



media release

Tasmanian Liberals

Will Hodgman MP

Leader of the Opposition

Tuesday 15 July, 2008

Government abandons tourism

The Leader of the Opposition, Will Hodgman, has called on the Government to review its position on tourism. The Government announced a dramatic cut to funding for tourism marketing as part of the 2008-09 Budget.

In response to the Budget cut, the Australian Tourism and Transport Forum commented that:

"it's disappointing that the sector's value to Tasmania's economy hasn't been recognized in this Budget"

Mr Hodgman said that the industry is already saying that increasing fuel costs and rising air fares are impacting on tourism activity.

"The Government has continued to rub salt into the wound by refusing to reverse its decision to sell out the industry.

"Tasmania is an isolated destination, and that's one of our strongest selling points. It also means that we need to really aggressively promote the wonderful tourism opportunities to interstate and international markets to compete in an increasingly tight market.

"If we don't get our marketing right, we're putting ourselves at a real disadvantage.

“If the Minister for Tourism and the Premier put even half the effort they put into promoting their own self image into promoting the image of Tasmania, our Tasmanian tourism industry would be much better off.

“A Hodgman Liberal Government would deliver the support that the industry needs and recognise just how vital this industry is to a sustainable future for Tasmania,” Mr Hodgman said.

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