



UNORDINARY
ADVENTURES

PROGRAM

TASMANIA

COME DOWN FOR AIR

BACKGROUND

— The Unordinary Adventures program is a new Tourism Tasmania initiative that aims to encourage the regional dispersal of visitors on our Island and the contribution they make to our local communities. The program will also position Tasmania as a leading destination, to be placed firmly on our visitors' bucket lists. The Unordinary Adventures program will target visitors to Tasmania who will travel to pursue their passions. It will showcase our world-class experiences and allow for added breadth and depth to the overarching Tourism Tasmania marketing program. The program will be delivered in close partnership with industry, along with a shared approach to marketing our world-class destination.

— Our Unordinary Adventures can be enjoyed the world over. However, we believe there is no better place on earth to enjoy them than in Tasmania. Our unique Tasmanian hospitality and our stunning environment elevates these adventures to beyond just ordinary. Enthusiasts that come to Tasmania for golf, fly fishing, walking or mountain biking will experience their passion in a way like never before. Unordinary Adventures speaks to this and our belief that enjoying the Tasmanian version of our visitors' passion will leave a profound and lasting impression on them.

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Audience —

Tourism Tasmania's research shows customer needs are changing as visitors seek work-life balance to pursue their interests and create greater enjoyment and meaning in their lives. With greater wealth, mobility and access to destinations, there is an increase in the number of people travelling to pursue their interests as a primary driver of visiting a destination.

Overview —

These key special interest areas are experiences Tasmania offers that are world-class and have critical mass in terms of the experience offering. They target a sizeable audience segment to warrant specific marketing and may also be part of Tourism Australia's Signature Experience Program, to ensure greater reach and leverage globally.

This program will initially focus on four key special interest areas:

- Mountain Biking
- Fly Fishing
- Golf
- Walking

Strategic objectives —

- Position Tasmania as a world-class destination for special interest audiences.
- Leverage the special interest areas to promote Tasmania's broader destination appeal.
- Stimulate regional dispersal and repeat visitation.
- Strengthen collaboration between Tourism Tasmania and the tourism industry.

Strategic approach —

Tourism Tasmania will develop a marketing program that positions Tasmania as a premier destination with a world-class reputation for these special interest areas, putting Tasmania on the must see and do list. The marketing program will engage audiences who travel for their passions, while deepening the brand's appeal to drive visitor dispersal, growth and yield.

The program will include developing consumer insights, engagement and consultation with the tourism industry and working with our marketing partners to shape an innovative marketing program.

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Blue Derby Mountain Bike Trails
Sawtooth Lookout, Derby

An explosion of new mountain biking trails has catapulted Tasmania to global world-class mountain biking status.

MOUNTAIN BIKING

The island's compact nature provides trails across varied landscapes, with undulating terrain and fast downhill rides to challenge even the most experienced riders. With Blue Derby in the north-east, Maydena Bike Park in the south, trails scattered throughout the regions and plenty of old school tracks on the west coast, it's fair to say Tasmania has mountain biking covered for mountain bikers of all levels. Added to the breadth of mountain biking trails, Tasmania has played host to the Enduro World Series at Blue Derby on two occasions, with the Detonate Trail 'Stage 2' voted best trail of the entire Enduro World Series 2017.

What makes us unordinary?

- Trails are built within Tasmanian wilderness, providing stunning scenery and landscapes as part of the experience.
- World-renowned trail design and quality.
- Many of Tasmania's mountain bike trails are located in quintessential Tasmanian country villages, offering a unique experience and providing a deep connection to an understanding of the landscape.

As wild trout fisheries become rarer and rarer around the world, Tasmania's self-sustaining wild trout stocks in wild places are delivering the thrill of the hunt fly fishers are chasing.

