

TASMANIA

G'DAY AUSTRALIA 2024 SELLER GUIDE

TASMANIA

COME DOWN FOR AIR



Dove Lake, Cradle Mountain
© Jason Charles Hill

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(H) Accommodation **(T)** Tour **(A)** Attraction



Path to Hogarth Falls
© Paul Fleming

WELCOME TO TASMANIA

We can't wait to share our island with you.

— Australia's most southerly state is no ordinary place. And Tasmanians are no ordinary people. Geographic isolation has contributed to unique biodiversity – globally significant and dazzling in its beauty – and has fostered a community of creative, down-to-earth, resourceful people who make time to make you feel welcome. Seasonality and hospitality go hand in hand. One of the joys of travelling in Tasmania is tasting farm and ocean-fresh produce, along with the ease of meeting the makers at cellar doors, farm gates and local markets.

You'll soon see that when we do things, we like to do them our way. Take our distillers, using native botanicals and, in some cases, leftover machinery to make some of the best spirits in the world. Hop on a ferry to witness an alternative universe of ideas and expression at Mona, a public and provocative private art museum, carved into a headland in the state's south. And join islanders in a packed schedule of events and festivals that celebrate all the good things in life.

More than a third of the island is protected as national parks, reserves and World Heritage areas, and much of it is easily accessible on foot or aboard a cruise. Hike the tallest sea cliffs in the southern hemisphere on the Three Capes Track, and breathe some of the purest air on Earth. Walk in valleys where towering Huon pines grow



for thousands of years, where rivers meet rare temperate rainforest, and snowpeaked mountains shadow buttongrass plains.

This is a place for adventure – test yourself on scores of wild mountain-bike trails, tee off on world-class links perched over Bass Strait, cast for wild brown trout in glacial tarns, or visit one of several wildlife sanctuaries to encounter some of our elusive native wildlife.

A journey to Tasmania is a chance to disconnect from the stresses of life, and reconnect with the things that matter.

Come down for air.

