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Image Credit: Dearna Bond

Words from our CEO

Northern Tasmania has shone in so many ways in recent weeks – from unique and popular events across our region that attracted many visitors from the mainland and beyond, to our success at the Qantas Australian Tourism Awards. I was thrilled to be present in Darwin as Tasmania was called out so many times, winning the most gold of any State. I was even more thrilled for our winners, some who were blown away and super excited to be recognised on the national stage. It's nearly time to start thinking about this year's awards so for anyone who is thinking of entering for the first time, reach out and we'll support you wherever we can. It is amazing recognition for your product and our place.

With Easter being early this year, and three States having later school holidays, there is great potential for April visitation to maintain good levels through to May, including AgFest in early May. The latest

visitation data is shortly to be released by Tourism Tasmania and while it is expected to be positive for the north, we must all be realistic that this winter will be slower. So get your OFF Season offer in if you haven't already done and let's all collaborate for some amazing winter events – in particular, August is looking simply fantastic for the north!

This week we see the launch of Bonza's newest route into Launceston, to and from the Sunshine Coast. This will present another market opportunity for winter and we will work with all airlines to maximise capacity into Northern Tasmania. Together with our amazing products, experiences and places to stay, Northern Tasmania will continue to shine this Off Season.

Tracey Mallett

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



Wishing everyone a very Happy Easter. We hope that business booms for you over the Easter Holiday period and as we head into the OFF Season that visitors are inspired to travel and experience all the great offers here in the North. From the team at Visit Northern Tasmania, stay safe and may the Easter Bunny bring you lots of chocolate!

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



Northern Tasmanian Tourism -

Thinking outside the square

Be part of the conversation!

Northern Midlands Business Association presents Tracey Mallett CEO of Visit North Tasmania as guest speaker at our inaugural event for 2024.

This is an opportunity to bring operators together to share ideas, build relationships and begin a deeper dive into new opportunities and possibilities in the Tourism and Hospitality sector in 2024.

Tracey Mallett will be engaging the audience in a dynamic conversation about the possibilities within the Tourism and Hospitality sector.

Opening with the question "what does it look like to think outside of the square".

[REGISTER TO ATTEND](#)



Agritourism Accelerator - Agritourism Talks

Agritourism Talks are a great opportunity to learn from agritourism operators in their own space. Two events are planned after Easter at Chudleigh in the north and Richmond in the south.

[North - 9th April 2024, 4pm - 6pm](#)

[South - 10th April 2024, 4.30pm to 6.30pm](#)

Come along and listen as agritourism hosts, Helen Baillie (Wesley Dale) and Matt Pooley (Pooley Wines), share their space and story. Spend some time with other agritourism operators and learn about the experiences of participants in Round 1 of the Agritourism Accelerator.

[REGISTER TO ATTEND](#)



Digital Ready Program

Don't forget that you have access to 4-hours of free digital coaching for your business.

With the continued rise in visitors conducting their holiday planning online, it is vital that your business has a strong and up to date digital presence. Simple steps such as keeping your ATDW and Google Business Listing up to date with opening hours can have a big impact on the visitor experience.

[GET DIGITAL READY](#)



Working with Tourism Australia

Tourism Australia has released an updated version of its 'Working With Tourism Australia' guide. With the return of international visitors, TA continue to adapt and embrace opportunities as they arise to stimulate travel to and through Australia. In doing so, Tourism Australia has updated many of its existing resources and developed some new resources that are available to help your business.

[READ MORE](#)

THE OFF SEASON

Final 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](#)



Image credit: Beardy McBeard



2024 Qantas Regional Grants Program

As part of a \$10 million commitment over five years, the 2024 Qantas Regional Grants Program will provide another \$2 million in grants this year to support Australian-based not-for-profit community groups and projects that benefit regional areas. Grants will include a combination of cash, marketing support and flights according to the specific needs of each group. Community groups and organisations can apply now. Open until 10 May 2024 with successful recipients to be announced in July 2024.

Image credit: Chris Crerar

[READ MORE](#)

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

Celebrating Winners from the North - Qantas Australian Tourism Awards

On 15 March the 2023 Qantas Australian Tourism Awards were held in Darwin - and Tassie cleaned up!

Tasmania secured either gold, silver or bronze in 11 award categories, winning a total of 7 gold awards -

4 of these golds are for businesses here in the North.

