

TAS TALK... THE MOVIE

THE CAST, THEIR STORIES
AND THE BEST SUPPORTING
ACTRESS...TASMANIA



Kayaking on the Pieman River
© Michael Walters Photography

TASMANIA





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

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.

We are all working in unusual circumstances and although this year we were unable to deliver our much sought after TasTalk trade event in its standard format, we know you need to connect with Tasmanian tourism operators.

So, we are bringing the TasTalk trade event experience to you!

This is **TasTalk...The Movie**, an opportunity for you to listen and connect with Tasmanians over a live platform. Featuring the stars of our tourism industry, this is set to be a movie like you have never seen before.

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. **TasTalk...The Movie** will speak to all of this and more.

Tasmania is a place for adventure, however, you define it. 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.

We can't wait for you and your clients to visit our island soon, but while we wait, sit back and enjoy **TasTalk...The Movie**.

#TasTalk2020

TAS TALK... THE MOVIE

PROGRAM

Welcome to Country

South (PART ONE)

- ① Walk on kunanyi
- ② Wild Seafood Adventures
- ③ Tasmania Sunshine Holidays
- ④ ibis Styles Hobart
- ⑤ Maylands Lodge
- ⑥ Premier Travel Tasmania
- ⑦ Coal River Coaches / Love Tasmania Tours
- ⑧ Par Avion
- ⑨ Crowne Plaza Hobart
- ⑩ The Old Woolstore
- ⑪ Bruny Island Safaris
- ⑫ Free Spirit Pods
- ⑬ Experience Tasmania Tours & Charters/GrayLine Tasmania
- ⑭ Hotel Grand Chancellor Hobart
- ⑮ Curringa Farm

West/North West

- ⑯ RACT: Gordon River Cruises
- ⑰ West Coast Wilderness Railway
- ⑱ World Heritage Cruises
- ⑲ Ship Inn Stanley
- ⑳ Horizon Deluxe Accommodation and Seaview Inn
- ㉑ Spirit of Tasmania

North

- ㉒ Seahorse World
- ㉓ Hotel Grand Chancellor Launceston
- ㉔ Tamar Valley Resort
- ㉕ On Your Bike Tours
- ㉖ Go Walk Tas
- ㉗ McDermott's Coaches
- ㉘ Hotel Verge
- ㉙ Penny Royal Launceston
- ㉚ Leisure Inn Penny Royal
- ㉛ Tasmanian Walking Company
- ㉜ Josef Chromy Wines

East Coast

- ㉝ Choice Hotels
- ㉞ Pennicott Wilderness Journeys
- ㉟ Freycinet Experience Walk
- ㊱ RACT: Freycinet Lodge
- ㊲ Maria Island Walk

South (PART TWO)

- John Fitzgerald and Cat Carey, Tourism Tasmania
- ㊳ Innkeepers Tasmania
 - ㊴ Essentially Tas
 - ㊵ Federal Group: Wrest Point
 - ㊶ Ausasia Travel
 - ㊷ Tasmanian Coachlines
 - ㊸ Hadley's Orient Hotel
 - ㊹ Overdrive Car Hire
 - ㊺ Port Arthur Historic Sites
 - ㊻ Osborne Heli Tours
 - ㊼ Port Arthur Villas
 - ㊽ The Tasmanian Nature Company (Unzoo)



A MOMENT OF CALM

Pause for a moment (like this wombat)
and drink up the serenity.

[https://www.facebook.com/Tasmania/
videos/2796403570472640/](https://www.facebook.com/Tasmania/videos/2796403570472640/)



TAS TALK...

THE MOVIE CREDITS



Walk on kunanyi

Walk on kunanyi is one of Tasmania's newest tour offerings, providing small group guided walking experiences on kunanyi/Mt Wellington that celebrate the natural wonders and intriguing stories. By slowing down and walking, the connection to place is deepened, with local guides enhancing this experience through the sharing of their knowledge of the bush, birds and bandits that make up the web of what makes kunanyi/Mt Wellington so special.

KEY SELLING POINTS:

- Small group guided hikes
- Gourmet catering
- Specialist knowledge of kunanyi / Mt Wellington
- Walks for all abilities
- Tasmania's newest guided walking experience

KEY MARKETS:

- Europe (France, Germany, Italy and the United Kingdom)
- Japan and South Korea
- New Zealand
- The Americas (USA, Canada, Brazil)
- Australia domestic

KEY SEGMENTS:

- Business
- Mid range
- Luxury
- Special Interest

CONTACT INFO:

Andy Crawford
0481 226981
73 Wellesley Street, South Hobart, 7004
hello@walkonkunanyi.com.au
www.walkonkunanyi.com.au



Tasmanian Wild Seafood Adventures

Born from a love of Tasmania's pristine waterways, the fishing and boating industries and the desire to provide unique seafood experiences, Tasmanian Wild Seafood Adventures is Tasmania's premier seafood, fishing charter and tour company headed by experienced skippers and divers Shane Wilson and Nick Daft.

Whether dining aboard the luxury catamaran feasting on the freshest world-class seafood or setting out on a custom designed fishing adventure, you will be in the best hands and are sure to be left with a memorable experience.

KEY SELLING POINTS:

- "Deep-to-Dish" Tasmanian Seafood cruise
- Freshest wild seafood caught and cooked, while sipping on Tasmanian beverages
- Custom charter and private tour enquiries welcomed

KEY MARKETS:

- Greater China – China and Hong Kong
- Japan and South Korea
- South & South East Asia (Singapore, Malaysia, India and Indonesia)
- Australia domestic

KEY SEGMENTS:

- Business
- Luxury
- Special Interest
- Groups
- Mid range

CONTACT INFO:

Shane Wilson
0418 458971
Hobart Wharf, 2 Franklin Wharf, Hobart, 7000
shane@tasmanianwildseafoodadventures.com.au
www.tasmanianwildseafoodadventures.com.au



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3 Tasmania Sunshine Travel

Founded in Tasmania in 2014, Tasmania Sunshine Travel, is creating an integrated, ecological farm stay holiday accommodation – Iron Creek Bay Farm Stay – in Sorell, only 15 minutes from Hobart Airport. On track to be ready for guests in early 2021, the 90 room property is beautifully located overlooking the water. An environmentally sustainable development, the property will integrate on-farm activities such as fruit picking, water activities, and is ideally located to visit other Tasmanian attractions. An on-site restaurant using the farm grown and other delicious Tasmanian produce, and large function rooms, will provide additional facilities.

KEY SELLING POINTS:

- Beautiful scenery
- Delicious food
- Comfortable stay
- Luxury transport
- Wildlife watching

KEY MARKETS:

- Greater China – China and Hong Kong

KEY SEGMENTS:

- FIT

CONTACT INFO:

Felix Liao
 0499 666631
 Shop30/234 Sandy Bay Road, Sandy Bay, 7005
bookings@sunshinetravel.com.au
www.sunshinetravel.com.au

4 ibis Styles Hotel

Ibis Styles Hobart is one of Tasmania’s newest and largest hotels centrally located in the vibrant CBD. This 4 star hotel features 296 rooms across 10 levels, a stunning indoor ‘pool with a view’, two saunas, a fitness centre and free Wi-Fi.

The hotel is also home to Mr Good Guy, the outstanding Bar + Asian kitchen. Bursting with colour, style and personality, this hotel is a short walk from the famous Salamanca Market and Hobart’s popular waterfront precinct and recently was awarded Gold Winner, Standard Accommodation at the Australian Tourism Awards 2019.

KEY SELLING POINTS:

- Tasmania's largest hotel and inventory
- Officially rated 4 star
- Gold Winner, Standard Accommodation, Australian Tourism Awards 2019
- Part of the Accor global hotel network
- Australia's first 5 star Greenstar rated hotel

KEY MARKETS:

- Greater China – China and Hong Kong
- South & South East Asia (Singapore, Malaysia, India and Indonesia)
- Australia domestic

KEY SEGMENTS:

- Budget
- Education
- Mid range
- Special Interest
- Business
- FIT
- Self Drive

CONTACT INFO:

Liz Gifford
 0419 104060
 173 Macquarie Street, Hobart, 7000
liz.gifford@accor.com
www.ibisstyleshobart.com.au



Maylands Lodge

A merchant “son of a convict”, a legendary architect, an iconic department store and The Salvo’s all play a part in the history of Maylands.

Truly boutique in nature and set within one of Tasmania’s finest Heritage properties, the styling is minimalist and the rooms are a fusion of modern and historic luxury.

Maylands is a 12 room urban luxury lodge on the city fringe. A place where relaxation, rejuvenation and a generosity of spirit come together.

The core ethos of the property revolves around sustainable operations and the food is hyper-seasonal, homegrown, house-made and supports local growers and producers.

KEY SELLING POINTS:

- Truly boutique 12 room luxury lodge
- Sustainable and eco friendly
- Intimate
- Exclusive
- Independently owned

KEY MARKETS:

- Europe (France, Germany, Italy and the United Kingdom)
- Greater China – China and Hong Kong
- Japan and South Korea
- South & South East Asia (Singapore, Malaysia, India and Indonesia)
- The Americas (USA, Canada, Brazil)
- Australia domestic

KEY SEGMENTS:

- FIT
- Luxury
- Special Interest
- Groups
- Self Drive

CONTACT INFO:

Gareth Hinds
 03 6169 2777
 40 Swanston Street, New Town, 7008
gm@maylandslodge.com.au
www.maylandslodge.com.au



Premier Travel Tasmania

Premier Travel Tasmania offers premium small group tours with set departures, tailor-made private guided tours as well as self-drive journeys.

