

# TASMANIA WHAT MAKES IT GREAT FOR TRAVELLERS



Horsetail Falls, Queenstown  
© Ollie Khedun

## SLOW DOWN. UNPLUG. RECONNECT.

— A journey to Tasmania is a rare chance to disconnect from stress and reconnect with the things that matter.

About 40 per cent of the island is protected as national parks, reserves and UNESCO World Heritage areas and, remarkably, these wild places are easily accessible. Hike the tallest sea cliffs in the southern hemisphere, and breathe some of the purest air in the world. In World Heritage wilderness, walk in valleys

where towering Huon pines grow for thousands of years, where rivers meet rare temperate rainforest, and snow-peaked mountains shadow buttongrass plains. See wildlife that exists nowhere else on Earth.

Geographic isolation has contributed to unique biodiversity, and it has also fostered a rare community of creative, down-to-earth, resourceful people with time to make you feel welcome.

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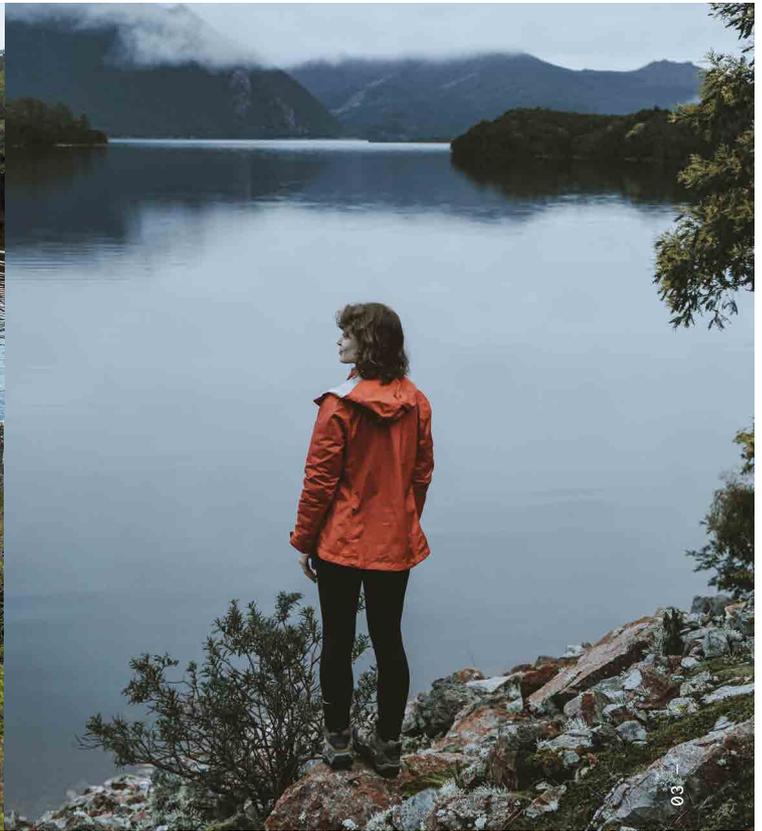
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# TASMANIA





———— This is a place where seasonality and hospitality go hand in hand. One of the joys of travelling in Tasmania is not just the chance to taste produce straight from the farm and ocean, but the ease of meeting the makers at cellar doors, farm gates and local markets. And with four distinct seasons, there's always something new to see, taste and feel.

This is a place for adventure, however you define it. Test yourself on scores of mountain-bike trails, tee off on top-ranked golf courses overlooking Bass Strait, cast for wild brown trout in glacial tarns, raft on wild rivers. Find stories and freedom on drive journeys connecting wild places, quintessential Tassie towns and friendly locals. Whether the view is from the privacy of a hot tub in a forest, or from a kayak for two, or fireside with Tassie whisky and friends, the world looks different from Tasmania.

- 01 - Bay of Fires Lodge-Spa  
© Supplied Courtesy of Tasmanian Walking Company
- 02 - Kayaking on the Pieman River © Places We Go
- 03 - Lake Burbury © Ollie Khedun
- 04 - Bridestowe Lavender Estate © Luke Tscharke
- 05 - West Coast ebiking © Revolution MTB

## Who goes to Tasmania?

Tourism Tasmania's target market consists of two main groups:

### 1. RAW URBANITES:

Although there is a slight skew towards empty nesters and females among this group, the need to reconnect and escape is prevalent among all genders and ages.

**Age:** a strong cohort of 30-39 year olds with young families.

**Where do they live:** metropolitan areas, but they are also typical of the general population of Australia, with most living in New South Wales, Victoria and Queensland.

**Family composition:** more likely than the average to have kids.

**Travel Habits:** driven by the need to take a step back and refresh – with or without the family in tow.

### Key Characteristics:

- Are motivated by a need to escape a busy lifestyle and refresh the mind
- Fulfilment comes from taking a moment to pause and reflect upon the world
- Travel for this group is about reconnection with the things that matter most
- The Raw Urbanites have an overarching need to get back to basics: travel for them is about intimacy with self and others, simple and natural experiences that nurture mind and soul
- They share a common need everyone has to escape the rat race, but have a more pronounced need for quietude and simplicity
- They will generally travel with others – family and friends – so while peace and quiet are paramount, the need to pause and reflect is more about reconnection than about isolation – connecting with self, with nature, and with other people including locals.



