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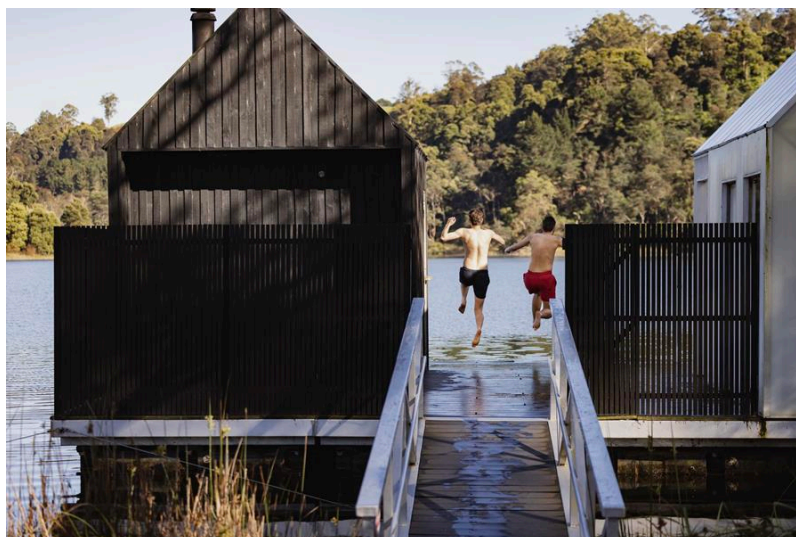


Image Credit: Dearn Bond

Words from our CEO

Happy 2024! It has been great to see so many visitors on the streets, in the cafes and restaurants and of course, out and about in our nature – most commonly on the beach in this magnificent weather. The data would tend to indicate there are a lot of Visiting Friends and Relatives, as well as whole families travelling together at the moment. This will change as our summer events season really kicks off and our hotels become full.

Launceston Airport [released their latest figures](#), showing that December had the most traffic ever through the airport. This is exciting for Northern Tasmania with passengers immediately being exposed to the hidden gems of the North. If December was this good, what is February going to be like with such a jam packed events calendar!

Let's prepare for an onslaught of American visitors after Tasmania made it to number 29 on the New

York Times' list of the 52 Places to Go across the world. The exciting inclusion mentions our natural environment, food and drink, and indigenous cultural experiences as destination highlights.

Congratulations to the finalists in this year's [Spirit Super Business Excellence Awards](#) organised by the Launceston Chamber of Commerce. It is great to see so many finalists in the "Excellence in Tourism & Hospitality" category, and indeed all categories, and we look forward with interest to see who wins on Saturday 16 March.

Tracey Mallett

CEO | Visit Northern Tasmania |
tracey@visitnorthtas.org.au

Here's a round-up of support, recent grants and training opportunities for the tourism industry.



Tourism Tasmania Industry Update

Tourism Tasmania will be providing an industry update on Tuesday 26 March, to coincide with the launch of the Off Season in early April.

4.30-6.30pm 26 March, venue TBC.

SAVE THE DATE



THA & VNT - Tourism & Hospitality Update

THA and VNT will jointly host a Tourism and Hospitality Update in the Dorset region, focussing on THA's Great Customer Experience Program.

5.00-7.00pm 21 March, Bo & Barn Jetsonville.

[READ MORE](#)



Reminder to get your Off Season offers in before 31 March 2024.

Launching in April 2024, the Off Season campaign shows mainlanders that Tasmania has unique winter experiences like nowhere else. The campaign aims to reduce seasonality and drive winter visitation by encouraging Australians to book a winter holiday with a difference.

[READ MORE](#)



Energy saver loan scheme for electric vehicles.

Three new programs have been announced to support the uptake of electric vehicles and reduce transport emissions in Tasmania.

[READ MORE](#)



Fee free courses are available at TAFE for 2024

Train, retrain or upskill by taking advantage of fee-free TAFE and vocational training, a joint initiative by the Australian and Tasmanian Government.

