

Chapter 12

TOURISM

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Chapter 12

TOURISM

Tasmanians enjoy an environment and lifestyle that is the envy of many interstate and international visitors. Tasmania's heritage has always been an important drawcard, however the wilderness areas here have also received much publicity recently. These unique attractions continue to captivate tourists, and to encourage further visits to the island State.

12.1 VISITORS

In 1990 a total of 684 264 interstate and international passengers arrived in Tasmania. This was an increase of 18.7 per cent on the number of arrivals in 1989. Passenger arrivals of 576 616 for that year highlighted the impact on tourism of the air pilots' dispute. There were 681 541 passenger arrivals in 1988.

12.1 ESTIMATED PASSENGER ARRIVALS TO TASMANIA ('000)

Period	Passenger arrivals	Visitors
1978	557.2	317.3
1981	591.6	337.5
1984	580.4	315.5
1986	629.6	329.5
1988	681.5	406.6
1990	684.3	405.8

(Source: ABS Catalogue No. 8635.6).



Hastings Caves.

Photo: Michael Dermoudy

Just under 60 per cent of all passenger arrivals to Tasmania in 1990 were visitors. Data relating to visitors are collected by the Tasmanian Visitor Survey (TVS), which is conducted by the Department of Tourism, Sport and Recreation. Surveys have been conducted, with the assistance of the Australian Bureau of Statistics, during 1978, 1981, 1984, 1986, 1988 and 1990.

The number of visitors arriving in Tasmania has increased 28 per cent since 1978 while passenger arrivals, which include Tasmanians returning to the State, have increased by 22.8 per cent over the same period.

Much of this increase has occurred since 1986. From 1978 to 1986 the number of visitors arriving had increased by only 3.8 per cent while the total number of passengers rose by 13.0 per cent.

12.2 ORIGIN OF VISITORS TO TASMANIA (%)

State/country of origin	1978	1986	1990
Victoria	51.3	44.4	42.5
NSW	20.7	22.9	21.6
ACT	3.2	3.5	3.3
SA and NT	8.5	7.8	7.0
Qld	7.4	8.4	7.9
WA	3.9	4.0	4.8
Europe	1.1	2.6	5.0
North America	1.1	3.3	3.2
New Zealand	1.4	1.9	2.1
Other overseas	1.3	1.2	1.6

(Source: Tasmanian Visitor Survey, Dept T, S & R).

Most of the visitors to the State have been Victorians although the proportion has dropped from 51 per cent in 1978 to 42 per cent in 1990.

This fall is partly compensated by increases in visitors from New South Wales and Western Australia. The most significant compensating trend is the increase in the number of overseas visitors, rising from just under five per cent in 1978 to 12.8 per cent in 1990. Of these, most are from Europe, North America and New Zealand.

12.3 REASON FOR VISITING TASMANIA (%)

Reason	1978	1986	1990
Holiday -			
To meet friends or relatives	28.9	25.0	28.0
Fly/drive tour	n.a.	24.1	17.2
Coach tour	5.9	4.8	5.1
Other holiday	36.3	19.0	19.5
Other -			
Sporting event	4.0	2.5	3.6
Convention	3.6	5.3	6.7
Business, other purpose	21.3	19.2	19.8

(Source: Tasmanian Visitor Survey, Dept T, S & R).

AIRLINE DEREGULATION

During 1990 the domestic airline industry underwent considerable change. By the end of March the airlines had largely completed rebuilding after the air pilots' dispute and at the same time had commenced restructuring in the lead up to deregulation on 31 October.

12.4 ARRIVALS IN TASMANIA

Period	By air			Total
	Interstate	New Zealand	By sea	
1985	550 045	8 419	69 113	627 577
1986	524 342	10 136	95 139	629 617
1987	526 517	9 446	88 343	624 306
1988	571 344	8 625	101 572	681 541
1989	449 481	8 489	118 646	576 616
1990	555 632	8 629	120 004	684 265

(Source: ABS Catalogue No. 8635.6).