Established in Tasmania since 1996, the local team knows Tasmania intimately and provides the highest level of interpretation and passenger comfort including foreign language options.

KEY SELLING POINTS:

- Family owned and accredited tour operator since 1996
- Tasmania specialists (operate in Tasmania only)
- Incredibly knowledgeable and passionate team and the ability to provide tours in foreign languages
- Focus on responsible tourism practices and conservation projects
- Member of Australian Wildlife Journeys (Signature Experiences of Australia)

KEY MARKETS:

- Europe (France, Germany, Italy and the United Kingdom)
- New Zealand
- South & South East Asia (Singapore, Malaysia, India and Indonesia)
- The Americas (USA, Canada, Brazil)
- Australia domestic
- Rest of World

KEY SEGMENTS:

- Business
- FIT
- Incentive
- Mid range
- Special Interest
- Education
- Groups
- Luxury
- Self Drive

CONTACT INFO:

Christina How
 03 6231 4214
 PO Box 1753, Hobart, 7000
christina.schulthess@premier-tasmania.com
www.premiertraveltasmania.com



7 Coal River Coaches and Love Tasmania Tours

Coal River Coaches and Love Tasmania Tours are a joint venture offering a comprehensive range of luxury coach vehicles for inbound groups and people seeking luxury coach hire.

They operate bespoke tours, 500+ conference transfers, and luxury corporate coach charters for small to large groups (8 – 57+) around Tasmania.

With 25 years of Tasmanian Coach Transport experience the 25+ coach fleet consists of a variety of luxury options and service categories. Customised tours can be arranged to specific requests so a Tasmanian experience can be tailored to client’s exact requirements.

KEY SELLING POINTS:

- Specifically designed luxury touring coaches. Cloth or leather reclined seats, footrests, USB charging points, large underfloor storage and microphone for guides
- All Coach Captains undergo Driver & Guide Training Programs. Captains have more than 80 years of experience navigating Tasmanian roads

- Fleet office support with real time updates on all coach locations
- Registered Travel Agents, providing a full-service agency that can deal with any group or individual request
- Competitive coach quotes and professional service

KEY MARKETS:

- South & South East Asia (Singapore, Malaysia, India and Indonesia)
- The Americas (USA, Canada, Brazil)
- Australia domestic

KEY SEGMENTS:

- Business
- FIT
- Incentive
- Mid range
- Education
- Groups
- Luxury

CONTACT INFO:

Emma Mapley
 0423 929458
 97a Grove Road, Glenorchy, 7010
emma@lovetasmaniatours.com.au
www.buschartert Tasmania.com.au



8 Par Avion

Par Avion offer aviation experiences around Tasmania, focusing on the Southwest National Park, Wineglass Bay and Maria Island, as well as Strahan on the West Coast. They cater to both FIT and Group Travel, and can customise products including fixed wing and helicopters. They have been flying around Tasmania for over 30 years.

KEY SELLING POINTS:

- Scenic flights across Tasmania
- Exclusive charters, overnight and day tours available
- A range of prices starting from \$149

KEY MARKETS:

- Europe (France, Germany, Italy and the United Kingdom)
- Greater China – China and Hong Kong
- Japan and South Korea
- New Zealand
- South & South East Asia (Singapore, Malaysia, India and Indonesia)
- The Americas (USA, Canada, Brazil)
- Australia domestic

KEY SEGMENTS:

- Business
- Groups
- Luxury
- Special Interest
- FIT
- Incentive
- Mid range

CONTACT INFO:

Shannon Wells
 0419 123342
 115 Kennedy Drive, Cambridge, 7170
s.wells@paravion.com.au
www.paravion.com.au

9 Crowne Plaza Hobart

The 235 room Crowne Plaza Hobart is located in the city's central business and shopping precinct. In close proximity to major government and commercial offices, the hotel is ideally located for all guests.

KEY SELLING POINTS:

- Hobart CBD location
- First international upscale brand hotel
- 3 restaurant and bars
- Club floor
- Rooftop bar

KEY MARKETS:

- Europe (France, Germany, Italy and the United Kingdom)
- Greater China – China and Hong Kong
- Japan and South Korea
- New Zealand
- South & South East Asia (Singapore, Malaysia, India and Indonesia)
- The Americas (USA, Canada, Brazil)
- Australia domestic

KEY SEGMENTS:

- Business
- FIT
- Incentive
- Education
- Groups
- Luxury

CONTACT INFO:

Michael Huang
 03 6213 4206
 110 Liverpool Street, Hobart, 7000
michael.huang1@ihg.com
www.crowneplaza.com/hobart



The Old Woolstore Apartment Hotel

The Old Woolstore Apartment Hotel showcasing a Heritage-listed façade and a story steeped in history, offers 242 spacious accommodation rooms ranging from hotels to self-contained apartments. Perfect for group bookings, couples, families, friends or corporates. Centrally located in the CBD one block away from Hobart's majestic waterfront, restaurants, bars, cafes and local activities. Offering genuine hospitality and friendly service.

KEY SELLING POINTS:

- Centrally located hotel in Hobart, just a short 10 minute walk to Hobart's Wharf and CBD.
- 242 rooms with 5 different room types ranging from hotel rooms, studio Apartments, one and two bedroom apartments and deluxe spa apartments
- Rooms are spacious with modern amenities and conveniences. Perfect for families or groups
- The hotel offers complimentary Wi-Fi, 24-hour room service and reception, secure onsite car parking, onsite business centre, gym, restaurant and bar

KEY MARKETS:

- Europe (France, Germany, Italy and the United Kingdom)
- Greater China – China and Hong Kong
- Japan and South Korea
- New Zealand
- The Americas (USA, Canada, Brazil)
- Australia domestic

KEY SEGMENTS:

- Business
- FIT
- Groups
- Incentive
- Mid range
- Self Drive

CONTACT INFO:

Debby Gluskie
03 6235 5355
1 Macquarie Street, Hobart, 7000
sales@oldwoolstore.com.au
www.oldwoolstore.com.au



Bruny Island Safaris

Bruny Island Safaris has been showcasing the island's best food producers, abundant wildlife and natural attractions for over 8 years and is the only company offering the historic Cape Bruny Lighthouse Tour.

Sourcing the islands finest oysters and cheese and serving a rustic morning tea and a sit down lunch at the local hotel. Company director, Craig Parsey, spent part of his childhood at the Cape Bruny Lightstation during the 1970s and a combination of over 20 years working on Bruny Island, bringing a local and authentic approach to the tours.

KEY SELLING POINTS:

- Serving fresh local Bruny Island foods
- Cape Bruny Lighthouse Tour
- Small groups
- Locally owned with local tour guides
- Friendly administration team

KEY MARKETS:

- Europe (France, Germany, Italy and the United Kingdom)
- Greater China – China and Hong Kong
- Japan and South Korea
- New Zealand
- South & South East Asia (Singapore, Malaysia, India and Indonesia)
- The Americas (USA, Canada, Brazil)
- Australia domestic
- Rest of the world

KEY SEGMENTS:

- Budget
- Business
- Education
- FIT
- Groups
- Mid range
- Self Drive
- Special Interest

CONTACT INFO:

Craig Parsey
0478 812522
7 Station Lane, Sorell, 7173
craig@brunyislandsafaris.com.au
www.brunyislandsafaris.com

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Free Spirit Pods

Free Spirit Pods is a 4.5 star accommodation that includes two luxury designed and elevated pods, The Blue Wren and Flying Duck. Both have quality handcrafted interiors using Tasmanian sustainable timbers.

The pods have cosy pellet fires and large outdoor Tasmanian Oak decks and they are surrounded by native bushland and 200m waterfront.

KEY SELLING POINTS:

- Elevated pods
- Direct water frontage
- Eight acres of natural bushland to enjoy
- Outdoor fire-pit and BBQ
- Kayaks, fishing, birdwatching and wildlife

KEY MARKETS:

- Europe (France, Germany, Italy and the United Kingdom)
- Greater China – China and Hong Kong
- Japan and South Korea
- New Zealand
- South & South East Asia (Singapore, Malaysia, India and Indonesia)
- The Americas (USA, Canada, Brazil)
- Australia domestic
- Rest of the world

KEY SEGMENTS:

- FIT
- Luxury
- Mid range
- Self Drive
- Special Interest

CONTACT INFO:

Garry Deutscher
0408 821468
Davis Road, North Bruny Island, 7150
bookings@freespiritpods.com
www.freespiritpods.com

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Experience Tasmania Tours & Charters/GrayLine Tasmania

Experience Tasmania Tours & Charters/GrayLine is a 100% Tasmanian owned and operated coach tour company, providing premium transport and touring requirements throughout Tasmania for over 21 years.

With a fleet of modern, luxury vehicles from 4 to 50 seats with professional and experienced driver/guides and highly trained staff offering assistance with itineraries. A quality product for both group charter, extended touring and all other transport requirements. There is also a large range of sightseeing day tours under the GrayLine Tasmania brand.

