



# MEDIA RELEASE

**SENATOR NICK SHERRY**

Labor Senator for Tasmania  
Minister for Small Business  
Minister Assisting on Deregulation and  
Public Sector Superannuation  
Minister Assisting on Tourism

**DICK ADAMS MP**

Member for Lyons

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## TASMAN COMMUNITY VALUES TOURISM'S BENEFIT TO REGION

A new study shows 93 per cent of Tasman residents believe tourism has a positive impact on their community.

Findings of the study looking at the attitudes of the Tasman community towards tourism include:

- 94 per cent agree increasing visitor numbers would be beneficial to the region
- 93 per cent believe tourism is good for stimulating the economy
- 93 per cent think tourism is good for cultural diversity
- 92 per cent think they will receive positive benefits from events
- 87 per cent believe increasing tourism will lead to more jobs

It also shows 92 per cent either liked tourists or were happy to tolerate minor inconveniences associated with tourism because of the benefits they brought.

The study has been released by Labor Senator for Tasmania and Minister Assisting on Tourism, Nick Sherry, and Member for Lyons, Dick Adams MP.

"This research will help the Tasman community tailor its tourism product to benefit the region," Senator Sherry said.

"Investment is vital to ensuring the Tasmanian tourism product stays competitive and it's important to have the data to help us understand the visitors who are coming to this magical part of our State."

The survey identified traffic, parking and noise, overcrowding and too much money spent on tourism as concerns for the community. Respondents from smaller towns were concerned tourists were not dispersing from the larger centres to their towns.

Mr Adams said careful management of community concerns is central to the success of tourism in Tasman.

"There are a significant number of developments planned for the region in the next five years and the Tasman Council should continue to consult with residents.

"This research confirms the industry currently has the necessary involvement of the Tasman community, but further consultation remains important," Mr Adams said.

The study was completed by Tourism Research Australia in partnership with Tourism Tasmania and the Tasman Council. The report is at [www.ret.gov.au/tra](http://www.ret.gov.au/tra)

CANBERRA

7 November 2011

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