For over 30 years the Australian airline industry has been under tight economic regulation via the 'Two-Airline' agreement. From 1 November 1990 the agreement lapsed, and new airlines are able to compete directly with Ansett Australia and Australian Airlines on all interstate routes. Under deregulation any operator that can satisfy the requirements of the Civil Aviation Authority will be able to start up an airline.

Currently Tasmania is serviced by the following interstate/overseas commercial passenger-carrying airlines:

- Air New Zealand - operating from Hobart.
- Airlines of Tasmania - operating from Hobart, Launceston, Flinders Island and Smithton.
- Ansett Australia - operating from Hobart and Launceston.
- Australian Airlines - operating from Hobart and Launceston.
- Chartered Airlines of Australia - operating from Launceston, Devonport, Wynyard, King Island and Flinders Island.
- East West Airlines - operating from Hobart.
- Eastern Airlines - operating from Launceston and Devonport.
- Kendell Airlines - operating from Devonport, Wynyard and King Island.
- King Island Airlines - operating from King Island.

Cataract Gorge and Cliff Grounds Reserve

Cataract Gorge and Cliff Grounds Reserve celebrated its Centenary in 1990.

Imagination, generosity and years of hard physical labour were needed to create Launceston's most spectacular tourism attraction, second only to Port Arthur as a favoured destination.

Kings Bridge, an elegant iron structure spanning the mouth of Cataract Gorge, designed and built by Mr W.T. Doyne and his partner Mr La Touche in 1863, had been standing for over 25 years when a small band of citizens with vision planned a reserve to be laid out nearby; perhaps they were inspired by the presence of the bridge, a great technological achievement for its time.

Several generous citizens, particularly William Barnes, the brewer of Port Dalrymple Beer, and his wife, donated land for the project; and teams of men laboured from 1890 for eight years without the benefit of machinery to cut Cataract Gorge Walk from the face of the gorge, by far the most difficult project undertaken in the Reserve.

Although the area, close to the heart of the city, had been explored in the early 1800s, it was not until 1898 (almost a century later) that the Municipal Council assumed control over the site. Further land was acquired by Launceston City Council so that the Reserve eventually covered 158 hectares along the South Esk River, extending to the disused Duck Reach Power Station.

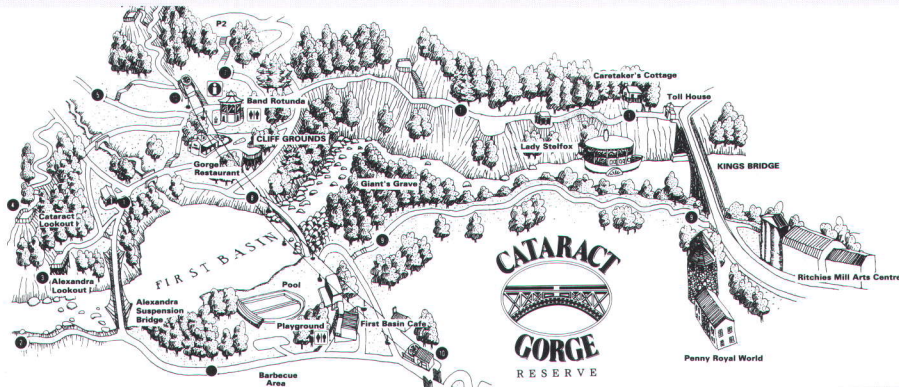
Three lengthy walks take visitors through areas rich in flora, fauna and scenery. The Cataract Gorge Walk, along the northern face of the gorge, to Kings Bridge (about a 15 minute walk); the Zig-zag Track, inland south of the gorge, to the southern end of Kings Bridge (about 15 minutes); and the Bridge Walk, crossing the Alexandra Suspension Bridge and continuing past Second Basin, to Duck Reach (a hike of about 40 minutes).