KEY SELLING POINTS:

- Modern fleet of touring vehicles and fully trained and experienced driver/guides
- Contracts with major tourist attractions and National Parks
- Able to assist with tour planning and itineraries
- All necessary accreditations
- free Wi-Fi on touring coaches

KEY MARKETS:

- Europe (France, Germany, Italy and the United Kingdom)
- Greater China – China and Hong Kong
- Japan and South Korea
- New Zealand
- South & South East Asia (Singapore, Malaysia, India and Indonesia)
- The Americas (USA, Canada, Brazil)
- Australia domestic
- Rest of World

KEY SEGMENTS:

- Business
- Education
- FIT
- Groups
- Incentive
- Luxury
- Mid range
- Special Interest
- Youth/Backpacker

CONTACT INFO:

Sally Eaves
0417 341826
129 Liverpool Street, Hobart, 7000
sally@experiencetas.com.au
www.experiencetas.com.au



Hotel Grand Chancellor Hobart

When staying in Hobart, the place to be is at the Hotel Grand Chancellor on the waterfront. Conveniently located amongst all the action, this family-friendly hotel allows you to sit back and enjoy both harbour and mountain views from one of the best places to stay in Hobart.

Just a short walk from popular attractions such as Salamanca Place, restaurants, the markets, Battery Point, the Mona Ferry and Hobart CBD. With a restaurant, bar, pool, gym and sauna to enjoy the comfort, space and facilities of one of Hobart's largest accommodation hotels.

KEY SELLING POINTS:

- 244 rooms with either harbour views or overlooking the mountain and city, their central location makes their property one of the largest and the most unique in the city
- Facilities include complimentary in-room Wi-Fi, 24-hour room service, 24-hour reception, indoor heated pool, large gymnasium and sauna
- Secure undercover car parking for only \$10 for 24 hours self-park, as well as coach drop-off and parking facilities, both onsite
- Walk-in showers are available as an alternative to shower over bath. Able access rooms also available
- Restaurant and various on-site meeting spaces available for private dinners, meetings, welcome functions and conferences

KEY MARKETS:

- Europe (France, Germany, Italy and the United Kingdom)
- Greater China – China and Hong Kong
- Japan and South Korea
- New Zealand
- South & South East Asia (Singapore, Malaysia, India and Indonesia)
- The Americas (USA, Canada, Brazil)
- Australia domestic
- Rest of the world

KEY SEGMENTS:

- Business
- FIT
- Groups
- Incentive
- Mid range

CONTACT INFO:

Renee de Winter
 0447 547477
 1 Davey Street, Hobart, 7000
salesmanager@hgchobart.com.au
www.grandchancellorhotels.com/hotel-grand-chancellor-hobart



A MOMENT OF CALM

Horseshoe Falls, Mt Field National Park
<https://www.facebook.com/Tasmania/videos/299778724536635/>

01 - Hobart dockside, Tasmania Sunshine Holidays, Behind the Scenes © HypeTV

02 - Cape Huay, Tasman National Park © Jason Charles Hill



15 Curringa Farm

Award winning farmstay and farmtours at Hamilton in Central Tasmania including meals, sheep shearing, working farm dogs, gift shop and café. Tim and Jane Parsons are 6th Generation farmers on a real working 750 acre sheep and cropping farm. The property includes 9 farmstay cottages with 30 beds.

Visitors come for peace and tranquility, a family getaway, a romantic interlude, a rural experience or an educational tour about best practice land management and food/ fibre production enterprises. See the working farm dogs alongside the production flock of 3000 sheep.

KEY SELLING POINTS:

- Globally recognised farm stay farm tour
- 9 self-contained deluxe cottages
- 6th generation family business
- Genuine 750 acre farming operation
- Farm tours, cafe and group meals on request

KEY MARKETS:

- Australia domestic
- Greater China – China and Hong Kong
- South & South East Asia (Singapore, Malaysia, India and Indonesia)

KEY SEGMENTS:

- Education
- FIT
- Groups
- Incentive
- Mid range
- Self Drive
- Special Interest

CONTACT INFO:

Tim Parsons
 0437 833334
 5831 Lyell Hwy, Hamilton, 7140
tim@curringafarm.com.au
www.curringafarm.com.au

01 - Curringa Farm © Tourism Tasmania
 02 - Stanley Behind the Scenes © HypeTV
 03 - Gordon River Cruises © Supplied Courtesy of RACT Destinations
 04 - West Coast Wilderness Railway © Ollie Khedun

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RACT Destinations: Gordon River Cruises

The multi-award winning Gordon River Cruises and Strahan Village offer access to UNESCO world heritage wilderness as well the boutique small group tour, The Pillinger Explorer.

Along with Strahan Village, RACT Destinations also has an iconic property located at Cradle Mountain. Cradle Mountain Hotel offers a memorable alpine and wildlife experience, with all-day dining and complimentary access to the Cradle Mountain Wilderness Gallery. The third property for RACT Destinations, Freycinet Lodge, features later in the movie.

KEY SELLING POINTS:

- Regional locations to support a Tasmanian touring itinerary
- Well suited for groups and FIT
- Gordon River Cruise awarded 'Tasmania's Best Guided Tour'
- Dining options for groups and FIT seeking day visits only (non-accommodation)

KEY MARKETS:

- Europe (France, Germany, Italy and the United Kingdom)
- Greater China – China and Hong Kong
- Japan and South Korea
- New Zealand
- South & South East Asia (Singapore, Malaysia, India and Indonesia)
- The Americas (USA, Canada, Brazil)
- Australia domestic
- Rest of World

KEY SEGMENTS:

- Business
- FIT
- Incentive
- Mid range
- Special Interest
- Education
- Groups
- Luxury
- Self Drive

CONTACT INFO:

Will Barbour
0499 242629
171-191 Murray Street, Hobart, 7000
w.barbour@ract.com.au
www.ract.com.au/travel-and-experience/destinations

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West Coast Wilderness Railway

West Coast Wilderness Railway is more than a heritage steam train ride, it's an experience on the only steam trains of their kind in the Southern-Hemisphere, operating through cool-temperate rainforest, along wild-river gorges on a 34.5km track between Queenstown and Strahan on Tasmania's rugged West Coast.

A range of half-day and full-day experiences that interpret the railway's fascinating and sometimes turbulent history also provide a wonderful way for visitors to experience and access some of Tasmania's most remote scenic wilderness in comfort.

KEY SELLING POINTS:

- Journey through ancient rainforest and along the spectacular King River Gorge through the remote western wilderness
- Stop at historic stations that offer activities such as local forest honey tasting, panning for gold and short wilderness walks
- Comfortable carriages pulled by the line's original locomotives
- Choice of carriages Heritage (standard) or Wilderness (catered with balcony)
- Multi award-winning experience

KEY MARKETS:

- Europe (France, Germany, Italy and the United Kingdom)
- Greater China – China and Hong Kong
- New Zealand
- Australia domestic

KEY SEGMENTS:

- FIT
- Self Drive
- Groups
- Special Interest

CONTACT INFO:

Emily Hopwood
0419 644630
1 Driffield St, Queenstown, 7467
sales@wcwr.com.au
www.wcwr.com.au



01



02

18 World Heritage Cruises

World Heritage Cruises offer a unique cruise departing from the port in Strahan daily at 9am, covering many miles from Macquarie Harbour to the ocean and the majestic Gordon River. With two onshore guided tours, learn of entertaining tales of mystery, fear, triumph and hope, topped off with a delicious selection of Tasmanian cheese, as well as a variety of meats and salads from the freshly prepared individually packed meals.

World Heritage Cruises is a family-owned business who have been taking passengers to the Gordon River for over 100 years, delivering a truly authentic west coast experience.

KEY SELLING POINTS:

- Weather permitting, World Heritage Cruises head out to sea out through Hell's Gates to view the very impressive Cape Sorell lighthouse
- Individually packed lunches are freshly made on board each morning and cater for all dietary requirements, as well as having two cafes on board for additional drinks and snacks
- Friendly family-owned and operated business who pride themselves on customer service
- Cruise ends at a Huon Pine Sawmill at the end of the daily morning cruise for a demonstration

- Two on-shore guided walks which are entertaining and packed full of interesting history as well as thought-provoking insights into the future of our area

KEY MARKETS:

- Europe (France, Germany, Italy and the United Kingdom)
- Greater China – China and Hong Kong
- Japan and South Korea
- New Zealand
- South & South East Asia (Singapore, Malaysia, India and Indonesia)
- The Americas (USA, Canada, Brazil)
- Australia domestic

KEY SEGMENTS:

- FIT
- Mid range
- Special Interest
- Groups
- Self Drive

CONTACT INFO:

Bella Hart
 0400 424244
 18 Esplanade, Strahan, 7468
bella@worldheritagecruises.com.au
www.worldheritagecruises.com.au



Ship Inn Stanley

Nestled at the base of the Nut and overlooking the panorama of the windswept bay beyond, is the Ship Inn Stanley, a unique storytelling guest house. Each of the seven generous suites has its own narrative and character reflecting the history of the township and surrounds. Contemporary fittings have been carefully selected to merge effortlessly with vintage art and glorious original timber and stonework.

