

Statement of Corporate Intent

1 July 2011 to 30 June 2014

This Statement of Corporate Intent is a summary of the *Tourism Tasmania Corporate Plan June 2011 to July 2014*, which recognises the authority's role as a leader in the tourism sector, and seeks to align its overarching goals with the organisational priorities for the forthcoming three-year period.

The Corporate Plan 2011-2014 recognises the dynamic nature of the global tourism landscape and the important role Tourism Tasmania plays in fostering the sustainable growth of Tasmanian tourism, while developing innovative and informed marketing initiatives that drive visitation to Tasmania.

Our Role

Tourism Tasmania is a Statutory Authority operating under the *Tourism Tasmania Act 1996*, and is part of the Department of Economic Development, Tourism and the Arts. The Department works to enhance Tasmania's economic, environmental and social wellbeing, both now and in the future, through the best use of Tasmania's natural and cultural assets and activities.

Tourism Tasmania's role is to:

Lead the industry to jointly deliver marketing and development programs that drive benefits for Tasmania from domestic and international tourism.

To effectively fulfil this role, we will enable the industry by:

- « Creating new knowledge and understanding for industry and stakeholders through tourism research, analysis and insights
- « Address the barriers to conversion and travel to Tasmania by identifying and taking effective, consistent action with those who can make a difference
- « Establish, articulate and maintain the Tasmanian tourism brand and brand values, particularly through creative and innovative marketing
- « Achieve alignment of Tasmania's tourism product, experiences and infrastructure to match market expectations of our brand.

Our Goals

Tourism Tasmania's goals are to:

1. Maximise Tasmania's tourism potential
2. Drive demand for Tasmania
3. Foster the supply of tourism products and experiences
4. Enhance industry's competitive position with market-leading research and analysis
5. Be a highly effective organisation.

To achieve these goals we have articulated our priorities for the coming three-year period and the strategic initiatives we will undertake to benefit Tasmania's tourism industry.

Tourism Tasmania is a research-driven organisation and in pursuing these goals, operates on the principle that all strategic decisions are based on evidence, data and market feedback.

These can be found in full in the *Tourism Tasmania Corporate Plan 2011-2014*, available online at www.tourismtasmania.com.au/publications/corporate_plan