Less strenuous walks are found on the western (Cliff Grounds) side of First Basin. Besides passing through grounds planted with a great variety and number of native and imported trees and plants, they lead to several lookouts, the Alexandra Suspension Bridge, facilities such as a restaurant, the original bandstand (now a visitor information centre), car park and the upper station of the 457-metre long scenic chair lift which traverses the gorge.

On the eastern side of First Basin, around a large open lawn area, lie swimming and paddling pools, dressing rooms, toilets, shelters, a children's play area, a cafe and kiosk, and barbecue facilities.

Selected areas of the Reserve are floodlit for several hours every night.

Whatever the season may be, a visit to this remarkable Reserve will delight and refresh anyone.



Map courtesy of the Launceston City Council.

Most visitors, around 70 per cent, come to Tasmania to holiday and about 16 per cent come for business reasons.

More holiday makers come to see friends and relatives than for any other reason. In 1990 an estimated 102 700 holiday visitors (about 40 per cent) came to Tasmania for this reason. Another 62 900 (25 per cent of holiday visitors) came on fly/drive tours.

Over a third of visitors include the Port Arthur penal settlement and Cataract Gorge on their itinerary; 29 per cent go to Mt Wellington in Hobart, while Cradle Mountain, Lake St Clair and Hobart Botanical Gardens all are frequently visited.

12.5 PLACES VISITED IN TASMANIA (%)

Places	1981	1990
Port Arthur historic site	51.2	42.4
Lake Pedder	18.4	10.0
Mt Field National Park	16.8	15.6
Mt Wellington	38.9	28.9
Mt Nelson look-out	19.5	15.8
Coles Bay/Freycinet Peninsula	13.1	13.4
Cataract Gorge	37.6	33.3
Central highlands/Great Lake area	13.0	12.8
Mole Creek caves	12.5	9.9
Cradle Mountain	11.3	22.1
Lake St Clair	19.8	16.5
Hobart Botanical Gardens	n.a.	22.2
Leven Canyon	n.a.	3.5
Maria Island National Park	n.a.	1.8
Bruny Island	n.a.	3.3
Far south-west (Port Davey area)	n.a.	1.7

(Source: *Tasmanian Visitor Survey, Dept T, S & R*).

In 1981 Cradle Mountain attracted 11.3 per cent of visitors, and has increased its popularity to the extent that it attracted 18.5 per cent (67 522) of visitors in 1988 and drew 22.1 per cent (81 189) in 1990. The accommodation capacity at Cradle Mountain Lodge was increased in 1988.

Among activities undertaken, sightseeing and touring, and visiting historic sites are still the most popular. Nearly 40 per cent of visitors were attracted to museums and art galleries, and day or half-day river cruises were undertaken by 33.7 per cent of visitors. Most visitors stay with friends and relatives and 25.5 per cent of visitors use hotels or motels with private facilities

12.6 HOLIDAY ACTIVITIES UNDERTAKEN IN TASMANIA (%)

Activity	1978	1986	1990
Visiting casinos	52.9	53.2	43.2
Bushwalking/climbing/rafting	27.2	31.1	20.7
Organised sport	6.5	4.7	5.3
Visiting historic sites	62.2	58.5	61.6
Sea fishing	7.4	4.7	5.0
Trout angling	5.0	3.6	3.7
Sightseeing and touring	68.7	60.8	67.9
Snow skiing	1.3	0.6	0.9
Canoeing or boating	5.5	5.0	3.9
Scenic flights	2.5	3.8	3.5
Day or half-day cruises	n.a.	33.9	33.7
Walking tour/4WD	n.a.	n.a.	2.6
Caverneering/visiting caves	n.a.	n.a.	15.2
Visiting museums/art galleries	n.a.	n.a.	39.9

(Source: *Tasmanian Visitor Survey, Dept T, S & R*).

for accommodation. The use of commercial holiday unit accommodation has increased significantly since 1981.