KEY SELLING POINTS:

- Stylishly appointed suites
- Local authentic story-telling experience
- Continental breakfast and custom kitchenette in each suite
- Short walk to beaches, restaurants, attractions
- Heritage listed

KEY MARKETS:

- Europe (France, Germany, Italy and the United Kingdom)
- New Zealand
- Australia domestic

KEY SEGMENTS:

- Business
- Self Drive
- Luxury
- Special Interest

CONTACT INFO:

Kerry Houston
 0439 749140
 16-18 Alexander Terrace, Stanley 7331
hello@shipinnstanley.com.au
www.shipinnstanley.com.au



A MOMENT OF CALM

I'm dreaming of Tassie adventures
<https://www.facebook.com/Tasmania/videos/860036731146666/>



Horizon Deluxe Apartments and Stanley Seaview Inn

Horizon Deluxe Apartments and Stanley Seaview Inn are long term family owned and operated properties with magnificent coastal views of north-west Tasmania. Situated on the hills just one kilometre from the centre of the charming historical fishing village of Stanley, the properties look over the famous Stanley Nut, surrounding beaches and countryside.

Horizon Deluxe Apartments is truly luxurious and amongst the very best self-contained accommodation that Tasmania has to offer.

The Seaview Inn offers a variety of mid-range room types including spa rooms, family rooms and self-contained apartments.

Both properties enjoy a first-class reputation across all review sites.

KEY SELLING POINTS:

- Magnificent coastal views over Stanley, the Stanley Nut, surrounding waters and countryside
- Small town country charm with friendly locals delivering world class standards and hospitality
- A great place to base for exploring historic Stanley and other attractions in the area such as the Tarkine Wilderness
- Peace, tranquillity, deserted beaches, crisp clean air, silence

KEY MARKETS:

- Australia domestic

KEY SEGMENTS:

- FIT
- Mid range
- Luxury
- Self Drive

CONTACT INFO:

Clint Walker
 0428 581303
 Dovecote Road, Stanley, 7331
clint@stanleyseaviewinn.com.au
www.stanleyseaviewinn.com.au
www.horizonapartments.com.au



21 Spirit of Tasmania

Sailing nightly between Victoria and Tasmania, Spirit of Tasmania is one of Australia's most iconic travel experiences where your holiday begins before you've reached your destination.

With spectacular views, fresh sea air and plenty of on board dining and entertainment options, ease yourself into a relaxing holiday from the moment you drive on board. When it's time to turn in, enjoy the comfort of your own private cabin. Recliners are also available as a great, low-cost alternative for budget travellers. Travel with Spirit of Tasmania and enjoy a relaxing, unique journey across Bass Strait.

KEY SELLING POINTS:

- Convenience of taking your own car, caravan, campervan, motorhome, motorbike or bicycle
- Flexibility of night sailings with additional day sailings in peak periods (September to May)
- Variety of entertainment on board including live music, two cinemas, kids play area, game zone and gaming station with additional activities during school holidays

- Accommodation options to suit all budgets: Deluxe Cabins, Twin Bed Cabins, Four Bed Cabins and Recliners
- Multiple dining options on board including a family-friendly eatery, light meals to snacks and a great selection of Tasmanian craft beer, cider or wine

KEY MARKETS:

- Australia domestic

KEY SEGMENTS:

- Budget
- FIT
- Luxury
- Self Drive
- Youth/Backpacker
- Education
- Groups
- Mid range
- Special Interest

CONTACT INFO:

Kylie Holandsjo
 0427 355388
 Esplanade, East Devonport, 7310
kxh@spiritoftasmania.com.au
www.spiritoftasmania.com.au



Seahorse World

Seahorse World offers 45 minute guided tours of its unique seahorse farm, the only government approved exporter of these creatures in Australia and one of few anywhere. On the interactive tour, visitors see thousands of seahorses from babies to breeders, watch feeding, and even get a chance to hold one.

Discover southern ocean creatures rarely seen including the threatened handfish; Giant Tasmanian crab; weedy seadragons. The cafe offers delicious lunches with amazing views of the Tamar River. Group catering available for up to 60 people.

Enjoy a treat Tasmanian premium chocolate producer Anvers Chocolate shop at Seahorse World.

KEY SELLING POINTS:

- Guided tours of Tasmania's Unique Seahorse Farm – Australia's only seahorse producer and exporter
- Hold a live seahorse in the palm of your hand
- Tasmanian Tourism Awards Attractions Winner 2016 (Silver), 2017 (Silver), 2018 (Bronze)
- Amazing food and views at The Cormorant Café on the Pier (level 1 Seahorse World)
- Anvers Chocolate Shop at Seahorse World for tastings and sales

KEY MARKETS:

- Europe (France, Germany, Italy and the United Kingdom)
- Greater China – China and Hong Kong
- New Zealand
- South & South East Asia (Singapore, Malaysia, India and Indonesia)
- The Americas (USA, Canada, Brazil)
- Australia domestic

KEY SEGMENTS:

- Education — FIT
- Mid range — Self Drive
- Special Interest

CONTACT INFO:

Craig Hawkins
 0487 343348
 Inspection Head Wharf,
 200 Flinders Street, Beauty Point, 7270
craig@seahorseworld.com.au
www.seahorseworld.com.au



Hotel Grand Chancellor Launceston

Enjoy the contemporary style of Hotel Grand Chancellor Launceston whilst relaxing in beautiful rooms and suites overlooking the city. Surrounded by notable attractions like City Park – Launceston's picturesque public gardens, the Tasmanian Design Centre, the Queen Victoria Museum and Art Gallery, Princess Theatre, Boag's Brewery and UTAS Stadium, the Launceston hotel is the perfect choice for exploring the many splendours of northern Tasmania.

Stay at the premier 4.5-star hotel in Launceston and find yourself in the centre of it all – with vibrant shopping, nightlife and the natural beauty of the Tamar Valley wine region awaiting just beyond the doors.

KEY SELLING POINTS:

- 165 rooms
- Central city location
- On-site carpark
- On-site restaurant and bar
- Spacious 38mtr sq. rooms
- 24-hour security and reception

KEY MARKETS:

- Australia domestic

KEY SEGMENTS:

- Business — Education
- FIT — Groups
- Incentive — Mid range
- Special Interest

CONTACT INFO:

Glen Robertson
 0409 161668
 29 Cameron Street, Launceston, 7250
gm@hgclaunceston.com.au
www.grandchancellorhotels.com/hotel-grand-chancellor-launceston

01 – Seahorse World Behind the Scenes © HypeTV
 02 – Spirit of Tasmania © Courtesy of Spirit of Tasmania
 03 – Hotel Grand Chancellor Launceston Behind the Scenes © HypeTV
 04 – Hotel Grand Chancellor Launceston © Chris Crerar

24 Tamar Valley Resort

Set on over 150 magnificent acres amid numerous lakes, the resort boasts a large range of family friendly facilities including mini golf, bouncing pillows, indoor heated pool, spa, sauna and gym, tennis courts and playground, along with a 9 hole golf course. The resort has a total of 97 rooms including hotel suites and 2+3-bedroom self-catering chalet, Wi-Fi throughout the property and 5 BBQ areas. Perfectly located 15 minutes' drive north of Launceston, this property is ideally positioned in the heart of the Tamar Valley, including the wine region.

KEY SELLING POINTS:

- Family friendly with 2 & 3 bedroom self-catering chalets
- Located in the heart of the Tamar Valley in close proximity to Seahorse World, Platypus House, Beaconsfield mine - all within 30 minutes
- Free Wi-Fi and 4 free movie channels

KEY MARKETS:

- Greater China – China and Hong Kong
- South & South East Asia (Singapore, Malaysia, India and Indonesia)
- Australia domestic

KEY SEGMENTS:

- Business
- Education
- FIT
- Groups
- Mid range
- Self Drive

CONTACT INFO:

Damien Pinkerton

03 6330 0400

7 Waldhorn Drive, Grindelwald, 7277

damien@tamarvalleyresort.com.au

www.tamarvalleyresort.com.au



A MOMENT OF CALM

Turn the sound up and take a deep dive into Tassie's wilds.

<https://www.facebook.com/Tasmania/videos/284467269377897/>

25 On Your Bike Tours

On Your Bike Tours Launceston, is a family owned and operated business offering a fun and unique way to discover Launceston. Tours reveal hidden treasures, trails and intriguing history that some of the locals don't even know about.

Meander along rivers, wind through charming back streets and explore local parks and gardens. One tour even visits a local winery. Each tour includes a local friendly guide, a comfortable shiny red bike and a stylish helmet, along with indulgent local gourmet food and drinks. On Your Bike Tours also provide a bike hire to guests wanting to create their own adventure.

KEY SELLING POINTS:

- Proudly and passionately locally owned and operated
- An award winning experience unique to Launceston
- Four individual tours that showcase Launceston and surrounds, option for individual experiences for groups and bike hire
- Each tour partners with local businesses such as Josef Chromy Winery, Stillwater Restaurant, Boag's Beer Lovers' Centre, Harvest Market and Levee Food Co to provide a bike tour with a gourmet experience not to be forgotten
- Exceptional TripAdvisor and Facebook reviews

KEY MARKETS:

- Europe (France, Germany, Italy and the United Kingdom)
- Japan and South Korea
- New Zealand
- The Americas (USA, Canada, Brazil)
- Australia domestic
- Rest of World

KEY SEGMENTS:

- FIT
- Groups
- Mid range
- Special Interest
- Youth/Backpacker

CONTACT INFO:

Alison Hugo

0448 384681

87 New World Avenue, Trevallyn, 7250

dahugo@bigpond.com

www.onyourbiketours.com.au



01 - On Your Bike Tours Behind the Scenes © HypeTV



Go Walk Tas

Go Walk Tas is the first outfit of its kind to operate in northern Tasmania. It's like walking with a local friend who happens to know the landscape intimately – its culture, past and finest natural beauty.