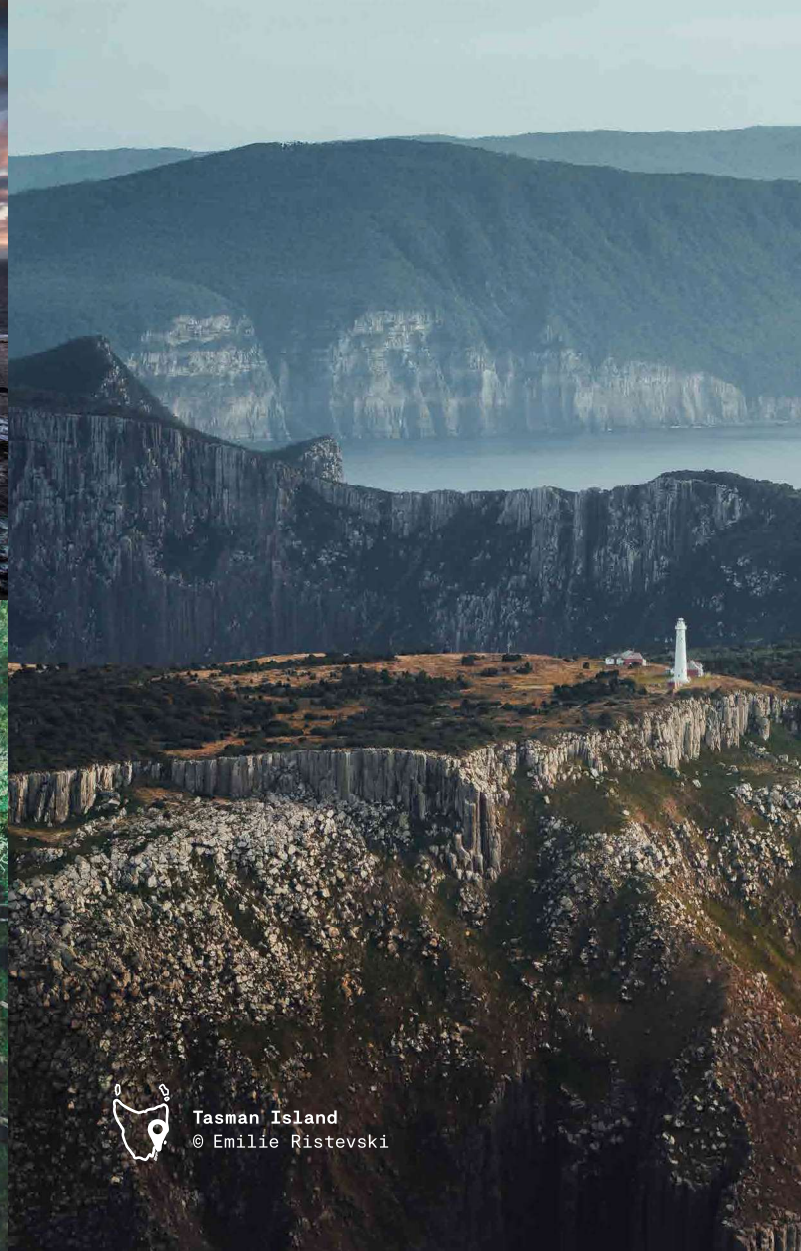
Sarah Clark
CEO, Tourism Tasmania



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Tasman Island
© Emilie Ristevski



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Where we are

Australia's only island state lies about 250km across the formidable Bass Strait from Victoria. Next stop south is Antarctica, 3000km away. Surrounded by the Tasman Sea, the strait and the mighty Southern Ocean, Tasmanians breathe some of the cleanest air in the world. The 334 islands of the Tasmanian archipelago sit at latitude 42°S, directly in the path of the Roaring Forties winds.

Tasmania is about the same size as the Republic of Ireland: 315km from east to west and 286km from north to south. There are around 569,800 Tasmanians with almost half living in the state capital of Hobart, established in 1804 and Australia's second-oldest city.

AUSTRALIA

Sydney
Melbourne

TASMANIA



Weather

Tasmania's four distinct seasons deliver different travel experiences year-round. Average maximum temperatures in summer, from December through February, are 17–23°C (63–73°F). Average maximum winter temperatures, from June through 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 native deciduous tree turns brilliant colours, fish for wild brown trout in spring, and in winter join solstice festivals and warm up around log fires with fine local 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 2400mm, which sustains the island's cool-temperate rainforests.

Getting here

From mainland Australia, there are direct domestic flights into Hobart and Launceston from most capital cities. The *Spirit of Tasmania* passenger and vehicle ferries operate daily across Bass Strait between Geelong in Victoria and Devonport on Tasmania's north-west coast.

Getting around

Tasmania is prime road-trip territory, with diverse landscapes and excellent road coverage – and never more than a few hours between major towns. Visitors can hire cars or vans, bring their own vehicle from mainland Australia on the *Spirit of Tasmania* ferry, or join a coach tour or a small escorted group. There are also intercity and regional public bus services.

Rainbow accredited businesses



Businesses across the island have undertaken training to create safe spaces for LGBTQIA+ travellers. For a full list of Rainbow Tasmania Tourism

Accredited operators, visit discovertasmania.com.au/rainbow-accredited.

More information

For travel professionals, find sales-focused information and itinerary suggestions at tassietrade.com.au or email trade@tourism.tas.gov.au

SEE MORE AT
discovertasmania.com.au

01 – Cradle Mountain–Lake St Clair National Park © Dearn Bond
02 – Blue Derby Mountain Bike Trails © Flow Mountain Bike
03 – Woolnorth Wind Farm © Sean Scott
04 – Martha Lavinia Beach, King Island © Stu Gibson



02



01



03

Bruny Island Safaris (T)

With over 12 years of experience, Bruny Island Safaris provides engaging tours emphasising the island's natural beauty, wildlife and culinary prowess.

These award-winning tours include breathtaking coastal views, a historical lighthouse tour, and boutique food and wine tastings tailored to personal preferences, available on its premium tours.

