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Tourism News is a Waratah-Wynyard Council monthly email newsletter covering highline, local tourism events and news.

July/August Edition

HURRY - Digital Enterprise Program still open

If you're interested in getting your head around the online space then register your interest to participate in the federal government's *Digital Enterprise Program*. Council is investigating hosting a free group training seminar tailored for tourism operators to help them take advantage of online opportunities. Participants are also offered **free one-on-one follow-up coaching** (up to 4 hours each) tailored to their business needs. Register your interest with Stephanie Hudson via shudson@warwyn.tas.gov.au or 64438321 and tell us which areas you'd like to learn more about.

WOW Visitor Numbers

July	July '12	July '13	% Difference
Visitation	2183	2740	+25.5

	FY 2011/ 2012	FY 2012/ 2013	% Difference
Annual Visitation	39,478	35,801	- 9.3 (or 3,677 visitors)

Highlights from the TICT Tasmanian Tourism Conference (13 - 14 August)

There were some great speakers at this year's conference focusing on Sustainable Tourism: People, Places, Profit and Passion. Most notably Premier Lara Giddings announced an immediate injection of \$1 million to take Tourism Tasmania's 'Go Behind the Scenery' marketing campaign into the South East Queensland Market. A great injection to boost visitors and sales to Tasmania through spring and summer. To see more highlights click [here](#).

Tulip Festival Update

It's full steam ahead in planning an preparations for the 2013 Bloomin' Tulips Festival! After a seven year absence the much missed Galloper Steam Carousel will return and is sure to be popular with the little ones. We'll also be welcoming some new Tasmanian food producers including Ashgrove Cheese and Mount Gnomon Farm. We're hoping for blue skies and sunshine for the annual event held on Saturday October 12.

Want a say on the structure of local tourism? Keep Tuesday 27th August free.

Come along to this workshop to discuss what structures are currently in place to grow and service the tourism industry. The Waratah Wynyard Council, the Cradle Coast Authority and Tourism Tasmania invite you to attend a Wynyard Local Tourism Association Planning Workshop. We want your input to:

- Identify the most appropriate Local Tourism Structure for the Wynyard Tourism Industry;
- Clearly articulate the roles and responsibilities of the preferred Local Tourism Structure; and
- Clarify the relationships/partnerships between the preferred Local Tourism Structure, the Cradle Coast Authority and Tourism Tasmania.

2.00pm – 5.00pm Tuesday 27th August 2013, Wynyard Council Chambers – 21 Saunders Street Wynyard

RSVP: Please confirm your attendance by return email or phone to Kylie Bowers on (03) 6431 6285 or kbowers@cradlecoast.com by Friday 23rd August.

WOW Art Gallery Exhibitions

Come along to check out the Wynyard Camera Club's exhibition *Tassie's Best* a collection of landscape and wildlife photographs from around the state. September's exhibition is *Piecing Friendships* by the Wynyard Cottage Patchworks group. A collection of exquisite works of patchworks will be on display from September 3rd to 29th.

For more information on articles in this newsletter or events at WOW please contact:

Stephanie Hudson
Tourism Development Coordinator
Waratah-Wynyard Council
64438321
shudson@warwyn.tas.gov.au

or

Wonders of Wynyard Exhibition and Information Centre
8 Exhibition Link, Wynyard
6443 8330
wowreception@warwyn.tas.gov.au