Whether a wander deep into Launceston's urban playground, The Gorge, or seeking out Tasmania's most narrow building, the secrets of one of Australia's oldest cities are best revealed on foot.

KEY SELLING POINTS:

- Unique visual interpretation devices
- Focus on quality
- No minimum booking number
- Locally owned and operated
- Customisable options available

KEY MARKETS:

- Europe (France, Germany, Italy and the United Kingdom)
- The Americas (USA, Canada, Brazil)
- Australia domestic

KEY SEGMENTS:

- Education
- Special Interest
- Luxury

CONTACT INFO:

Matthew Will
 0408 341191
 2 Bridge Road, Launceston, 7250
matthew@gowalktas.com
www.gowalktas.com



McDermott's Coaches

McDermott's coaches are all top of the range, Australian custom built offering superior quality with priority given to safety, comfort, and environmental standards. McDermott's professional tour drivers are renowned for their outstanding customer service and the ability to deliver not only full comprehensive tour commentary but a great touring experience for their passengers. McDermott's are a state-wide company with touring based out of Hobart or Launceston Airports. McDermott's also provide day tours, hiking and transport services all year round in Cradle Mountain National Park and the only company in Australia to use hybrid coach technology on a tourism platform.

KEY SELLING POINTS:

- Leaders in the coach tour and charter in Tasmania
- Superior quality coaches with priority given to safety, comfort, and environmental standards
- High quality, local and professional drivers who provide full tour commentary
- The first company to use hybrid coach technology in Tasmania and the only company in Australia using Hybrid coaches on a tourism platform
- Committed to providing the most environmentally friendly vehicles possible for touring in Tasmania whether it be in our National Park or main roads

KEY MARKETS:

- Europe (France, Germany, Italy and the United Kingdom)
- Japan and South Korea
- New Zealand
- South & South East Asia (Singapore, Malaysia, India and Indonesia)
- The Americas (USA, Canada, Brazil)
- Australia domestic

KEY SEGMENTS:

- Groups
- Incentive

CONTACT INFO:

Kim Woolley
 0400 247182
 35 Legana Park Drive, Legana, 7277
kim@mcdermotts.com.au
www.mcdermotts.com.au

28

Hotel Verge

Launceston's newest boutique accommodation, Hotel Verge is Tasmanian owned and operated and superbly located in the heart of Launceston offering a unique hotel experience.

The Hotel's contemporary design references the precinct's early industrial heritage, and features spacious, well-appointed hotel rooms with an industrial luxe persona.

Onsite restaurant, gym and meeting space completes the hotel.

KEY SELLING POINTS:

- CBD Location (near City Park, Harvest Market, UTAS stadium)
- New 86 room boutique hotel featuring industrial luxe design
- Tasmanian owned and operated
- Personalised service and experiences
- Onsite food and beverage including restaurant and meeting spaces

KEY MARKETS:

- Europe (France, Germany, Italy and the United Kingdom)
- Greater China – China and Hong Kong
- Japan and South Korea
- New Zealand
- South & South East Asia (Singapore, Malaysia, India and Indonesia)
- The Americas (USA, Canada, Brazil)
- Australia domestic
- Rest of World

KEY SEGMENTS:

- Business
- FIT
- Incentive
- Luxury
- Special Interest

CONTACT INFO:

Kate Bucknell

0424 165653

50 Tamar Street, Launceston, 7250

kate@hotelverge.com.au

www.hotelverge.com.au

29

Penny Royal Launceston

Located just 2 minutes from Launceston city centre, Penny Royal Launceston has a range of experiences for all age groups.

Experience the thrill of the cliff walk as you make your way across a dozen rope bridges suspended above the Penny Royal, or challenge yourself on the indoor and outdoor rock climbing walls.

Explore Penny Royal and travel back in time to Van Diemen's Land. Jump aboard a barge and immerse yourself in the daring escapades of notorious bushranger Matthew Brady in 1825.

KEY SELLING POINTS:

- Family fun
- Adventure
- Beautiful atmosphere
- Onsite cellar door showcasing Tasmanian wine and fresh produce

KEY MARKETS:

- Europe (France, Germany, Italy and the United Kingdom)
- Greater China – China and Hong Kong
- Japan and South Korea
- New Zealand
- South & South East Asia (Singapore, Malaysia, India and Indonesia)
- The Americas (USA, Canada, Brazil)
- Australia domestic
- Rest of World

KEY SEGMENTS:

- Budget
- Business
- Education
- FIT
- Groups
- Incentive
- Mid range
- Youth/Backpacker
- Self Drive
- Special Interest

CONTACT INFO:

Alex Groves

0498 111922

1 Bridge Road, Launceston, 7250

alex.groves@pennyroyallaunceston.com.au

www.pennyroyallaunceston.com.au/adventures

01 – Tamar Valley Resort © Dan Fellow

02 – Hotel Verge Behind the Scenes © HypeTV

03 – Penny Royal Behind the Scenes © HypeTV

04 – Cataract Gorge and McDermott's Coaches Behind the Scenes

© HypeTV



30 Leisure Inn Penny Royal

Leisure Inn Penny Royal Hotel is ideally situated 10 minutes from Launceston CBD adjacent the beautiful Tamar River and within walking distance to Cataract Gorge.

With a wide variety of rooms, the hotel is perfect for short weekend escapes, family or friend gatherings or even longer stays with self-contained apartments that enjoy all the comforts of home.

Offering old world charm the property is heritage listed and was originally built as a corn mill in 1840, it was moved 54 kilometres to Launceston and was rebuilt as a hotel over 130 years later – stone by stone.

KEY SELLING POINTS:

- Heritage listed property offering old world charm
- Situated 10 mins from Launceston CBD, perfectly located to explore Launceston and the north-west of Tasmania
- A variety of room types
- Lots of dining options close by with a restaurant onsite

KEY MARKETS:

- Europe (France, Germany, Italy and the United Kingdom)
- Greater China – China and Hong Kong
- Japan and South Korea
- New Zealand
- South & South East Asia (Singapore, Malaysia, India and Indonesia)
- The Americas (USA, Canada, Brazil)
- Australia domestic
- Rest of World

KEY SEGMENTS:

- Budget
- Education
- Groups
- Special Interest
- Business
- FIT
- Self Drive

CONTACT INFO:

Jacqueline Choo
 0434 685000
 47 Paterson Street, Launceston, 7250
jchoo@staywellgroup.com
www.leisureinnpennyroyal.com.au

31 Tasmanian Walking Company

Tasmanian Walking Company offers a range of multi day guided walks within Tasmania's National Parks including Cradle Mountain Huts Walk, Bay of Fires Lodge Walk, Three Capes Lodge Walk, Bruny Island Long Weekend and Wineglass Bay Sail Walk.

Each day guests explore some of the best trails Tasmania has to offer. In the evening guests are able to relax with a glass of Tasmanian wine and sumptuous dinner.

KEY SELLING POINTS:

- In park accommodation
- Light pack weight
- All meals included and a selection of Tasmanian wines
- Excellent guides
- All-inclusive package

KEY MARKETS:

- Europe (France, Germany, Italy and the United Kingdom)
- Japan and South Korea
- The Americas (USA, Canada, Brazil)
- Australia domestic

KEY SEGMENTS:

- FIT
- Special Interest

CONTACT INFO:

Ros Young

0429 950578

28 Rutherglen Road, Hadspen, 7290

ros@taswalkingco.com.au

www.taswalkingco.com.au



32 Josef Chromy Wines

Josef Chromy OAM has owned and developed some of Tasmania's leading wineries and Josef Chromy Wines is the culmination of his experience in the Tamar Valley, just 15 minutes from Launceston in northern Tasmania.

Together with the exquisite produce, the Winery, Restaurant and Cellar Door serve visitors one of the most memorable food and wine experiences in Tasmania.

Inducted into the Tasmanian Tourism Awards Hall of Fame for the restaurant and winery experiences, go behind the scenes or make your own sparkling wines in one of the few wineries in Tasmania that grows, makes and bottles on island.

KEY SELLING POINTS:

- Ultimate Winery Experiences of Australia Member
- 2020 AGFG Chef Hat
- Hall of Fame: Tasmanian Tourism Awards, winner of Best Restaurant & Catering Services
- Hall of Fame: Tasmanian Tourism Awards, winner Best Tourism Wineries, Distilleries and Breweries Experiences
- Gourmet Traveler Wine 2020 Australia Cellar Door Awards - STAR CELLAR DOOR & Best Tasting Experience Northern Tasmania.