Travellers can also experience the very popular Bruny Island Foods, Sightseeing and Lighthouse Tour, which offers a blend of nature, wilderness, scenery, local foods and heritage exploration. Enjoying premium local products such as fine cheese, fresh oysters and freshly baked bread during a beachside morning tea, followed by a delightful sit-down lunch at Hotel Bruny.

The heritage-listed Cape Bruny Lighthouse, towering 114 metres above dramatic cliffs and coves, is open for exclusive guided tours,



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providing a unique view of southern Tasmania's rugged coastline. Staffed by locals, Bruny Island Safaris prides itself on presenting the island's pristine destinations and exceptional food producers authentically.

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- 01 - Bruny Island Lighthouse
- 02 - Get Shucked Bruny Island Oysters
- 03 - The Neck, Bruny Island © Adam Gibson
- 04 - Bruny Island Cheese Co © Tourism Australia





01

Curringa Farm Accommodation and Farm Tours (H) (T)

Curringa Farm: Globally acclaimed Agritourism offering. Tasmania's favourite farm stay and agritourism experience. Hosted by Tim and Jane, sixth-generation Tasmanians, presenting nine self-contained cottages at Hamilton in central Tasmania, only one-hour drive from Hobart. Small or large daily tours for six to 100 visitors, sheep shearing, working dogs, delicious barbecue lunches and a gift shop showcasing local products.

Curringa Farm is a must-see Tasmanian touring destination and attracts visitors from across the globe, luxury travellers, cruise passengers, special interest groups, cyclists, bushwalkers and birdwatchers. Curringa Farm offers genuine rural hospitality and has extensive international experience. Perfect for couples, families, and groups, one of Tasmania's longest continually operating family agritourism businesses.

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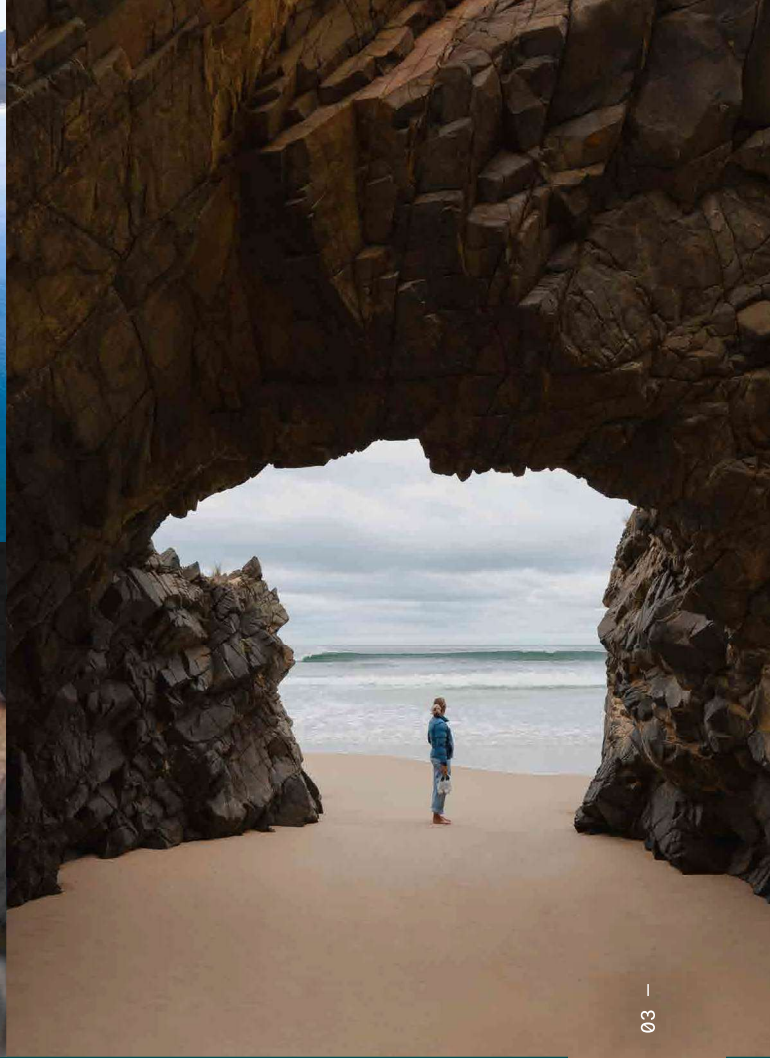
01 - Flock of sheep, Curringa Farm © Natalie Mendham
02 & 03 - Curringa Farm Accommodation



