Hollybank Treetops Adventure

An exciting addition to Northern Tasmania’s range of adventure tourism attractions is bringing a new focal point to a much-loved northern recreation area. The Hollybank Treetops Adventure takes thrill-seekers on a 730-metre elevated tour on the longest, continuous, treetop cable ride in Australia.

Participants are strapped into harnesses clipped to cables, stopping at seven special platforms known as ‘cloud stations’ along the way. Accompanied by specially-trained guides, participants travel at around 40kmh at heights of up to 50m above ground.

Since opening, the attraction is proving to be a very popular attraction, combining outdoor adventure with a sense of appreciation for our world-class forest reserve system. Hollybank now joins the Tahune Airwalk in the South and Dismal Swamp in the North-West among our innovative forestry-based tourist facilities, and is a must-try attraction for visitors and locals alike. The $850,000 project is a joint project between Forestry Tasmania and a private consortium, Australian Tree Top Canopy Tours.

Forestry Tasmania is also considering establishing an international mountain bike park at Hollybank to complement the adventure focus of the Treetops Tour. Upgraded walking trails, signage, car parking, toilets, picnic facilities and a café were also under consideration. The three-hour experience costs $99 for adults and $66 for children.

Book online at www.treetopsadventure.com.au, or phone 6395 1390.

Sea Kayaks
Make a Splash

A brand-new visitor experience is contributing a dose of adventurous spirit with one of Hobart’s other greats - fresh fish and chips!

The Hobart Paddle, launched in December 2007, is the latest tourism venture on the River Derwent, offering locals and tourists a guided kayaking experience on Hobart’s stunning waterfront and a different perspective on this well-known landmark.

The kayaking tour departs from Sandy Bay and provides the opportunity to take a slow trip under historic piers and into various nooks and crannies on the riverbank. No experience is necessary and the professional, easy-going guides provide all the equipment needed. Some paddling instruction is provided before taking you out to explore in the stabilised, double kayaks. The experienced guides navigate paddlers into the docks and provide commentary about the city’s history, development and growth. To cap it all off, you can indulge in a snack of fish and chips straight from a fish punt, without having to get out of the kayak!

The new tour is the latest venture by Simon and Alison Stubbs - founders of multi-award winning Freycinet Adventures on the state’s East Coast. For the past decade, Freycinet Adventures has operated sea kayaking tours out of Freycinet National Park.

Recent studies have identified what motivates people to take a holiday and that includes having fun, experiencing something different from everyday life and having the opportunity to rest, relax and rejuvenate. The Hobart Paddle offers yet another dimension to Tasmania’s many unique visitor experiences that help to set us apart from our competitors. The cost is $65 per person for a 2-hour paddle and floating fish ‘n’ chips, with daily departures to Salamanca and the Docks.

For bookings and enquiries, phone 6257 0500 or email info@freycinetadventures.com.au.
Discover Tasmania Website Revamped

Planning and booking a holiday to Tasmania has taken a technological leap forward with the revamping of the Discover Tasmania website. Consumers now have an enriched source of destination information at their fingertips, making it easier to search, plan and book their Tasmanian holiday.

The redeveloped website is a part of Tourism Tasmania’s growing online presence that will see the Discover Tasmania website become a key portal for all things Tasmanian.

Landing pages for 16 international markets available in eight languages - Chinese (Mandarin and simplified), Japanese, Korean, French, German, Italian and English are featured on the new website, which also provides regular weather reports, visitor itineraries based on Tasmania’s touring routes, and improved search facilities. The website will also be a global platform for Tourism Tasmania’s national and international marketing campaigns.

An increasing number of visitors to Australia use the Internet for booking part or all of their travel arrangements. In 2006, 46% of international visitors who used the Internet to gather information before coming to Australia also made an online booking. The Discover Tasmania website attracts an average of 85,000 visitors each month, with 29,000 (or 25%) of those from overseas.

The website redevelopment is the start of a comprehensive strategic approach by Tourism Tasmania to continuously improve its use of digital media to meet the needs of today’s consumers.

The Discover Tasmania website can be viewed at discovertasmania.com

Tasman Peninsula’s Brand Reinvigorated

A new website and colour brochure has been created to encourage more visitors to experience the wonders of the Tasman Peninsula and stay longer.

The newly-formed Port Arthur and Tasman Tourism Association (PATTA), formerly Port Arthur Region Marketing, has developed a plan to highlight the region as a perfect short-break destination. This new initiative is part of a three-year Tasman Tourism Development Strategy which aims to reposition the Port Arthur and Tasman region as a multi-experience, short break destination.

The new visitor website and brochure encourage visitors to discover the Tasman Peninsula’s natural environment, including ancient sea cliffs and diverse marine life, adventure activities, food and wine, as well as the more well-known heritage attractions such as the Port Arthur Historic Site.

The State Government provided $17,270 to the PATTA project through the Tourism Promotion Plan’s Cooperative Marketing Fund, to improve its regional promotion capabilities. The Government’s $16 million Tourism Promotion Plan was established in June 2006 following the withdrawal of Spirit of Tasmania III. The plan’s Cooperative Marketing Fund delivers funding to assist in the promotion of market-ready experiences in Tasmania’s regions, including improving the capability of Tasmania’s Regional Tourism Authorities.

The website can be viewed at www.tasmanregion.com.au and brochures are available from the Tasmanian Visitor Information Network and tourism outlets.
Community Comes Together at Port Sorell Regatta

Saturday, 5 January, was a great day in Port Sorell. The sun was shining, the birds were singing, and the community embraced the opportunity to get down to the Port Sorell Regatta to feast on gourmet delights, sample fine Tasmanian wines and enjoy an array of entertainment, including jazz music, circus acts, living statues and much more.

The Port Sorell Regatta, now in its fourth year, is coordinated by Latrobe Council and is held each January as Port Sorell welcomes an array of holidaymakers, visitors and tourists from around Tasmania and interstate. The Port Sorell Surf Life Saving Club provides plenty of action on the water, along with the amazing paddlers from the Dragons Abreast vessel and yacht racing from the Mersey Yacht Club.

The driving force behind the event is for the municipality to celebrate their community and the beautiful beachside environment. One key element to this event being so successful is the level of participation from community members.

Each year, the event features a community art project - an invaluable tool in engaging community participation and a terrific opportunity for people to work together. So look out for our amazing community mosaic, soon to be housed in Port Sorell!