KEY MARKETS:

- Europe (France, Germany, Italy and the United Kingdom)
- Greater China – China and Hong Kong
- South & South East Asia (Singapore, Malaysia, India and Indonesia)
- Australia domestic

KEY SEGMENTS:

- Groups
- Luxury
- Mid range
- Self Drive
- Special Interest

CONTACT INFO:

Dave Milne

0400 859332

370 Relbia Relbia Road, Relbia, 7258

dave@josefchromy.com.au

www.josefchromy.com.au



01



02



03



Choice Hotels Asia-Pac

Choice Hotels Asia-Pac suite of brands includes Eco Lodge, Comfort, Quality, Clarion and Ascend Hotel Collection.

Offering a range of accommodation, from a clean, comfortable and affordable stop along the road, to mid-scale and boutique hotels.

Whether you're heading away for a city escape, a regional break or a hectic business trip, Choice Hotels' motto is "Our Business is You".

Join Choice Hotels' own loyalty program, Choice Privileges to earn points towards free nights.

KEY SELLING POINTS:

- Seven properties in six different locations in Tasmania
- Individual FIT rates available to pre-book on a variety of room types to suit couples, families or singles – something for everyone
- Competitive rates and value for money
- Group rates available

KEY MARKETS:

- Europe (France, Germany, Italy and the United Kingdom)
- Greater China – China and Hong Kong
- Japan and South Korea
- New Zealand
- South & South East Asia (Singapore, Malaysia, India and Indonesia)
- The Americas (USA, Canada, Brazil)
- Australia domestic
- Rest of World

KEY SEGMENTS:

- Budget
- Education
- Groups
- Mid range
- Self Drive
- Business
- FIT
- Incentive
- Special Interest
- Youth/Backpacker

CONTACT INFO:

Hayley Mullins
 0419 300688
 Level 3, 150 Jolimont Road,
 East Melbourne, 3002
hayley.mullins@choicehotels.com
www.choicehotels.com/en-au

01 – Bay of Fires © Matt Donovan
 02 – Josef Chromy Tasmania Behind the Scenes © HypeTV
 03 – Overland Track, Barn Bluffd © Emilie Ristevski



34 Pennicott Wilderness Journeys

Robert Pennicott's award-winning family business operates eco-tours in Tasmania from Hobart, Bruny Island, Port Arthur and Coles Bay. Winner of 12 Australian and 28 Tasmanian Tourism Awards the Pennicott portfolio showcases the unique wilderness and wildlife of southern Tasmania including Bruny Island Cruises, Tasman Island Cruises, Wineglass Bay Cruises, Bruny Island Traveller, Iron Pot Cruise and Tasmanian Seafood Seduction.

KEY SELLING POINTS:

- Eco tours showcase unique coastal wilderness, wildlife and produce of southern Tasmania
- Operates six experiences from Hobart, Port Arthur, Bruny Island and Coles Bay
- Winner of 12 Australian and 28 Tasmanian tourism awards
- Advanced eco tourism certified, family owned and operated business

KEY MARKETS:

- Europe (France, Germany, Italy and the United Kingdom)
- Greater China – China and Hong Kong
- Japan and South Korea
- New Zealand
- South & South East Asia (Singapore, Malaysia, India and Indonesia)
- The Americas (USA, Canada, Brazil)
- Australia domestic
- Rest of World

KEY SEGMENTS:

- Business
- FIT
- Incentive
- Self Drive
- Education
- Groups
- Mid range
- Special Interest

CONTACT INFO:

Melinda Anderson
 0400 457132
 Dock Head Building, Franklin Wharf, Hobart, 7000
melinda@pennicottjourneys.com.au
www.pennicottjourneys.com.au



Freycinet Experience Walk

The original and advanced eco-certified Freycinet Experience Walk is a four-day guided, all-inclusive adventure covering the entire length of the Freycinet Peninsula on Tasmania's sublimely beautiful east coast, including the iconic Wineglass Bay. Returning each evening to a glass of wine, warm baths and comfortable beds in a private room, guests have exclusive access to the beach front, off-grid and architecturally award-winning Friendly Beaches Lodge. Over each meal, the exploration continues as guests sample locally sourced produce and beverages prepared and presented with love and finesse by our on-site lodge hosts.

KEY SELLING POINTS:

- All-inclusive sustainability focused advanced eco-certified walking tour
- Luxury lodge-based off-grid product – beachside location, surrounded by National Park – a place to call home during four days of exploration
- Maximum ten guests lead by two highly trained, passionate, nature guides specialised in Freycinet fauna, flora, geology and history
- Two trained lodge-hosts cooking outstanding three course meals showcasing locally sourced, seasonal produce
- Peninsula access by boat, bus and foot, including transfer to and from Hobart, boat cruises to Schouten Island and exclusive access to an ancient track through sacred bushland once followed by the Oyster Bay Tribe

KEY MARKETS:

- Europe (France, Germany, Italy and the United Kingdom)
- Japan and South Korea
- New Zealand
- The Americas (USA, Canada, Brazil)
- Australia domestic

KEY SEGMENTS:

- Business
- Incentive
- Special Interest
- Groups
- Luxury

CONTACT INFO:

Zoe Bok
0408 342652
PO Box 43, Battery Point, 7004
operations@freycinet.com.au
www.freycinet.com.au



RACT Destinations: Freycinet Lodge

RACT Destinations has another iconic property located on the East Coast of Tasmania.

A day at Freycinet National Park is not complete without a visit to Freycinet Lodge. Freycinet Lodge offers secluded cabins in a wilderness setting within the national park, as well as the newest addition, grounded, yet elegant Coastal Pavilions.

KEY SELLING POINTS:

- Regional locations to support a Tasmanian touring itinerary
- Well suited for groups and FIT
- Gordon River Cruise awarded 'Tasmania's Best Guided Tour'
- Dining options for groups and FIT seeking day visits only (non-accommodation)

KEY MARKETS:

- Europe (France, Germany, Italy and the United Kingdom)
- Greater China – China and Hong Kong
- Japan and South Korea
- New Zealand
- South & South East Asia (Singapore, Malaysia, India and Indonesia)
- The Americas (USA, Canada, Brazil)
- Australia domestic
- Rest of World

KEY SEGMENTS:

- Business
- FIT
- Incentive
- Mid range
- Special Interest
- Education
- Groups
- Luxury
- Self Drive

CONTACT INFO:

Will Barbour
0499 242629
171-191 Murray Street, Hobart, 7000
w.barbour@ract.com.au
<https://www.ract.com.au/en/travel-and-experience/destinations>

01 – Tasman Island Cruises - Pennicott Wilderness Journeys

© Poon Wai Nang

02 – Rob Pennicott Behind the Scenes © HypeTV

03 – Freycinet Experience Walk © Hugh Stewart

04 – Freycinet Lodge - Coastal Pavilion © Jason Charles Hill



The Maria Island Walk

Recognised as one of Australia's truly outstanding experiences, the four-day Maria Island Walk is a delightful blend of rare wildlife, fascinating history, island tranquillity and gourmet delights.

Set on a beautiful island national park off Tasmania's east coast, small groups of just ten guests and two friendly guides explore the pristine beaches, tall ancient forests and world heritage sites by day and then each night relax with candlelit dining and elegant accommodation.

KEY SELLING POINTS:

- The walk includes all transport, accommodation, gourmet Tasmanian food and wine, national park passes and use of walking gear
- Groups are small, with only ten guests and two guides
- We operate the only private accommodation on the island. Accommodation includes two nights in beachfront wilderness camps and a final night in the heritage listed Bernacchi House

- During the day guests carry only light packs (6-8kgs) and walk at a leisurely pace covering 30 kilometres over four days, with the longest day at 14 kilometres
- The trip starts and finishes in Hobart with included pickup and drop-off from central accommodation

KEY MARKETS:

- Europe (France, Germany, Italy and the United Kingdom)
- The Americas (USA, Canada, Brazil)
- Australia domestic

KEY SEGMENTS:

- FIT
- Luxury
- Special Interest
- Groups
- Mid range

CONTACT INFO:

Jemma Haythorne
 03 6234 2999
 PO Box 2054, Lower Sandy Bay, 7005
jemma@mariaislandwalk.com.au
www.mariaislandwalk.com.au



Innkeepers Tasmania

Innkeepers Tasmania is a long established state-wide accommodation group with 25 properties located all around Tasmania.

Member properties range from 3.5 star motor inns to 4 and 4.5 star rated hotels, apartments, wilderness lodges and retreats. Innkeepers Tasmania operates a full service customer contact centre in Hobart and contracts the entire range of product with all ITOs and domestic wholesalers including TasVacations, Infinity holidays and Helloworld/Sunlover/Viva holidays.

KEY SELLING POINTS:

- Tasmania's largest state-wide accommodation group
- Considerable inventory available through major wholesalers and ITO's
- Speedy confirmations
- Great value Accommodation Passes
- Bonus free petrol offers

KEY MARKETS:

- Europe (France, Germany, Italy and the United Kingdom)
- Greater China – China and Hong Kong
- New Zealand
- South & South East Asia (Singapore, Malaysia, India and Indonesia)
- The Americas (USA, Canada, Brazil)
- Australia domestic
- Rest of World

KEY SEGMENTS:

- FIT
- Incentive
- Mid range
- Special Interest
- Groups
- Luxury
- Self Drive

CONTACT INFO:

Ian Rankine
 03 6224 3100
 93 Salamanca Place, Hobart, 7000
ian@innkeeper.com.au
www.innkeeper.com.au



Essentially Tas

Essentially Tas offers a range of exclusive accommodation and activity options in Tasmania's Far South, central to the Huon Valley and on the doorstep of Australia's southernmost point – spectacular and well worth a visit!

