

# TASMANIA

KEY SELLING TIPS



Wineglass Bay from Track Lookout,  
Freycinet National Park  
© Revolution MTB

TASMANIA

COME DOWN FOR AIR







An island at the edge of the world. A place of wild landscapes and friendly people, with a relaxed pace of life, great local produce, whisky and cool-climate wines, and wildlife that exists nowhere else on Earth.

— The island is renowned for having some of the cleanest air in the world.

— The landscape is diverse – beaches, mountains and rainforests – ideal for active travelers who enjoy exploring wilderness.

— Wildlife is everywhere, including rare species like the endangered Tasmanian devil.

— More than 40 per cent of Tasmania is protected as national parks, reserves and UNESCO World Heritage areas – the ideal destination for clients looking for quality guided walking tours.

— The island is brimming with boutique paddock-to-plate experiences, and award-winning cool-climate wines, craft beer, gin and whisky.

— Tasmania is just a short flight from most major Australian cities and is easy to include in an Australian itinerary.

— 2022 Readers Choice Awards – #3 Island  
The Tasman #1 Hotel in Australia & New Zealand  
– Conde Nast Traveler



— Top 12 Destinations 2023 – Tasmania #1, AFAR

— Best of Awards – Best Cities in Australia, Hobart #2 – Travel + Leisure

— Best Hikes in the World  
– Lonely Planet & Outside Magazine

## Getting to Tasmania

Tasmania is Australia's island state, located approximately 150 miles (250 kilometers) south of the Australian mainland. Australia's major domestic airlines fly direct to Hobart and Launceston, making Tasmania easily accessible – just an hour's flight from Melbourne, or two hours from Sydney.

## Popular activities

Tasmania offers a variety of wilderness experiences, including hiking, guided luxury walks and wildlife viewing. There are plenty of options for other outdoor adventures such as kayaking, river rafting, cruises, fly fishing, mountain biking and golf.

The island is also dotted with historic sites and delivers high-quality paddock-to-plate culinary experiences, as well as some of the world's best spirits (including gin and whisky), wine, cider and beer. Tasmania's reputation for great produce is founded in its fertile land and clean oceans: expect great seafood, including wild-caught abalone and oysters, local cheeses and seasonal fruit direct from the farm.

## Popular places to visit

**Hobart** is the capital of Tasmania and Australia's second-oldest city, set between kunanyi / Mount Wellington and the River Derwent in Tasmania's south. Contemporary cool meets colonial heritage in this compact city, with its 19th-century warehouses, artisan markets, busy eateries and vibrant harbour.

**Launceston**, in the north, is Tasmania's second major city and a thriving hub for food and wine, culture and nature. It has one of the best-preserved Georgian and Victorian cityscapes in Australia and century-old parklands. The nearby Tamar Valley is a premier Australian wine-growing region.

**Turrakana / Tasman Peninsula** in the south east is known for the Southern Hemisphere's tallest sea cliffs, wild beaches, the Three Capes Track and the World Heritage-listed convict ruins of the Port Arthur Historic Site. With its captivating stories of hardship and loss, a visit to Port Arthur is one of Tasmania's most compelling experiences.

**Cradle Mountain** rises above the highlands of the north west, and is one of Tasmania's most visited wild places. Cradle Mountain–Lake St Clair National Park is part of the Tasmanian Wilderness World Heritage Area and safeguards ancient alpine landscapes, providing a rich habitat for wildlife, including wombats, Tasmanian devils, quolls, platypus and echidna. Take a walk around mirror-flat Dove Lake, formed by glaciation more than 10 000 years ago.

**Freycinet National Park** occupies most of the Freycinet Peninsula on the east coast and is loaded with natural assets, including the pink granite peaks of the Hazards, white sandy beaches, abundant birdlife and Wineglass Bay, Tasmania's most photographed location. Sample the region's fresh seafood and explore secluded bays, pristine beaches and bird-filled lagoons by boat, sea kayak or on foot.

**Strahan**, on the west coast, is a busy village on the shore of Macquarie Harbour. The town is the gateway to Franklin–Gordon Wild Rivers National Park and a launchpad for boats, planes and helicopters into the vast Southwest Wilderness. Boat cruises provide an unforgettable journey into the pristine temperate rainforests along the Gordon River.





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### Insider tips and must-do list

The **Western Wilds** is a drive journey into a region globally recognised for its wilderness, filled with epic tales of an ancient Aboriginal culture, convicts, pioneers and mining booms and busts. Explore ancient forests and ghost towns, raft the rivers and climb aboard a steam train for a ride through the rainforest.

**Mona** – the Museum of Old and New Art – in Hobart’s northern suburbs, is Australia’s largest private museum and houses a provocative and diverse collection, from ancient Egyptian mummies to some of the world’s most infamous and thought-provoking contemporary art.

The **Tasmanian devil** is endemic to Tasmania and is the world’s largest surviving carnivorous marsupial. Get up close at one of the island’s wildlife sanctuaries.

Hobart’s **Salamanca Place** is lined with Georgian sandstone warehouses built in the 1830s, now home to restaurants, bars, cafes, galleries and boutiques – perfect for browsing. Salamanca Market is a collaboration of artisans, musicians and producers, held each Saturday morning.

**kunanyi / Mount Wellington** provides an imposing backdrop to Hobart, yet it’s only 30 minutes from city to summit. From 4170 feet (1271 meters) above sea level you can see out to Bruny Island, the Turrakana / Tasman Peninsula area and beyond.

Tasmania is home to five of Australia’s 11 **World Heritage convict sites**, including the Port Arthur Historic Site, Coal Mines Historic Site and the Cascades Female Factory. Tasmania’s early convict history is brought to life through guided tours and interactive experiences.

**Cruise** the Turrakana / Tasman Peninsula shores and see the tallest sea cliffs in the Southern Hemisphere (300 meters); or explore Bruny Island’s coast and spot local marine life, including whales, dolphins, seals and sea birds.

The **Great Eastern Drive** takes in laidback hinterland villages and a string of classic holiday towns along a sparkling coastline. Look forward to uncrowded beaches, Freycinet National Park, ocean-fresh seafood and wine from the East Coast Wine Region.



01 – City of Hobart below kunanyi / Mount Wellington © Luke Tscharke  
02 – Tasmanian devil (Sarcophilus harrisii) © Jess Bonde

### Additional resources

Tasmania training course  
[aussiespecialist.com](http://aussiespecialist.com)

Itineraries, factsheets, brochures and videos  
[tassietrade.com.au](http://tassietrade.com.au)

Detailed destination information  
[discovertasmania.com.au](http://discovertasmania.com.au)

### Contact for further information

[trade@tourism.tas.gov.au](mailto:trade@tourism.tas.gov.au)

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fb.com/tasmania  
@tasmania

[discovertasmania.com.au](http://discovertasmania.com.au)  
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