

LONGFORD VISITOR APPEAL STUDY

JUNE 2015



Project Description:

- 1.03 million tourists visited Tasmania in 2013
 - 23,534 of these visitors passed through Longford without stopping
 - Another 28,552 stopped but didn't stay overnight
 - 11,354 stayed overnight (paid accommodation and with friends/family)
- Clearly there is significant potential for Longford to secure a greater share of the tourist dollar than the town is currently achieving
- The study identified a number of concerns that require addressing before tourism can be a serious sector in Longford. The report makes recommendations for addressing these concerns including the development of a Longford Business and Tourism Association, new tourism products, improved town signage and streetscape



The Way Forward:

Council is consulting the local community to identify priority recommendations and an implementation plan is being developed

External funding opportunities will be explored as required

The study report is on Council's website



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