[READ MORE](#)



Built Heritage Grants Scheme

Round 1 (2023-24) of the scheme has a total of \$1 million funding through two programs:

1. Conservation Program
2. Activation Program

Applications for the scheme can be made from 15 January 2024.

[READ MORE](#)

Visit the VNT Industry Hub for more information about grants, resources and training opportunities.

What's new in Northern Tasmania



[Leighton House](#)



[Harland Rise Chapel](#)



[Two Sisters Baked & Co](#)



[Cordwainer Studio](#)



[Bread & Butter Bakery](#)
George Street



[St Mark's Bridport](#)



[The York Cove Hotel](#)
George Town



[Hebe Reef Cafe](#)
George Town



[Art Ark Ethical Aboriginal Art](#)

Image credit: Adam Gibson (Leighton House)

What's On - Major Events & New Events for 2024

Visit Northern Tasmania has secured two new events for our region in 2024.

In April we will welcome the 2024 Australian Drilldance Championships to be held at Silverdome. The event is expected to attract around 1,000 people.

The 2024 National Veterans Table Tennis Championships will take place at Silverdome, 14-21 September with anticipated attendance of approximately 800 people.

Lisa, our Business Development Manager, is continuously prospecting for new events. It is rewarding to see that 2 years on since initial outreach to organisers (*and after many hours of liaison and support*), VNT has secured two events with strong participation levels for Northern Tasmania.

Check out what else is on in 2024

Major Events February to March 2024

2-4 February - [Festivale](#)

8-11 February - [Party in the Paddock](#)

17 February - [Evandale Village Fair & National Penny Farthing Championship](#)

28 February - [Ladbroke's Launceston Cup](#)

2 March - [Mona Foma](#)

VNT Team Member Spotlight

Visit Northern Tasmania is responsible for driving the development of tourism and the visitor economy in Northern Tasmania in alignment with the Tasmanian 2030 Visitor Economy Strategy.

A key focus for VNT is to support and strengthen industry, setting operators up for success, connecting them with opportunities and keeping them informed of key visitor data and industry trends.

And so, our team member spotlight in January shines on our Industry Development Manager Renée Hardwicke, your first point of contact for any industry related matters: renee@visitnorthtas.org.au

Introducing Renée

What is your role?

As Industry Development Manager I am responsible for building and maintaining relationships with our industry stakeholders, the delivery and coordination of industry advice, product showcases, business support initiatives and information such as ATDW, Digital Ready and others. I play a key role in supporting the implementation of the Destination Management Plan for Northern Tasmania.

What do you love most about your work?

Being out and about, engaging with our regional tourism community, establishing connections with our outstanding operators, gaining insights into their unique and varied products and being able to offer support, especially with ATDW!

Tell us a highlight from your past work experience.

In my role as a tourism and hospitality teacher, and as the Brisbane Co-Chair for [World Skills](#), I've had the privilege to train, mentor, encourage and support students in reaching their career and

competition goals, whilst highlighting the excellence of our remarkable industry.

What is your hot tip for industry?

Make sure you are listed on [ATDW](#) and take advantage of the [free digital coaching](#), available to assist businesses with website, social media, [Google Business Profile](#), and all things digital.



What is your favourite weekend pastime?

Enjoying quality time with family, and our two Shih Tzu furballs and exploring Tasmania's stunning wilderness, and amazing, unique tourism products.

Tell us a little-known fact about you.

I was a Girl Guide and my favourite badge was the hospitality one - I still have it!



Northern Tasmania Showcased by Truly Expat

The Adventure All Stars cast and crew visited Northern Tasmania in October 2023 with the support of local tourism operators and Visit Northern Tasmania. Paula Barnes of Truly Expat was one of the lucky cast members who visited Northern Tasmania in October, raising much needed funds for her chosen charity, Mindful AUS. She loved the experience so much, she is now showcasing the region in her blogs, encouraging other expats to come down for air and make Northern Tasmania their next holiday adventure.



Read our interview with Paula and her blog [here](#)



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