



REGIONAL TOURISM STRATEGY

2025 – 2028

ACKNOWLEDGEMENT

West by North West acknowledges the ancient history of the Tasmanian Aboriginal people as the First People of Lutruwita/Tasmania and honours the Tasmanian Aboriginal Community, past and present.

We thank them for caring for the land, sea and waterways that we showcase and celebrate as a tourism industry; and where we all now live, work and play.

DISCLAIMER

This strategy has been developed by West by North West Regional Tourism (WxNW) in collaboration with our region's tourism industry. It sets a three-year strategic horizon, with actions and KPIs reviewed annually. The plan builds on previous strategies, connecting clearly and confidently to the statewide 2030 Visitor Economy Strategy, and reflects the contributions of many across our region.

As our tourism industry continues to evolve with new opportunities, so too will this strategy. It is designed as a living document, one that grows over time and remains genuinely owned and led by the community it serves.

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Meander Valley Vineyard. Photo: Alivia Rose

OUR VALUES

- ...➤ We strive to be bold and ambitious.
- ...➤ We are passionate and professional.
- ...➤ We work with integrity and build trust.

OUR VISION

Stronger communities across our region through a prosperous, inclusive and sustainable visitor economy.



WHY TOURISM IS IMPORTANT TO TASMANIA

Tourism strengthens our economy & community by injecting money into the Tasmanian economy and supporting jobs.

TASMANIAN VISITOR ECONOMY 2025

\$3.6B

DOMESTIC &
INTERNATIONAL
SPEND (TVS)

1 in 6

JOBS IN TASMANIA
ARE SUPPORTED BY
TOURISM

12.79m

NIGHTS SPENT IN
TASMANIA

1,348,300

TOTAL VISITORS
INTERSTATE &
INTERNATIONAL (TVS)



10.8%

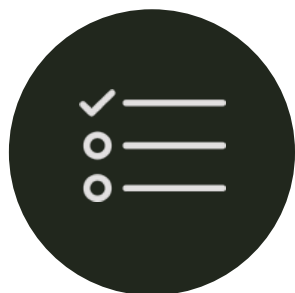
DIRECT AND INDIRECT
CONTRIBUTION OF TOURISM IN
TASMANIA TO GSP (HIGHEST IN
THE COUNTRY)

Results from Tasmanian Visitor Survey (TVS) as of YE June 2025.



REGIONAL SNAPSHOT

Our region is serviced by a range of tourism operators that directly support our visitors*



Accommodation	261
Attraction	152
Hire	14
Information	11
Food & Beverage	88
Tour	41
Transport	7
Access Ports (Airports)	3
Ferry / Cruise Terminals	2



LOCAL TOURISM ASSOCIATIONS

- Destination West Coast
- King Island Tourism Inc.
- Caves to Canyon Tourism Association
- Circular Head Tourism Association
- Business North West – Tourism
- Devonport & surrounds (formally Mersey Valley Tourism Group)



VISITOR INFORMATION CENTRES

Yellow i – Devonport, Sheffield, Ulverstone, Wynyard, Strahan, Smithton

White i – Shearwater, Latrobe, Penguin, Stanley, Queenstown, Zeehan

Additional Information Hubs – Currie, Cradle Mountain

*Data set taken from ATDW profiles as of August 2025.



REGIONAL VISITATION – YE JUNE 2025



572,600 visitors came to the North West and West Coast, an increase of 7.5% year on year.

These visitors stayed a total of 2.6M nights, up 8.7% year on year.

42% of all visitors to Tasmania included the North West and/or West Coast in their trip.

Our region accounted for 20% of all nights spent in Tasmania.

Results from Tasmanian Visitor Survey (TVS) as of YE June 2025.

