that express and celebrate all that's unique about Tasmania.

The strategy will focus on investing in the Regional Events Start-Up Program, promoting Tasmania as a business events destination and increasing our engagement with the industry, to make the most of its knowledge and expertise.

This strategic approach to events in Tasmania will ensure that the tourism and hospitality sectors continue to grow, attract more visitors and create jobs. It will help us to achieve our target of attracting 1.5 million visitors each year by 2020.

Contact: Danielle McKay

Phone: 0438 390 273