

Tasmania's IYE Program Summary

Tourism Tasmania in partnership with industry established 6 key initiatives for IYE, these include;

1. Tasmanian Experience Strategy

Initiative To develop Tourism Tasmania's strategy for the development of nature based and cultural tourism.

Outcome Strategy launched in November 2002.

2. EcoGuide

Initiative To have 100 EcoGuides certified by December 2002.

Outcome Awaiting result of the funding proposal to support the implementation of this initiative. Tasmania to sponsor two EcoGuide Assessors to attend an Assessors workshop in early 2003.

3. Ecotourism workshop

Initiative To conduct in partnership with industry and the University of Tasmania a workshop on ecotourism in November 2002

Outcome Workshops conducted in two locations attracting over 130 participants with a focus on delivering unforgettable natural experiences.

4. Marketing

Initiative To increase the exposure of ecotourism experiences.

Outcome Tourism Tasmania's brand campaign used several key ecotourism experiences as the key lead product in advertising conducted in both New south Wales and Victoria. In addition, through the Special Interest and Niche Marketing Unit specific co- operative marketing campaigns were undertaken to increase the national and international exposure.

5. Destination Promotion

Initiative To provide a focus on ecotourism products during IYE.

Outcome Tourism Tasmania supported a specific ATC ecotourism themed tour, in addition to the many journalists and trade. Launch of the Brandt guide to Tasmania. Support to NEAP operators for photo imagery.

6. NEAP

Initiative To increase the awareness and participation in NEAP.

Outcome An additional 5 products accredited with another 10 products to seek accreditation in early 2003