Accommodation at colonial and host farms continues to be used more by visitors and is most popular with those on self-drive tours.

In addition, caravan parks have increased the number of on-site cabins to cater for the demand for this type of accommodation. In 1981 there were 66 cabins in Tasmanian caravan parks. By December 1988 this number had nearly trebled

12.7 ACCOMMODATION USED BY VISITORS TO TASMANIA (%)

Accommodation	1978	1986	1990
Friends' or relatives' house	42.1	37.7	42.8
Hotel or motel			
with private facilities	27.8	28.4	25.5
Tent, hut, cabin, on-site caravan in camping area			
with amenities	6.5	6.2	5.1
Tent or hut in wilderness area or on other public land			
without amenities	2.2	2.5	2.0
Motorised camper	4.1	4.6	2.5
Commercial holiday unit	2.1	7.8	8.1
Towed caravan	1.2	1.4	1.5
School or residential college	2.4	2.1	1.4
Host farm/colonial	n.a.	1.4	2.8
Youth hostel	n.a.	n.a.	2.2
Other	9.3	8.0	5.9

(Source: *Tasmanian Visitor Survey, Dept T, S & R*).

to 176. During 1988 alone, the number of cabins rose 18 per cent from 149 to 176. This increase in capacity for all types of accommodation has contributed in part to the general decrease in occupancy rates in 1988.

However, occupancy rates for 1989 have already shown vast improvement. During the March quarter the rate for holiday units in-

12.8 ACCOMMODATION CAPACITY, TASMANIA

Accommodation establishment	At December		
	1981	1986	1990
Hotel rooms with private facilities	2 603	2 837	3 369
Motel rooms	1 488	1 494	1 626
Holiday units	n.a.	509	852
Caravan park sites, cabins	4 850	5 892	6 340

(Source: ABS Catalogue No. 8635.6).

creased by 19 per cent on the same period during 1988 while hotels, motels and guest houses, and caravan parks increased by six and 12 per cent respectively. The World Sheep and Wool Congress, which attracted 1500 visitors to Tasmania, added to the good season experienced by accommodation establishments.

In 1990 there was a strong recovery from the impact of the air pilots' dispute which occurred in the latter part of 1989.

Data for tourist accommodation are collected by the quarterly ABS Tourist Accommodation Survey of hotels, motels, guest houses, holiday

12.9 ACCOMMODATION OCCUPANCY RATES, TASMANIA (%)

Year	Hotel, motel rooms	Holiday units	Caravan park sites
1984	50.3	58.0	22.3
1985	54.6	61.5	21.7
1986	52.6	56.3	22.1
1987	50.0	52.9	20.6
1988	46.5	51.9	20.2
1989	45.5	52.8	21.1
1990	48.5	56.8	22.1

(Source: ABS Catalogue No. 8635.6).

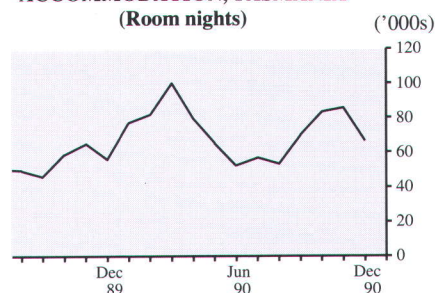
flats and units, and caravan parks.

Room occupancy rates and room nights let for hotels and motels increased from 45.5 per cent and 780 630 respectively, in 1989, to 48.5 per cent and 871 628 in 1990.

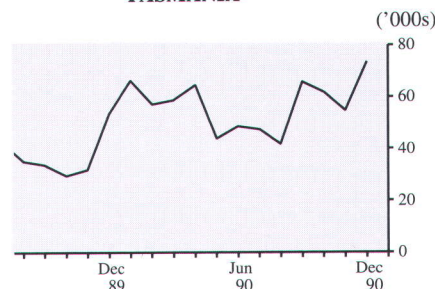
Unit occupancy rates and unit nights let for commercial holiday units increased from 52.8 per cent and 154 385 respectively in 1989, to 56.8 per cent and 168 979 in 1990. The site occupancy rate for caravan parks increased by only 1.0 per cent from 1989 to 1990 although site nights let increased from 467 636 to 501 846. This was due to the increase in the number of sites available from 6043 to 6340 over the same period.

