

# Investors and tourists lining up for more

We're aiming to be environment tourism capital of the world, says **Elise Archer**

**T**HE Hodgman Liberal Government came to office promising to transform Tasmania into the environment tourism capital of the world, ensuring more people of all abilities could enjoy what our beautiful state has to offer.

That is why we opened up our natural areas to allow applications for sensitive and appropriate tourism developments under our Tourism Opportunities in National Parks, Reserves and Crown Lands process, which was immediately embraced by investors keen to showcase what Tasmania has to offer.

The results speak for themselves. More jobs are being created in our regional areas, our visitor economy is booming at record levels, and investors are lining up to offer world-class eco-tourism experiences in our stunning natural areas.

based tourism experiences, with the completion of Cape Raoul on track for early 2018 to complete the Three Capes experience.

But we know this isn't as good as it gets and we will continue to invest in our national parks and reserves to ensure they can reach their full tourism potential and take Tasmania to the next level.

We have a goal for tourists to stay longer and spend more in our regional areas while they're here, and one of the best ways to achieve this is to ensure high-quality experiences and infrastructure is on offer.



**WILDLY POPULAR: Three Capes Track.**

Areas all across Tasmania are reaping the benefits, with success stories including the Blue Derby Pods ride in the North-East, the RACT Freycinet Lodge development and the Maydena Mountain Bike Park in the Derwent Valley that is nearing completion and will potentially support up to 30 ongoing jobs.

In addition, our Tourism Infrastructure Funding program will deliver 91 new or upgraded infrastructure projects, including new visitor facilities at Lake St Clair, extra car parking at Wineglass Bay track and road improvements leading to Cape Tourville.

We want to give Tasmanians and visitors the opportunity to experience our unique, world-class wilderness areas in a way that is sensitive and sustainable, and we have been able to achieve this while still keeping around 50 per cent of the state's natural areas in reserves.

It is clear that our strong policies have got the balance right in attracting appropriate, job-creating tourism experiences that are also environmentally responsible and sustainable.

Even better, the award-winning Three Capes Track has also been an enormous success that is recognised as one of the world's best nature-

If re-elected, the majority Hodgman Liberal Government will commit \$35 million for a Cradle Mountain cableway and iconic new eco-tourism experience that will boost our total commitment to \$56 million to take Cradle Mountain to the next level.

It's all evidence of the Government's ongoing commitment to our booming nature-based tourism industry that supports thousands of jobs and attracts visitors from all over the world.

This momentum has only been possible under a majority Liberal government and, if re-elected, we will continue to ensure the state is open for business.

By contrast, if Labor are elected they will again govern in minority with the Greens, meaning any investment in our natural areas will be immediately stopped, no matter the cost to jobs or the economy in our regional areas.

The choice for Tasmanians couldn't be clearer — a strong majority Liberal government with a proven track record in getting the balance right and creating jobs, or a Labor-Green minority government that will again lock up the state's natural areas so they cannot be enjoyed by anyone.

**Denison MP Elise Archer is Tasmania's Environment and Parks Minister.**

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