Handpicked for their individual qualities, the Essentially Tas collection offers unique experiences for the discerning traveller- chosen to make the most of the waterways, wilderness and wildlife that make Far South Tasmania a must do destination. From Driftwood Cottages' cosy waterfront studios to the ultimate luxury and exclusivity of the Peninsula Experience, the accommodation highlights the stunning beauty of Tasmania's south.

KEY SELLING POINTS:

- Located in unique Far South Tasmania – tranquil, beautiful and gateway to the southernmost accessible point in Australia
- All fully self-contained and featuring spectacular water views
- Spa and wood fire options, free Wi-Fi throughout
- Ideal base for exploring the Huon Valley and Far South Tasmania
- Walking tracks, stunning waterways, wilderness and wildlife

KEY MARKETS:

- Europe (France, Germany, Italy and the United Kingdom)
- New Zealand
- South & South East Asia (Singapore, Malaysia, India and Indonesia)
- The Americas (USA, Canada, Brazil)
- Australia domestic

KEY SEGMENTS:

- Business
- Groups
- Mid range
- Special Interest
- FIT
- Luxury
- Self Drive

CONTACT INFO:

Rachael Trueman
 0458 156957
 51 Bay View Road, Dover 7117
rachael@essentiallytas.com
www.essentiallytas.com

01 - Freycinet Lodge Behind the Scenes © HypeTV
 02 - Great Walks of Australia (The Maria Island Walk) © Tourism Australia
 03 - Eastern quoll (Dasyurus viverrinus) © Ash Thomson Photography
 04 - Mrs Hunt's Cottage, Maria Island © Stu Gibson



Federal Hotels & Resorts: Wrest Point

Federal Hotels and Resorts is a family owned Tasmanian company that own and operate 6 significant accommodation venues within Tasmania.

WREST POINT – Tasmania’s waterfront Casino, entertainment and conference epicentre

COUNTRY CLUB TASMANIA & COUNTRY CLUB VILLAS – quality resort just ten minutes from the Launceston CBD

THE HENRY JONES ART HOTEL – Australia’s first dedicated art hotel. Located in the Hunter Street precinct, the hotel blends modernity with an industrial past

MACq01 – Australia’s first story telling hotel on Hobart’s waterfront.

SAFFIRE – Saffire Freycinet is Australia’s premier luxury lodge

KEY SELLING POINTS:

- Well recognised and trusted Tasmania brand in most key international markets
- Product featured in most wholesale programs and accessible through all major ITOs
- Tasmania’s only casinos

KEY MARKETS:

- Europe (France, Germany, Italy and the United Kingdom)
- Greater China – China and Hong Kong
- Japan and South Korea
- New Zealand
- South & South East Asia (Singapore, Malaysia, India and Indonesia)
- The Americas (USA, Canada, Brazil)
- Australia domestic

KEY SEGMENTS:

- Business
- Groups
- Luxury
- Self Drive
- FIT
- Incentive
- Mid range
- Special Interest

CONTACT INFO:

Nathan McMeekin
03 6225 7070
410 Sandy Bay Road, Sandy Bay, 7005
nathan.mcmeekin@federalgroup.com.au
www.federalgroup.com.au



Tasmanian Devil Unzoo - Kangaroos
© Tourism Tasmania



Ausasia Travel

Ausasia Travel was founded in 2008 with headquarters in Hobart, Tasmania. The company was established to provide professional and high-quality tour service to travellers to Tasmania. Ausasia travel operates more than 60 coaches providing luxury tours, day tours, private charters, MICE and tour arrangements.

KEY SELLING POINTS:

- Tasmania private tours, charter service and transfers(English and Chinese)
- Local tour operations and bookings
- Day tours and multiple day tour packages (Mandarin and Cantonese)
- MICE services
- Golf and luxury tours

KEY MARKETS:

- Greater China – China and Hong Kong
- New Zealand
- South & South East Asia (Singapore, Malaysia, India and Indonesia)
- Australia domestic

KEY SEGMENTS:

- Business
- FIT
- Incentive
- Mid range
- Education
- Groups
- Luxury
- Youth/Backpacker

CONTACT INFO:

James Yu
0439 082353
Shop 1, 81 Macquarie Street, Hobart, 7000
info@ausasiatravel.com
www.ausasiatravel.com



42 Tasmania Coachlines

Operating 60 coaches for tours, events, and charter services, offering a coach service to the general public, organisations and corporate clients all over Tasmania.

A family owned bus and coach service, the coaches are reliable and affordable.

KEY SELLING POINTS:

- Own and operate 60 coaches
- Experience of operating Tassie local tours
- Contracted with local suppliers and hotels
- Experienced operation team

KEY MARKETS:

- Europe (France, Germany, Italy and the United Kingdom)
- Greater China – China and Hong Kong
- New Zealand
- South & South East Asia (Singapore, Malaysia, India and Indonesia)
- The Americas (USA, Canada, Brazil)
- Australia domestic

KEY SEGMENTS:

- Business
- Groups
- Luxury
- Education
- Incentive
- Mid range

CONTACT INFO:

John Ellis
0419 004802
3 Venture Court, Invermay, 7248
tascoachlines@hotmail.com
www.tascoachlines.com.au

43 Hadley's Orient Hotel

Hadley's Orient Hotel was originally built by convict labour in 1834 and plays host to almost two centuries of stories, scandals and secrets to be explored. Tucked behind the original Heritage listed façade in one of the best hotels in Hobart's CBD featuring 71 elegantly appointed accommodation suites, hotel rooms and stunning event spaces. Step inside and be enchanted by the chandeliers, vintage wallpaper and charming atmosphere.

KEY SELLING POINTS:

- Originally built by convict labour in 1834
- Centrally located in the heart of the Hobart CBD, just a short 10 minute walk to Hobart's Wharf and famous Salamanca Markets
- Victorian Era charm with authentic old-fashioned service
- A total of 71 rooms with 5 different room types ranging from hotel rooms, superior rooms, family rooms, spa and heritage suites
- The property features restaurant, bar, room service, laundry/dry cleaning service, 24-hour reception
- Experience afternoon tea served in the elegant Atrium Friday to Sunday. Bookings essential

KEY MARKETS:

- Europe (France, Germany, Italy and the United Kingdom)
- Greater China – China and Hong Kong
- Japan and South Korea
- New Zealand
- The Americas (USA, Canada, Brazil)
- Australia domestic

KEY SEGMENTS:

- Business
- Groups
- Mid range
- FIT
- Incentive
- Self Drive

CONTACT INFO:

Debby Gluskie
03 6235 5355
34 Murray Street, Hobart, 7000
sales@oldwoolstore.com.au
www.hadleyshotel.com.au



Overdrive Car Hire

Overdrive offers Tasmania's most extensive range of hire vehicles, from luxury and sports to standard cars. Catering to the self-drive traveller, Overdrive operates state-wide. With an emphasis on providing an exceptional experience, Overdrive's services go beyond the average car rental operator to include delivery to city hotels and remote locations all over Tasmania. SUVs are available for rental in Strahan, being the only car rental operator on Tasmania's west coast.

KEY SELLING POINTS:

- Tasmania's most extensive range of hire vehicles, from luxury and sports to standard cars
- State-wide locations, including Strahan on Tasmania's West Coast
- Express airport services allowing clients to bypass rental desks and go straight to their car
- Complimentary delivery to Hobart city hotels
- Delivery to remote locations, including fly and drive packages combining air transfers with car hire

KEY MARKETS:

- Europe (France, Germany, Italy and the United Kingdom)
- New Zealand
- South & South East Asia (Singapore, Malaysia, India and Indonesia)
- The Americas (USA, Canada, Brazil)
- Australia domestic

KEY SEGMENTS:

- Business
- Incentive
- Mid range
- FIT
- Luxury
- Self Drive

CONTACT INFO:

Anna Donovan
 03 6231 9790
 92 Harrington Street, Hobart, 7000
anna@overdrivecarhire.com.au
www.overdrivecarhire.com.au



Port Arthur Historic Sites

The UNESCO World Heritage-listed Port Arthur Historic Site is the best preserved convict settlement in Australia. With over 30 historic buildings and ruins to explore, the site combines history and scenic beauty with innovative interpretation to share the stories of the harsh regime of the penal colony. To extend the convict experience visit the other World Heritage Sites; the Coal Mines Historic Site 30 minutes from Port Arthur and the Cascades Female Factory, Australia's most significant female convict site in Hobart that has just launched a new dramatised tour The Proud and the Punished.

