



Government Media Statement

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Heather Butler MP
Member for Lyons

Tourism Promotion Plan Funds Rebirth of Corinna

The rebirth of the historic mining township of Corinna as the southern gateway to Tasmania's North West wilderness has been applauded by tourism industry leaders.

Member for Lyons Heather Butler said today the region was destined to become another iconic Tasmanian tourism drawcard.

Speaking at the official opening of the Tarkine Hotel and Tannin Restaurant at Corinna Ms Butler said it was a milestone for sensitive and sustainable development.

"The completion of this project has enabled Corinna to become a southern gateway to the North West wilderness, with the profile and facilities to attract visitors from across Tasmania, the mainland and the globe," Ms Butler said.

"The transformation of this historic town is now complete, and the results are truly breathtaking."

Ms Butler said the State Government undertook a two-year *Tourism Promotion Plan* in June 2006 to address the effects and underlying trends related to the removal of the *Spirit of Tasmania III* service.

"The Plan provided \$16 million over two years to boost Tasmania's profile in key national and state tourism markets.

The plan provided two major funding opportunities for the tourism industry: the *Product and Experience Development Program*, and the *Cooperative Marketing Program*.