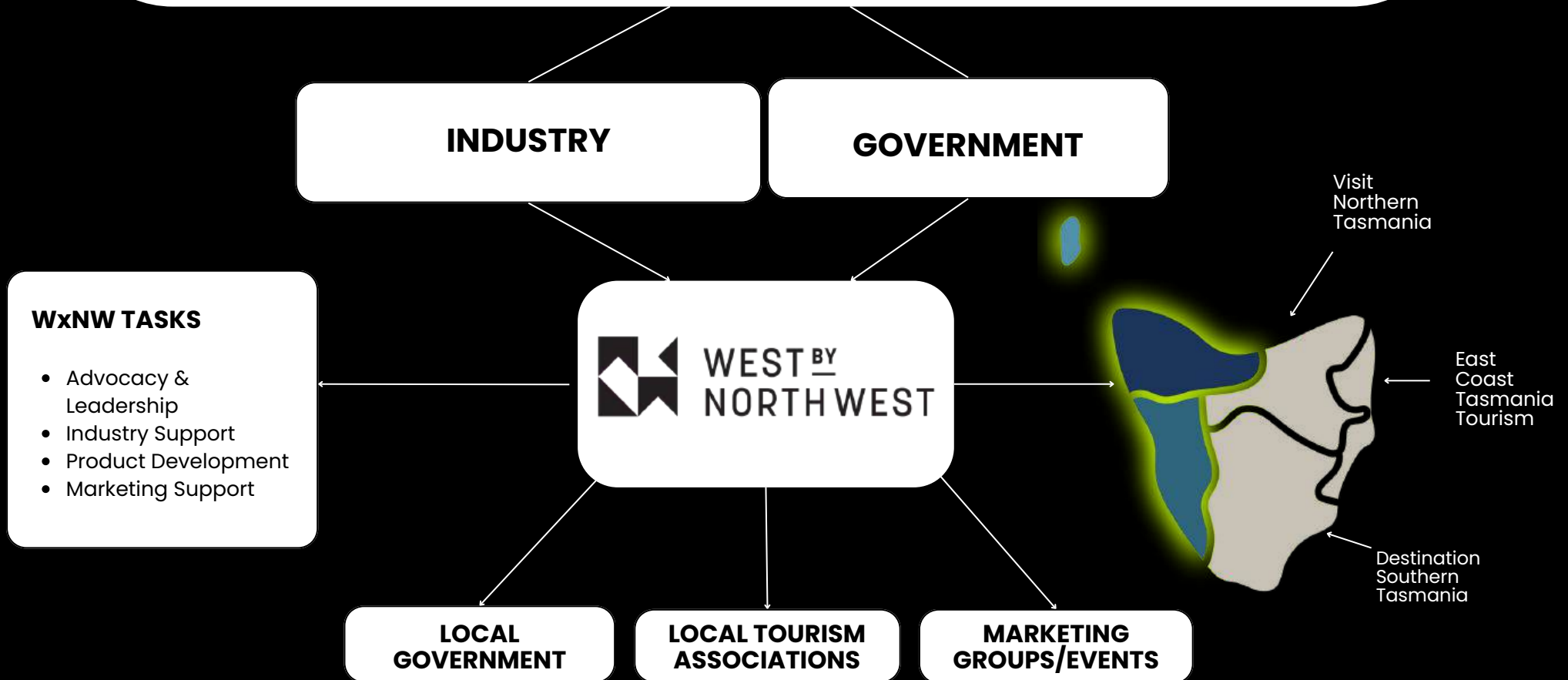


OUR ROLE AS A REGIONAL TOURISM ORGANISATION

2030 VISITOR ECONOMY STRATEGY TASMANIA

The T21 partnership between the Tasmanian tourism and hospitality industry and the Tasmanian Government sets the direction for the visitor economy through the 2030 Visitor Economy Strategy for Tasmania. The four regional tourism organisations (RTOs) contribute to delivering the 2030 Strategy, working with industry and government to ensure success.

We are the connector for industry to state government and agencies.



OUR VISION

West Coast Wilderness Railway. Photo: Tourism Australia

OUR VISION x STRATEGIC PILLAR

Our work is guided by four strategic pillars, shaping both daily operations and long-term regional goals. *Advocacy & Leadership* ensures tourism is understood and valued. *Industry Support* and *Product Development* strengthen the supply side of the visitor economy. *Marketing Support* drives demand generation, in partnership with Tourism Tasmania.