Major events that attracted large numbers of visitors to the State during 1990 were the World Rowing Championships at Lake Barrington, Australian Federation of Tourism Association conference in Hobart, and the Great Tasmanian Bike Ride.

HOTEL, MOTEL, ETC. ACCOMMODATION, TASMANIA (Room nights)



PASSENGER ARRIVALS, TASMANIA



The National Trust

With increasing interest in our Colonial past, Tasmania has become the favoured State for many seeking to recapture the past, leaving the hectic present, by viewing a National Trust Home.

The National Trust of Australia (Tasmania), has classified 1907 buildings and recorded 1034 significant examples of our built heritage throughout Tasmania.

A survey of significant buildings follows, starting at the site of the successful second settlement in the new Colony.

Southern Tasmania:

Many old stone warehouses have been preserved in Salamanca Place. One of these recycled warehouses now houses the National Trust shop.

An artillery battery was stationed at Battery Point in the second decade after settlement: to house the guards of this military post, a plain, single-storey brick building (later a signal station) was erected. This structure, one of the oldest in Tasmania, pre-dates Secheron, a remarkable stone house, the first of a succession of notable buildings on a large scale soon to be found in most of the settled areas of Tasmania.

Parliament House, a broad two-storey sandstone structure designed by the Colonial architect John Lee Archer, presents on its main facade an impressive arcaded entry crowned with an expansive cornice and coat of arms. At the other end of the block stands the Lands Department building, a smaller, more decorative building.

Kelly's Steps, leading from Salamanca Place to Kelly Street, allow easy access to the residential part of Battery Point. By the mid-1850s, this had become a village for seafarers such as Captain James Kelly, a pioneering mariner, and those concerned with maritime matters.

Captain Haig, both seaman and merchant, occupied Narryna, a two-storey Georgian house of brick with a solid facade of stone, in which are set five large windows and the elegant main doorway. Narryna is open to the public.

Elsewhere in Hampden Road stand Ellerslie, an elegant mansion; Melrose, an imposing mid-century stone house of three storeys and, of the same period, the two-storied Lumeah, its entrance sheltered by an arcaded verandah.

By contrast, the modest cottages in Arthur's Circus were built for less affluent craftsmen and tradesmen.

Dominating the area because of its elevated position and tall four-level tower, St George's Anglican Church was designed by several architects. John Lee Archer was responsible for the main building, and James Blackburn for the tower; a half-century after its commencement in the mid-1830s, others decided to add a grandiose portico in the Classical Greek style with fluted columns and carvings.

One of Tasmania's earliest and most historic buildings stands on the corner of Brisbane and Campbell Streets. Construction of Trinity Church and gaol offices, designed by John Lee Archer, was undertaken in 1831. The complex, consisting of a two-storey section surmounted by a beautiful Renaissance tower, and single-storey wings, all of brick and stone, includes subterranean passages, solitary cells, day holding cells and an execution yard. This exceptional building is open daily for public inspection.

Runnymede, a Colonial single-storey stone house was built in about 1836 for Robert Pitcairn, the first lawyer to qualify in the Colony. It was named Cairn Lodge until the Right Reverend Francis Russell Nixon bought the property in 1850, re-naming it Bishopstowe.

Captain Charles Bayley, having acquired Bishopstowe in 1864, promptly re-named it Runnymede after a favoured ship. Until 1967 Runnymede remained with the Captain's descendants, after which it was leased to the National Trust.