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Day Tours Tasmania T

Embark on unforgettable journeys with Day Tours Tasmania to visit the emerging and well-established distilleries, wineries, cider houses and gin makers scattered across Tasmania's stunning landscapes, including the famed Coal River and Huon valleys.

Its meticulously crafted tours provide an array of experiences, from exclusive behind-the-scenes looks at distillery processes to scenic drives. Delight in a diverse selection of tastings and freshly catered winery lunches, and enjoy privileged access to several of southern Tasmania's hidden gems. Each tour is designed to immerse travellers in the local culture and history, promising a unique adventure that caters to both connoisseurs and curious explorers alike.

Join Day Tours Tasmania to discover the rich flavours and breathtaking scenery of the island's south. Private charters, tour groups and FIT are available.

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- 01 - Hobart Whisky Tour
- 02 - Maria Island Isthmus
- 03 - Mars Bluff, Bruny Island © James Vodicka
- 04 - Puddleduck Vineyard © Tourism Australia
- 05 - Port Arthur Historic Site © Dearn Bond



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Federal Group Tasmania (H)

Wrest Point Tasmania

The Henry Jones Art Hotel

MACq 01

Country Club Tasmania

Country Club Villas

Saffire Freycinet

Federal Group Tasmania offers a suite of six quality Tasmanian accommodation venues.

IN HOBART:

– Wrest Point Tasmania

Located on Hobart's waterfront, Wrest Point is the place to indulge your playful side. Everything you need is right here — a waterfront new casino and bar, eateries for every craving, endless entertainment choices, a comfortable place to crash and conference epicentre.

– The Henry Jones Art Hotel

Hobart's oldest waterfront warehouses have been thoughtfully reimagined to become Australia's first dedicated art hotel. The Henry Jones Art Hotel is dedicated to showcasing Tasmania's emerging and established artists in every room and space, creating a sophisticated and deeply engaging accommodation experience on Hobart's waterfront. With 52 rooms and 4 suites each individually designed and furnished, preserving untouched heritage features and nineteenth-century sandstone walls with views of Hobart's harbour, city, and mountains.

– MACq 01

Nestled in the heart of the historic Hobart waterfront, MACq 01 is Australia's first storytelling hotel. Throughout the halls and across the walls of the hotel you'll find engaging pieces of history, tales and fables that make up the remarkable history of Tasmania. MACq 01's unique Hidden Hobart Storytelling Tour has become a must-do experience for visitors to Tasmania. MACq 01 Hotel offers a variety of 114 rooms and suites, each characterised by a generous floorplan and relaxed and informal style.

IN LAUNCESTON:

– Country Club Tasmania and Country Club Villas

Quality self-contained resort complex offering a range of 1, 2 & 3 bedroom options with an extensive range of facilities onsite including a championship 18 hole golf course, indoor swimming pool, tennis courts, spa and fitness centre and children's playground. With parking at your door, Country Club Villas are the perfect base for touring Launceston & Northern Tasmania.

ON THE EAST COAST:

– Saffire Freycinet

A premier luxury lodge set in the Coles Bay Conservation Area overlooking the Freycinet Peninsula, famed for the iconic Wineglass Bay. Delivering sophisticated and intimate style and an inspirational experience, our Tasmanian accommodation blends mankind and nature with breathtaking beauty.