## Top 10 things to do in Tasmania

[Cradle Mountain](#)

[Port Arthur](#)

[Freycinet Peninsula](#)

[Maria Island](#)

[Bridestowe Lavender Estate](#)

[Gordon River](#)

[West Coast Wilderness Railway](#)

[The Nut, Stanley](#)

[King Island](#)

[Mona](#)

## Unordinary Adventures

[Walking](#)

[Mountain bike riding](#)

[Fly fishing](#)

[Golf](#)

### 2. ERUDITES:

**Age:** are strongly represented in 60+ year olds, but there is also a strong cohort of curious, young (18–29 year old) Erudite explorers.

**Where do they live:** They live all around Australia but are most prominent in New South Wales and Victoria. While most tend to live in the cities, there is also a strong proportion of sea-change retirees in regional areas.

**Family composition:** less likely than average to have kids at home and more likely to be empty nesters. They also have a high proportion of university and higher degrees.

#### Key Characteristics:

- Not just travellers, they are explorers
- Travel is not simply about escaping but about discovering
- Refreshment and renewal come from new and unique experiences they can take home and enrich their minds
- Their motivation is not centred around relaxation and getting away, but about discovering new experiences
- They are driven by the need to learn, to explore and to challenge themselves with unique activities and moments to remember
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## How to get to Tasmania

As Australia's only island state, access to Tasmania is by air and sea only. Regular flights depart from Melbourne, Sydney and Brisbane and fly direct to Hobart and Launceston. Direct flights are also available from Melbourne to Wynyard (Burnie), Devonport, King and Flinders Island. Alternatively many visitors travel to Tasmania from Melbourne by sea on the Spirit of Tasmania. Departing from Melbourne and arriving in Devonport, this has the added benefit of letting you bring your own car and make the most of Tasmania's touring potential.



## When is the best time to travel?

Tasmania's four distinct seasons are reason to travel year-round. Average maximum temperatures in summer, from December to March, are 17–23 °C (63–73 °F). Average maximum winter temperatures, from June to August, are 3–11 °C (37–52 °F). Enjoy beach life and blooming lavender fields in summer, the “turning of the fagus” in autumn when Australia's only deciduous tree turns brilliant colours, fish for wild brown trout in spring, and in winter join solstice festivals (fancy a communal nude swim?), and warm up around hot tubs and log fires with fine Tassie whisky.

Rainfall varies significantly across the island. Hobart is the second driest capital city in Australia (after Adelaide), while the west coast has an annual average rainfall of 2400 millimetres, which sustains the island's cool temperate rainforests.

No matter when you travel here, it's important to prepare for sudden changes in the weather, and especially if you're bushwalking. Pack warm, fast drying layers for maximum flexibility, particularly in the cooler months, and be sure to carry extra warm clothing and a waterproof jacket.

## What are the top 5 tips for first time visitors/travellers to Tasmania?

**SUSTAINABLE TRAVEL** Tasmania's environment is sensitive and a lot of care goes into protecting it, as well as communities and the experience for travellers. Always stay on formed roads and walking tracks. Camp only at designated sites, follow fire restrictions, and carry out all waste when visiting wilderness areas. Keep wildlife wild and never feed or touch native animals or birds. Respect Aboriginal culture and sites of significance by observing but not touching cultural and historical structures and artefacts. Drones are prohibited on reserved land, including national parks.

**DRIVING ROAD CONDITIONS** vary and can be winding and steep, so allow extra time when estimating driving times and distances. Because wildlife is so abundant, native animals often wander onto the road between dusk and dawn – please slow down and take extra care at these times.

**BIOSECURITY TASMANIA** has some of the world's most stringent quarantine regulations. You know how it is on an island – the introduction of a pest or disease can have devastating effects on the environment, wildlife and local industry. For details about what you can and can't bring into Tasmania, see [Biosecurity Tasmania](#).

**CLOTHING** As Scottish comedian Billy Connolly once said, ‘There's no such thing as bad weather – just bad clothing’. So no matter when you come, be sure to bring a warm jacket and a rain jacket. In the cooler months, it's best to bring clothing you can layer because even the winter sun is quite warm.

**NATIONAL PARKS** There's an entry fee for all Tasmanian national parks. The money raised protects and maintains the parks for the future. You must display a parks pass while in a national park. For more information, see [pass prices and information](#). You can purchase a pass at most [Tasmanian Visitor Information Network](#) centres.

## How to learn more about Tasmania

Trade- [www.tassietrade.com.au](http://www.tassietrade.com.au)

Consumer –  
and/or [www.discovertasmania.com.au/air](http://www.discovertasmania.com.au/air)

## What is currently open?

## What is yet to open? Where can we find updates for COVID-19

Best platform to see what is open and opening hours is Buy Something Tasmanian [www.buysomethingtasmanian.com.au](http://www.buysomethingtasmanian.com.au)

For up to date information on border restrictions and COVID-19 updates see [www.coronavirus.tas.gov.au](http://www.coronavirus.tas.gov.au)

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