Oatlands retains important structures from the days when it served as a military post. The simple Georgian stone building on the Esplanade is the oldest, dating from the 1820s. The Callington Mill complex, active from 1836, operated both a windmill and a steam-powered mill. It has been restored by the National Trust.

Northern Tasmania:

The Old Umbrella Shop in Launceston, built in the 1860s entirely of Tasmanian Blackwood, is the last authentic period shop in Tasmania. Having been run since the turn of the century by three generations of the Shott family, the shop now serves as a National Trust gift shop and information centre.

Franklin House, off the Midland Highway, was constructed in 1838, during the Georgian era, for Mr Britton Jones, a pioneer brewer and inn-keeper of Launceston. The stuccoed brick house, of two storeys, is given its grand character by its imposing entrance portico, entablature and cornice.

Entally House at Hadspen, is a single-storey brick house with shingled roof and a two-storey addition with verandah continued from the main building, all set in magnificent grounds and gardens.

Entally was built for Thomas Haydock Reibey around 1819. Still surviving are Regency furnishings and a collection of fine silverware. Outbuildings include a greenhouse, a stone chapel with shingled roof, a two-storey brick coach-house, stone stables, a cottage, brick lodge, and enclosed garden.

Westbury has a fine example of a Georgian corner shop and residence, the White House. This single-storey brick-on-stone structure was built in about 1841 for Thomas White.

Outbuildings, consisting of a brick wing and a stone barn, contain a display of early cycles and vehicles, a large collection of dolls and toys, and a fully-equipped bakery.

Clarendon, near Nile, is one of the great Georgian houses of Australia. It was built for James Cox, a wealthy land-owner, wool-grower, merchant and Member of the Legislative Council.

On its completion in 1838, the stuccoed-stone building of two storeys was recognised as the most splendid house in the Colony. The facade is dominated by a huge portico with Ionic columns. Two brick wings projecting at the rear partially enclose walled gardens, beyond which outbuildings lie.

Given to the National Trust in 1962, the first stage of Clarendon's restoration was

completed in 1966. In 1974, a portico and parapet in the style of the original structure were added, returning the exterior of the house to its original grandeur.

North-West:

Burnie Inn, Burnie, built in 1847 on another site, is a typical single-storey timber dwelling with shingle roofs for both house and verandah.

Home Hill in Devonport, a single-storey timber dwelling erected on a bluestone foundation, is famed for its original occupants. This was the home of the Honourable Joseph Lyons (Tasmania's only Prime Minister) and Dame Enid Lyons during most of their lives after their marriage in 1915.

Home Hill stands as Dame Enid left it, containing many historic items. The City of Devonport, owner of both house and grounds, and the National Trust, which owns the contents, make Home Hill available to the public.

Mount Pleasant, East Devonport, is remarkable for its unmodified state and elevated site as well as its architectural value as a Georgian-period timber dwelling with characteristics of the Indian bungalow. Its Georgian heritage is evident on seeing the large 12-pane windows disposed either side of the door, while the timber verandah is more appropriate to a hotter climate.



Clarendon.

Photo: National Trust of Australia (Tasmania)

Intrastate Travel Survey

In 1990 the Department of Tourism, Sport and Recreation established the Intrastate Travel Survey. Results from the survey indicate that the Tasmanians spent more than \$300 million on leisure or business travel.

During the first six months of 1990, Tasmanians outlaid almost \$200 million on travel expenditure, falling away to \$114 million in the second half of the year. This was due to the majority of holiday breaks occurring in the first part of the year.

Average trip duration throughout the year was 2.6 nights, expenditure was \$121 per trip and \$46 per night. The breakdown of intrastate travel, according to the survey of approximately 2000 Tasmanians, is holiday or pleasure, 51 per cent; a visit to friends and relatives, 31.6 per cent; business, 14 per cent; and sport, 3.4 per cent.

(Source: Dept. of Tourism, Sport and Recreation).