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01 – Saffire Freycinet

02 – The Henry Jones Art Hotel

03 – Wrest Point Tasmania



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Pennicott Wilderness Journeys T

Pennicott Wilderness Journeys has been delivering ecotours in Tasmania since 1999. Winner of 15 Australian Tourism Awards, its portfolio showcases unique coastal wilderness and wildlife with daily tours from Bruny Island, Port Arthur, Hobart and Coles Bay. Experiences include Bruny Island Cruises, Tasman Island Cruises, Iron Pot Cruises, Tasmanian Seafood Seduction, Wineglass Bay Cruises, Bruny Island Traveller and a daily return bus service to Port Arthur Historic Site.

- **Bruny Island and Tasman Island Cruises** allow travellers to experience close encounters with wildlife and explore the spectacular National Park coastlines of Bruny Island and the Tasman Peninsula.
- **Iron Pot Cruises** is a 2½ hour cruise exploring Hobart’s waterways.
- **Tasmanian Seafood Seduction** is a full day tour from Hobart cruising on Tasmania’s pristine waters enjoying and gathering fresh seafood.

- **Wineglass Bay Cruises** is a 4.5 hour coastal wilderness cruise of the Freycinet Peninsula, including the iconic Wineglass Bay.
- **Bruny Island Traveller** is a land-based food tour of Bruny Island departing from Hobart exploring the island’s natural landscape and artisan produce.

The Pennicott team is currently developing exciting new experiences at Coles Bay and Port Arthur to be launched for the 24/25 season – watch this space!

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Tassie Tours ⓧ

Tassie Tours is a family-owned and operated business with over 10 years' experience that takes pride in showcasing the best of Tasmania and is committed to providing exceptional experiences. Discover Tasmania through the eyes of passionate local guides, who are eager to share their wealth of knowledge.

Whether your clients are seeking day tours from Hobart or all-inclusive multi-day packages, are travelling alone or in larger groups, our tours offer the flexibility to create unique itineraries and competitive packages to suit their requirements.

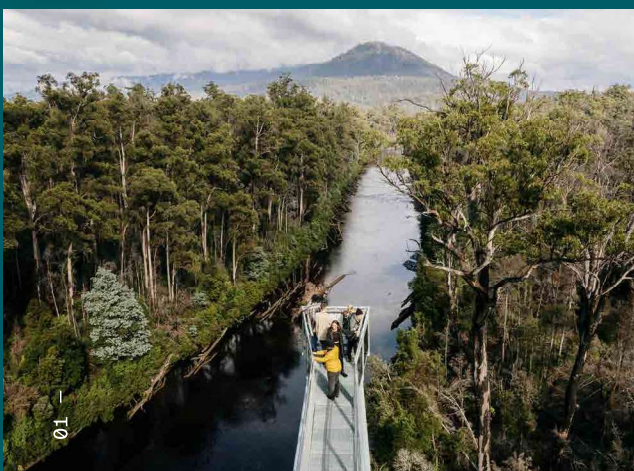
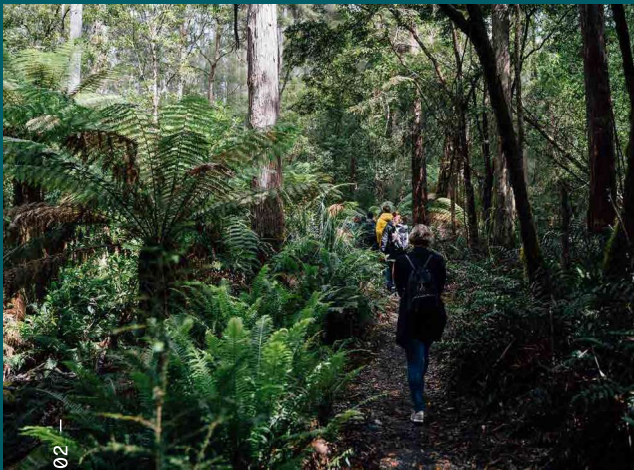
Interested in food and wine trails, adventure, luxury or budget tours? Tassie Tours offers a range of exhilarating tailored experiences.

With extensive coverage across the entire state, the possibilities for exploration are truly endless.

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01 & 02 - Tahune Adventures - Forest walk and Airwalk
03 - Bay of Fires © Emilie Ristevski





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tasmap
www.tasmap.tas.gov.au



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