



MEDIA RELEASE

SENATOR THE HON NICK SHERRY

Minister for Small Business
Minister Assisting on Deregulation
Minister Assisting on Tourism

BETTER MARKET INTELLIGENCE FOR TASSIE TOURISM

The \$1.1 billion Tasmanian tourism industry now has access to the latest regional market intelligence with the release of the *Regional Tourism Profiles 2009/10* today.

The profiles have been developed as a tool for business in 81 regions throughout Australia to give local tourism businesses the information they need to drive investment and tourism development in their communities.

Minister Assisting on Tourism and Senator for Tasmania, Nick Sherry, is encouraging tourism businesses and investors to use the profiles as the first stop for information when planning future investments and marketing initiatives.

“Local tourism businesses and investors now have region-specific information on growing tourism market segments and consumer insights into why people travel to Tasmania,” Senator Sherry said.

“The Australian Government developed the profiles after the *National Long-Term Tourism Strategy* and *Jackson Report* identified the need for more accurate regional data to assist both government and the private sector with future planning.”

The profiles provide detailed tourism data on the seven tourism regions in Tasmania including the number of arrivals, tourism’s contribution to local economies, consumer profiles and a breakdown of reasons for travel.

Senator Sherry said information in the profiles would assist Tasmanian tourism businesses to get a better idea about where visitors are coming from and what they are doing when they visit.

“Tasmanian tourism businesses can use the data to better target their investments, spending money where they are more confident of getting the best return,” Senator Sherry said.

“For example, Tasmania’s many natural attractions and national parks will continue to be a major drawcard for the state, with profiles showing that 84 per cent of international visitors to each of our State’s tourism regions participate in nature-based activities.”

The profiles incorporate data from Tourism Research Australia’s *National Visitor Survey* and *International Visitor Survey* as well as data from the Australian Bureau of Statistics. The Tasmanian *Regional Tourism Profiles 2009/10* can be downloaded at www.ret.gov.au/tra

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