KEY SELLING POINTS:

- Part of the 11 Australian Convict Sites World Heritage Property
- 1 hour drive from Hobart Airport and Cascades Female Factory is 10 minutes from Hobart's CBD
- Port Arthur Historic Site entry ticket includes a guided tour, harbour cruise and access to over 30 buildings across the 100acre site for two consecutive day
- Free Wi-Fi is available at Port Arthur
- 1830 Restaurant and Bar at Port Arthur features local produce and is open daily for lunch and dinner

KEY MARKETS:

- Europe (France, Germany, Italy and the United Kingdom)
- Greater China – China and Hong Kong
- New Zealand
- South & South East Asia (Singapore, Malaysia, India and Indonesia)
- The Americas (USA, Canada, Brazil)
- Australia domestic

KEY SEGMENTS:

- Budget
- Education
- Groups
- Luxury
- Self Drive
- Youth/Backpacker
- Business
- FIT
- Incentive
- Mid range
- Special Interest

CONTACT INFO:

Jennifer Fitzpatrick
 0408 343986
 6973 Arthur Highway, Port Arthur, 7182
jennifer.fitzpatrick@portarthur.org.au
www.portarthur.org.au

01 - Port Arthur Historic Site - aerial © HypeTV

02 - Osborne Helitours: Port Arthur and the Tasman Peninsula © Paul Hoelen

03 - Surprise Valley, Lyell Highway © Jason Charles Hill



Osborne Heli Tours

Osborne Heli Tours offers spectacular scenic helicopter flights over the mighty sea cliffs of the Three Capes region and World Heritage Listed Port Arthur Historic Site. Taking off daily from a custom-built base in Port Arthur, amazing aerial views are delivered alongside stories and commentary from a chatty pilot. A company with a long history in Tasmania, the Osborne family have been flying folk around the island state for over 25 years and are excited to show you this incredible part of the world.

KEY SELLING POINTS:

- Carbon offset flights
- Club seating ensures window seats for all on board
- Products are a perfect fit for a day trip to Port Arthur
- Take off from a helicopter base nestled amongst native Tasmanian forest, overflying the Tasman National park in minutes
- All flights pass Port Arthur Historic Site – twice

KEY MARKETS:

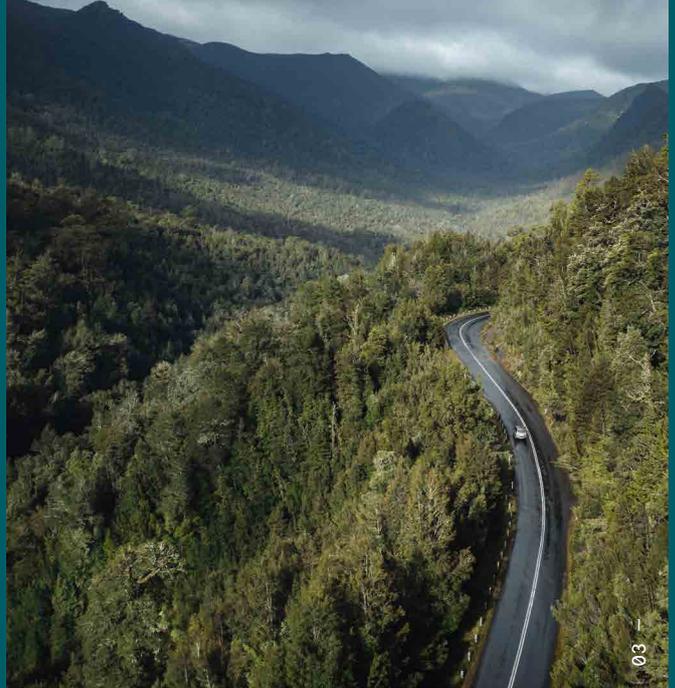
- Europe (France, Germany, Italy and the United Kingdom)
- New Zealand
- The Americas (USA, Canada, Brazil)
- Australia domestic

KEY SEGMENTS:

- FIT
- Incentive
- Self Drive
- Groups
- Luxury

CONTACT INFO:

Andrew Arvier
 0425 427671
 6520 Arthur Highway, Port Arthur, 7182
aarvier@osborneaviation.com
www.osbornehelitours.com



Port Arthur Villas

Port Arthur Villas is a 4 star, self-contained apartment property, situated in 2 acres of award winning gardens, right across the road to the Port Arthur World Heritage site. Renowned for high levels of service and product, clients will be looked after by a team with over 40 years of individual tourism experience. A member of the Innkeepers marketing group, India Hosts, Aussie Hosts, Rainbow Hosts. Tourism Accredited and just nice people. Port Arthur Villas are here to help you and your travel agents, so your clients will have a great time.

KEY SELLING POINTS:

- Across the road from the Port Arthur World Heritage site
- 4 star, studio, family and 2 couple, self-contained apartments
- 2 acres of award winning gardens, BBQ and playgrounds
- Foxtel and NBN internet



KEY MARKETS:

- Europe (France, Germany, Italy and the United Kingdom)
- Greater China – China and Hong Kong
- New Zealand
- South & South East Asia (Singapore, Malaysia, India and Indonesia)
- The Americas (USA, Canada, Brazil)
- Australia domestic
- Rest of World

KEY SEGMENTS:

- Budget
- Groups
- Self Drive
- FIT
- Mid range
- Special Interest

CONTACT INFO:

Tony Park
 0417 495258
 52 Safety Cove Road, Port Arthur, 7182
tony@park.com.au
www.portarthurvillas.com.au

48 **The Tasmanian Nature Company**

The Tasmanian Nature Company is a four-in-one wildlife nature experience that combines up-close animal encounters, wildlife adventures, a Tasmanian native garden and original art Experience face-to-face encounters with animals found nowhere else on earth, discover rare and beautiful Tasmanian plants in the Tasmanian Native Botanic Garden, see Tasmanian artworks in the galleries and have the chance to help save endangered Tasmanian devils on the Devil Tracker Adventure.

KEY SELLING POINTS:

- World’s first intentional Unzoo—a revolutionary project to create a model wildlife and nature experience of the future
- Focusing on allowing wild animals to come and live within the Unzoo rather than relying on captive animals in cages/habitats
- Multiple attractions at the one venue
- Operating as a tour company as well as an attraction
- Providing a behind the scenes experience with the devil tracker adventure, which looks in to how the company is helping to save the Tasmanian Devil.

KEY MARKETS:

- Europe (France, Germany, Italy and the United Kingdom)
- Greater China – China and Hong Kong
- Japan and South Korea
- New Zealand
- The Americas (USA, Canada, Brazil)
- Australia domestic
- Rest of World

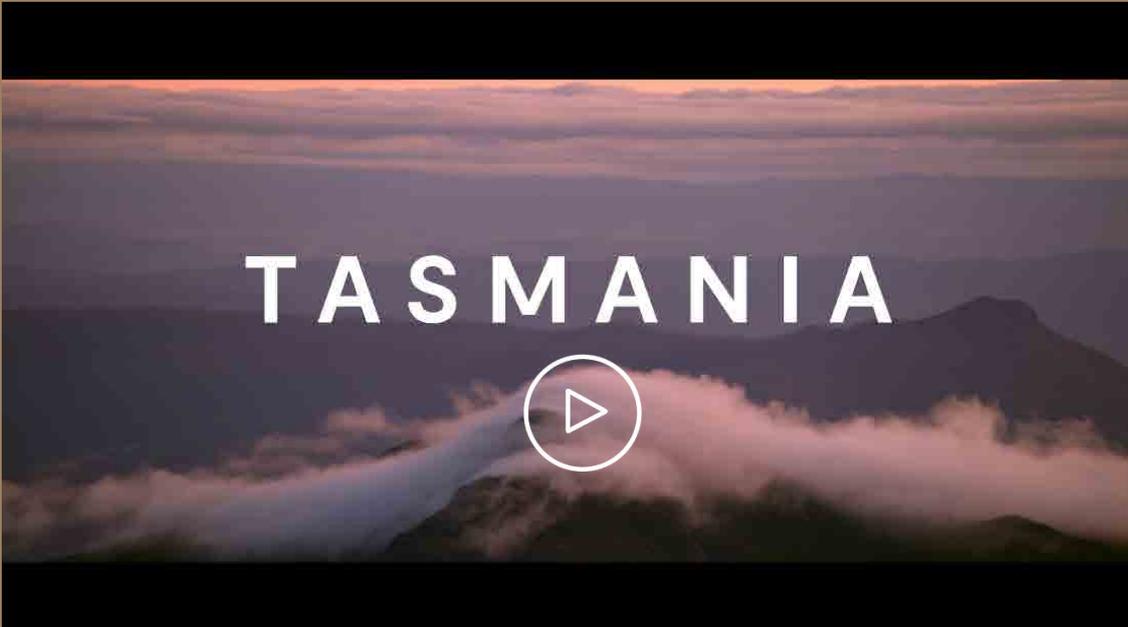
KEY SEGMENTS:

- Education
- Groups
- Mid range
- Self Drive
- FIT
- Luxury
- Special Interest
- Youth/Backpacker

CONTACT INFO:

Henrietta Hamilton
 0448 710671
 5990 Arthur Highway, Taranna, 7180
marketing@tasmaniannaturecompany.com.au
www.tasmaniannaturecompany.com.au

BONUS EXTRA



FURTHER INFO:

TOURISM TASMANIA

trade@tourism.tas.gov.au

www.tassietrade.com.au

01 - Tasmanian Devil Unzoo (The Tasmanian Nature Company)

© Courtesy of Tasmanian Devil Unzoo

02 - The Tasmanian Nature Company Behind the Scenes © HypeTV



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www.tasmap.tas.gov.au



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#discovertasmania
fb.com/tasmania
@tasmania
@tasmania
塔斯马尼亚旅游局微博
discovertasmania.com.au

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