

Tasmania's South Regional Tourism Association Business Case

Project Outline

In March 2003 Tasmania's South Regional Tourism Association (Tas South) commissioned Leisure Futures, to undertake the preparation of a business case for the approval and development of a permanent Tasmanian showcase and visitor service centre (with the working title of the 'Island Centre') for Hobart, the Capital City Gateway to the Southern Region and Tasmania.

Tas South operates the Hobart located Tasmanian Travel and Information Centre. Tas South has had a long standing objective to redevelop the TTIC, and formed the Island Centre Steering Committee in 2002 to oversee the project. The project was a key strategy in the Southern Tasmanian Tourism Business Plan and has the support of the Southern Tasmanian Tourism Task Force, which comprises representatives of the 12 Southern Councils, Tourism Tasmania and Tas South.



Findings

External assistance is required to secure the re-development of the Centre and create a new state-of-the-art visitor service facility for Tasmania.

Without this assistance, TasSouth was constrained to either:

- ➔ maintaining its current staffing and service levels notwithstanding that future customer levels will be beyond the servicing capacity of the Centre in peak demand periods; or
- ➔ radically re-configuring its staffing arrangements and professional service levels by introducing volunteers; or
- ➔ imposing a service charge on visitors; or
- ➔ handing the provision of visitor information services back to Tourism Tasmania.

In conclusion it was recommended that TasSouth:

- ➔ Hold further discussions with relevant State and Local Government departments with the specific aim of establishing in principle support for the development of a new state-of-the-art Tasmanian 'Gateway' Visitor Information Centre; and
- ➔ Establish a public expression of interest / competitive bid process that enables TasSouth, State and Local Government to further explore potential new Visitor Information Centre sites and private sector partners.