12.2 TASMANIAN WILDERNESS HOLIDAYS

Tasmania has more of its area than any other Australian State vested in National Parks, more than 9000 square kilometres of its total 68 000 square kilometres. Three National Parks, the Southwest National Park, the Franklin Lower Gordon Wild Rivers National Park and Cradle Mountain-Lake St Clair together are listed on the register of World Heritage. It is here and in the other alpine and wilderness areas that hardy bushwalkers, climbers, rafters and amateur back-packers are able to find a wilderness holiday to suit their requirements as well as their ability.

Tasmania has 14 National Parks roughly grouped into coastal, alpine and wilderness. The coastal parks are more popular, offering, in most instances, easy access and a greater variety of facilities.

Asbestos Range National Park on the north coast comprises beaches, coastal hills, a small lagoon, small off-shore islands and heathland and is close to popular holiday resorts. It offers outdoor activities such as, camping, swimming, boating, water-skiing, fishing, bird watching and walking. Camping areas are provided at Bakers Beach and Badger Head while accommodation and visitor facilities are provided at the nearby towns of Port Sorell and Beauty Point.

Freycinet National Park, mid-way on the East Coast is a striking combination of red granite mountains, white sand and crystal clear water. The beaches, boating, fishing, swimming and bushwalking attract many visitors to the area, particularly during the summer. The park has a series of well-defined walks, most of them within the capability of the average visitor. Coles Bay and the nearby towns of Bicheno and Swansea offer accommodation and visitor facilities.

The Ben Lomond National Park, 50 kilometres south-east of Launceston and one of Tasmania's two principal ski-fields, is a large alpine plateau with the highest peak, Legges Tor, rising to 1573 metres. Facilities include an alpine village, the Ben Lomond Creek Inn, which offers a tavern, accommodation and ski village with ski tows and a public shelter.

Cradle Mountain-Lake St Clair National Park in the western Central Highlands is Tasmania's best known national park and is famous for the beauty of its mountains and lakes and for the 85 kilometre walking track from Cradle Valley to Lake St Clair. The park contains numerous highland tarns and lakes, streams and waterfalls and mountain peaks, including Tasmania's highest mountain, Mount Ossa (1617 metres). The overland walk is normally made in four or more daily stages, sheltering overnight at one of the 12 basic, unattended huts along the way. Walkers are urged to register with rangers. For those wishing to combine wilderness with comfort the Cradle Mountain Lodge provides chalet-style and self-contained cabin accommodation, a restaurant and tavern with food and petrol sales.

The Franklin-Lower Gordon Wild Rivers National Park includes the Franklin River, the broad lower reaches of the Gordon, Frenchman's Cap, rainforest and unsurpassed temperate wilderness. The Franklin attracts the hardiest and most experienced, and has a reputa-



Southwest National Park.

Photo: Department of Parks, Wildlife and Heritage

tion for providing some of the world's best whitewater rafting. In contrast, the Lower Gordon river can be seen from the comfort of cruise boats which leave from the West Coast port of Strahan.

The Southwest National Park is Tasmania's largest national park and attracts experienced bushwalkers and climbers from around the world. The park encompasses the majority of Tasmania's temperate wilderness, an area of rugged mountains, dense rainforest, button grass plains, swift flowing rivers and isolated coastline. Although road access to the Southwest is limited, excellent views of the surrounding wilderness area can be seen from the road. Sight-

seeing can also be undertaken by light aircraft. Strathgordon, the only town within the Park, has accommodation and visitor facilities, including boat ramps on the shores of Lake Pedder, noted for its trout fishing.

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Australian Tourism Awards

The Low Head Pilot Station and Museum won the heritage and cultural tourism category of the Australian Tourism Awards.

The station, older than Port Arthur, is operated by the Port of Launceston Authority. It has operated continuously since 1805 and most of its buildings date back to as early as 1835.

Other Tasmanian winners were Cradle Mt Lodge, which won an award of distinction for tourism development, and St Helens Caravan Park and Evandale Village Fair, both of which received special commendations.