

Will Hodgman MP
Leader of the State Opposition
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Tourism cuts crazy as industry pressures rise

The Leader of the State Opposition, Will Hodgman, has blasted the cut to tourism marketing funding in the State Budget, moving a Notice of Motion in State Parliament today.

Coming at a time when the tourism industry is facing extreme pressures in terms of fuel prices, a strong Australian dollar, high interest rates, and concern internationally about the carbon footprint of long-haul travel, this decision is plain dumb.

“An important aspect to boosting our tourism industry is ensuring that Tasmania remains highly visible in the marketplace, at a time when people are being bombarded with all sorts of advertising and information and competing cost pressures,” Mr Hodgman said.

“To actually reduce Tasmania’s marketing presence at this time is crazy and demonstrates a lack of understanding by the State Government of the importance of the tourism industry to our State’s economy, and future.”

Mr Hodgman said that whatever clout Minister Paula Wriedt had in Cabinet had clearly withered in David Bartlett’s first Budget.

“Tasmania’s tourism sector is now less connected with the market it relies on,” Mr Hodgman said.

The State Opposition believes that in addition to ensuring the State has a high visibility in key market areas, it must invest in its tourism offering.

The Opposition has recently strongly backed new developments proposed for the arts, have recently been flagged, and wants the opportunities presented by the Hobart waterfront redevelopment for this to become a social economic and tourism hub to be seized with both hands.

The State Government's complacency in these areas has not helped the tourism industry either.

Further information: Georgia Warner – 0418 564 073

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