ADVOCACY & LEADERSHIP

Tourism is understood and valued by our communities and stakeholders, who proudly share the region through authentic stories, memorable experiences, and exceptional service.



INDUSTRY SUPPORT

We are the trusted local connector, helping operators access the tools, resources, and partnerships they need to thrive and deliver outstanding visitor experiences.



PRODUCT DEVELOPMENT

Our region is recognised as a must-visit destination, with innovative and compelling offerings that showcase our natural beauty and authentic Tasmanian character.



MARKETING SUPPORT

We are Tourism Tasmania's strongest content partner, sharing regional insights and authentic stories that enrich campaigns and inspire visitors across the entire journey.



OUR VISION x SUB-REGION

WEST COAST

Tasmania's West Coast is a distinctive destination for heritage, culture, and wilderness tourism, celebrated for its rugged landscapes, rich stories, and immersive heritage experiences. Visitors are drawn to its quirky characters and the wild, untamed charm of authentic, remote Tasmania.

NORTH WEST

Tasmania's North West is a region defined by vast wilderness and fertile farmland, offering celebrated agritourism experiences alongside striking mountain-to-coast landscapes. Characterful towns with welcoming communities reflect a proud legacy of resilience and innovation.

KING ISLAND

King Island is a recognised golf destination, known for its world-class courses, raw natural beauty, and authentic island experiences. Visitors come to play exceptional golf while connecting with the island's community and way of life.

"Stronger communities built on a thriving, sustainable tourism industry that celebrates our people, stories, and landscapes."



A wide-angle photograph of a rugged coastal landscape. In the foreground, dark, jagged rock formations are covered in patches of green and orange-brown lichen. A grassy ridge runs across the middle ground, where two people are standing. One person, wearing a blue cap and dark clothing, is bent over, possibly using a tool. The other person, wearing a white cap and dark clothing, stands nearby. The ocean is visible in the background under a cloudy sky.

STRATEGIC RESPONSE



ADVOCACY & LEADERSHIP

We provide a strong voice for the region's tourism industry – representing shared interests within government and the community, while keeping industry informed of government priorities. Working closely with statewide industry bodies: Tourism Industry Council Tasmania (TICT) and Hospitality Tasmania (HT), we focus on regional issues and opportunities that matter most to our operators and communities.

What We Will Do

- Reflect regional sentiment on state level projects.
- Advocate on access issues including air, sea and roads.
- Provide regional context to inform TICT and HT's lobbying.
- Support emergency communications to the tourism industry.
- Represent industry in media and community forums.
- Provide letters of support where appropriate.
- Maintain productive relationships with our nine councils.
- Promote a positive community mindset towards tourism to attract staff, investors and entrepreneurs.

What We Won't Do

- Engage in political lobbying.
- Favour one local government area over others.
- Provide letters of support indiscriminately.
- Publicly comment on matters unrelated to tourism.

Regional Priorities

- Advocate for progress on **Dismal Swamp** and **Cradle Mountain** projects.
- Support the launch of the new **Spirit of Tasmania** vessels ensuring clear visitor information and regional connections.
- Strengthen collaboration with **local councils** and **developers** to align tourism planning and infrastructure delivery.
- **Engage with major projects** to ensure tourism's value and impacts are understood.
- Advocate for policy settings that unlock **agritourism opportunities, improve regional access, and support workforce development.**



INDUSTRY SUPPORT

We build a connected and engaged tourism industry through clear communication and meaningful engagement. This includes regular updates across multiple channels and a year-round program of forums, events and networking opportunities with industry leaders including Tourism Tasmania, TICT, Hospitality Tasmania, Brand Tasmania, Business Tasmania, Business Events Tasmania, Events Tasmania and our specialised training organisations including Tourism & Hospitality Training Academy, School of the Visitor Economy within TAFE Tasmania.