Well done to the finalists and congratulations to all the winners. Join us in celebrating our winners from the North and let visitors know that they are in an award winning region!

GOLD WINNERS



[wukalina Walk](#)



[The Dragonfly Inn](#)



[Grain of the Silos](#)



[Air Adventure Golf](#)

SILVER WINNERS AND BRONZE WINNER



[Peppers Silo Hotel](#)

Silver



[The Truffle Farm](#)

Silver



[The Granary Richmond Hill](#)

Bronze

Image credit: Rob Burnett | Brand Tasmania | Tourism Australia

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

Visit Northern Tasmania has secured another new event, this one is for 2025 bringing interstate and international visitation to our region.

The Openshaw Croquet Championship 2025 will be held in February at the Northern Tasmania Croquet Centre in St Leonards. It is anticipated that approximately 200 people will attend with many choosing to stay on to explore the region.

And while 2025 may seem a way off, promotion of the event has already commenced. Visit Northern Tasmania are supporting the organisers with itineraries, video and image assets for promotional use, and of course our usual support to connect with relevant industry stakeholders.

Lisa, our Business Development Manager, is continuously prospecting for new events and with several in the pipeline we anticipate more announcements in the coming months.

Check out what else is on

Major Events April 2024

[Nutopia Weekend Festival 1-2 April](#)

[Red Hot Summer Tour 13 April](#)

[Woolmers 1 TSO 13 April](#)

[Bass Strait Masters Golf 13-16 April](#)

[2024 Australian Drilldance Championships 20-21 April](#)

[Agfest 2-4 May](#)

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 create awareness of our region and drive visitation. Our marketing activity is aligned to and supports the overarching campaigns of Tourism Tasmania. At a regional level we build awareness of Northern Tasmania through our social channels and leverage partnerships and events to create effective marketing activity.

And so, our team member spotlight in March shines on our Partnership Marketing Manager Fiona Sturman, your first point of contact for any partnership marketing related matters:

fiona@visitnorthtas.org.au

Introducing Fiona

What is your role?

As Partnership Marketing Manager my role is to be a conduit between our industry and Tourism Tasmania, keeping our region front of mind with the State Tourism Organisation so that we receive a share of voice in their marketing activity. I work with many stakeholders from football clubs, events, government departments, councils, airlines and media to leverage opportunities to partner on marketing activity.

What do you love most about your work?

Content management of our website, creating EDMs, doing radio each week, bringing journalists, influencers and film crews to our region and assisting them to plan an itinerary and create content for a story or filming.

Tell us a highlight from your past work experience.

There are so many! I have been fortunate to work in hotels where I had the chance to meet my rock & roll idols (KISS), personally escorting Paul Stanley to his room. In Canberra I was the Event and Conference Sales Executive for Hyatt Hotels, based in Parliament House I had the remit of creating and delivering all events hosted by the Prime Minister but perhaps the greatest highlight from my past was working with Spirit of Tasmania for 10-years because that gave me the chance to explore Tassie, get to know everyone in our industry and ultimately choose to live and work here.

What is your hot tip for industry?

Get great photos! Upload good quality images to your ATDW listing and website, keep them fresh, seek out user generated content when you can. And....have a story. We all have one, make sure you know yours and tell it. People crave authenticity and the story behind the business and behind the people.



What is your favourite weekend pastime?

Going for a bushwalk and getting lots of photos, or walking on the beach but mostly spending time with my fur-baby Milli a very adorable but somewhat naughty 2-year old Cavoodle.

Tell us a little-known fact about you.

I won a Miss Personality contest when I was 3 years old - the prize was a photoshoot, made Mum super happy!





VNT & THA Great Customer Experience Program - Update Dorset Region

VNT works closely with THA to deliver networking opportunities and updates for the Great Customer Experience Program (GCE). In March the VNT team headed to the Dorset region where we were joined by 40 local operators keen to learn more.

Held at the stunning Bo & Barn in Jetsonville, the evening kicked off with an update from VNT CEO Tracey Mallett followed by a comprehensive update from Dave at THA about the GCE. Many stayed on for networking and to enjoy the delicious spread put on by Helena and Malcolm at Bo & Barn, some Delamere NV Sparkling Rose, Little Rivers and Du Cane brews, and Pinot Noir and Pinot Gris from Russell & Suitor Wines.

Keep an eye out on our [Visit North Tas Community Facebook page](#) and our EDM for future events in

your local area.



Share

Forward

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