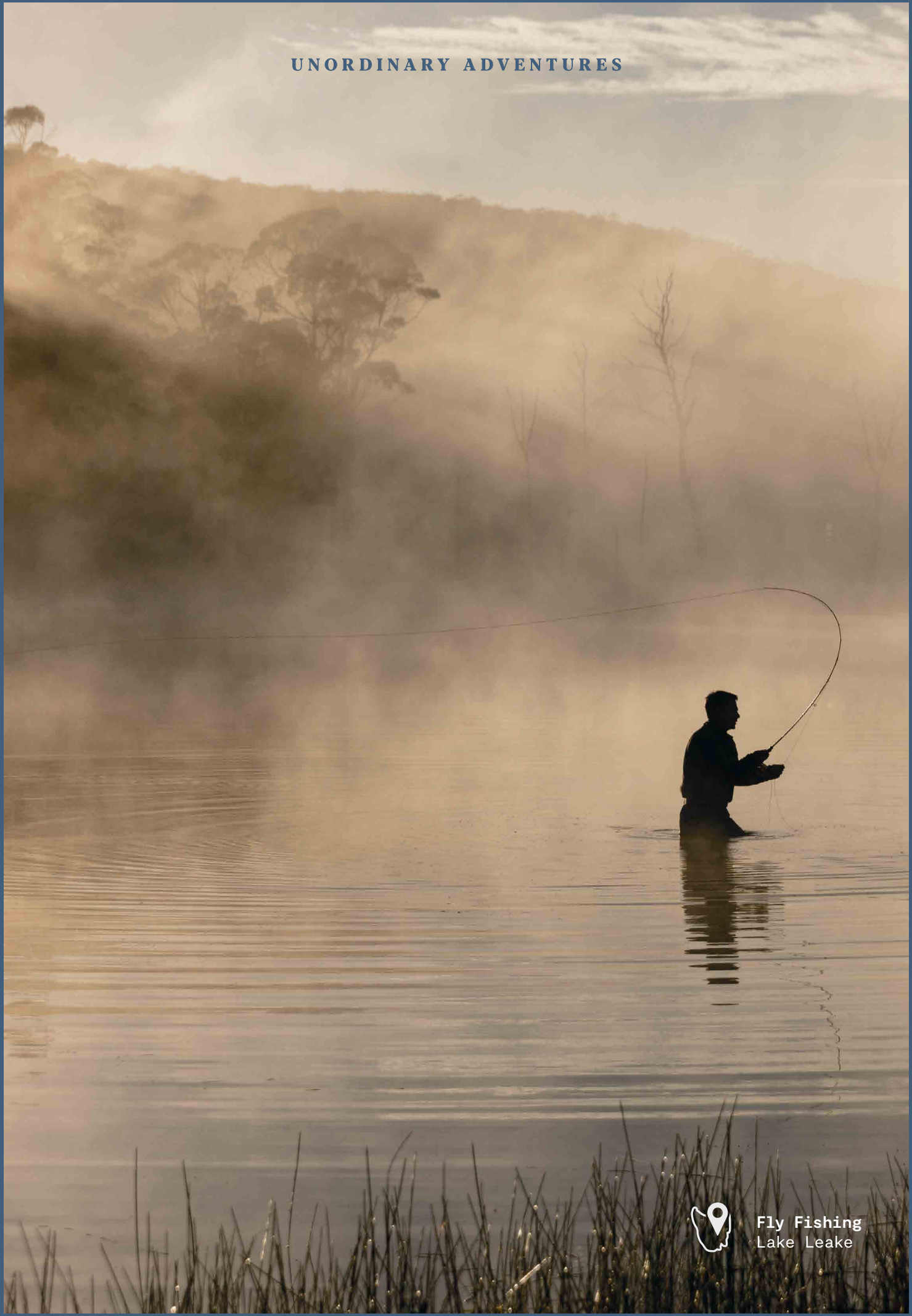
FLY FISHING

Tasmania's crystal waters bring the trout closer to the angler, making the fish clearly visible, but Tasmania's wild trout elude even the most experienced angler, testing both patience and stealth. Tasmania has earned a reputation for some of the best sight-fishing in the world and many fly fishers are visiting specifically for this reason. Tasmania will also host the 2019 World Fly Fishing Championships, the second time the State has played host to this event, proving the lakes, rivers and streams, and the wild trout dwelling within, provide the perfect environment to test the skills of the best fly fishers in the world.

What makes us unordinary?

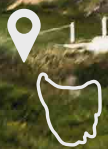
- Arguably the purest strain of wild brown trout on earth.
- World-class sight-fishing.
- The genuine and unpretentious character of our fly fishing guides.

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Fly Fishing
Lake Leake

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Cape Wickham Golf Course
Wickham, King Island

Many of Tasmania's golf courses offer dramatic coastal views. Built on rugged terrain, most are certainly not your average manicured course.

GOLF

Four of the top ten golf courses, as ranked by Australia's Top 100 Golf Courses in Golf Digest 2018, are in Tasmania. Cape Wickham is a worthy recipient sitting at No 3. This King Island course presents a rare and dramatic mix of coastal holes that lean gently towards the ocean, with the eleventh hole being positioned almost in the sea. Ocean Dunes, also on King Island, overlooks the Great Southern Ocean, with subtle rolling greens carved in the mould of Scotland's great links courses. On the main island, Barnboughe Dunes and Lost Farm have wide-open fairways and holes overlooking Bass Strait winding through coast and dunes, which offers golfers an unforgettable experience and connection to the landscape.

What makes us unordinary?

- The high number of top-ranked and world-class golf courses, which are also accessible to the general public.
- Golf courses designed and built around dramatic coastlines with undulating topography.
- The challenging conditions of playing golf in unpredictable Tasmanian weather (which makes it rewarding!).

Tasmania has long been a mecca for walkers, having received various accolades in recognition of its world-renowned walks within the Tasmanian World Heritage Wilderness Area.

WALKING

Tasmania's ancient landscapes and endemic flora and fauna, make Tasmania the ultimate bushwalking destination, and is how the state has earned a world-class reputation for bushwalking. Tasmania has multiple iconic multi-day walks, including The Overland Track in Cradle Mountain-Lake St Clair National Park, The Three Capes Track in south-east Tasmania, and the recently opened wukalina walk in north-east Tasmania. Tasmania also has a plethora of other short and multi-day walks which also command national and global significance for their diverse landscapes, from glacial alpine mountain to beaches and coastal environments.

What makes us unordinary?

- Our collection of iconic walks, from multi-day through to short walks.
- Many trails are built within the 1.5 million hectares of the Tasmanian World Heritage Wilderness Area.
- Close and regular encounters with Tasmania's endemic wildlife.

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Overland Track, Barn Bluff
Cradle Mountain-Lake St Clair National Park

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IMAGE CREDITS:

COVER

Queenstown, TAS
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Mountain Biking
Flow Mountain Bike

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Fly Fishing
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Golf
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Walking
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