What We Will Do

- Conduct operator site visits to advise, educate and connect.
- Support operators to become travel trade ready and culturally aware.
- Promote social awareness initiatives, including accessibility and inclusivity.
- Host forums and events for education, discussion and networking.
- Communicate grant and funding opportunities.
- Connect operators with suitable resources and tools.
- Encourage high-quality business practices through the QTF and Tourism Awards programs.

What We Won't Do

- Provide unlimited training or support to a single operator or municipality.

Regional Priorities

- Strengthen collaboration between **Local Tourism Associations** to improve regional presence and cohesion.
- Prepare industry for the arrival of the **new Spirit of Tasmania** vessels and anticipated visitor growth.
- Build operator capability for **international travel markets** through trade readiness and cultural awareness.
- Grow the **Tasting Trail** as a leading food tourism experience in Australia.
- Support **not-for-profit tourism** groups to develop sustainable models.
- Improve industry access to timely, relevant **tourism data and insights**.



PRODUCT DEVELOPMENT

We support the development and renewal of tourism experiences, ranging from private businesses to public infrastructure such as accommodation, tours, signage, events, and trails. Our role is to champion products that align with Tasmania's brand and vision by providing consultation, advocacy, industry connections, and strategic support. This includes linking operators with data, tools, grants, training, and marketing opportunities to strengthen their impact.

What We Will Do

- Identify new product opportunities across Aboriginal, agritourism, adventure, wellness, and luxury sectors.
- Provide advice and guidance for new product development.
- Support upgrades to public infrastructure, including signage, tracks, and camping facilities.
- Champion and collaborate with the region's cornerstone products to strengthen their impact and visibility.
- Support and educate businesses in achieving environmental credentials for new and existing products.

What We Won't Do

- Invest in, fund or provide direct financial support to new or existing products.

Regional Priorities

- Support experience development in high-potential sectors, including **agritourism, wellness, Aboriginal tourism, adventure, and mountain biking.**
- Encourage **consumer, sporting, and business events** that add value to regional visitation.
- Strengthen **King Island's** position as **Australia's premier golf destination.**
- Advocate for upgrades to visitor infrastructure including **signage, trails, and camping facilities.**
- Promote sustainable practices by connecting operators with tools and programs that **support environmental and cultural responsibility.**



MARKETING SUPPORT

We work in partnership with Tourism Tasmania to grow awareness of our region and support effective visitor dispersal. Our role is to provide up-to-date information on products, developments, and regional stories that underpin state-led marketing initiatives. Through the Visit North West brand, we deliver direct-to-consumer activity across North West Tasmania, King Island, and the West Coast via our website and social channels.

What We Will Do

- Provide on-ground support for Tourism Tasmania campaigns, including media, visiting journalists/influencers, roadshows, and events.
- Facilitate operator presentations to Tourism Tasmania.
- Maintain and enhance destination websites and social platforms for King Island, West Coast, and the Tasting Trail on a fee-for-service basis.
- Deliver event and regional digital campaigns across North West Tasmania (including King Island and West Coast) and provide additional marketing support for collective groups (e.g., LGAs, LTAs, Tasting Trail) on a fee-for-service basis.
- Upskill industry through marketing-focused workshops (Tourism Tasmania, ATDW, Brand Tasmania).
- Ensure all marketing communication aligns with agreed, customer-focused destination identities.

What We Won't Do

- Deliver bespoke marketing strategies and digital campaigns for individual operators.
- Prioritise one operator over another in the region.

Regional Priorities

- Ensure our region features strongly in **Tourism Tasmania's campaigns** through fresh content and regular product updates.
- Maintain a bold, **unified regional presence** across digital platforms, anchored by a single **Visit North West** hub.
- Increase operator visibility with high-quality, up-to-date **ATDW listings**.
- Strengthen partnerships with **TT-Line, airlines, and major events** to maximise reach.
- Align regional participation with **Off Season** and **other brand-led campaigns**.



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