



12 January 2026

To: Mr Keith Ryan, Project Director – Next Iconic Walk

Tasmania Parks and Wildlife Service, 171 Westbury Road

PROSPECT TAS 7250

Dear Mr Ryan,

Re: Tasmania's Next Iconic Walk

As you know, the Tourism Industry Council Tasmania (TICT), which is the peak industry body for tourism in our State, has been a long -time supporter of the development of the Next Iconic Walk. As such, I would like to offer this letter of support to accompany the Tasmania Parks and Wildlife Service's (PWS) submission to the Public Works Committee on this important project.

The TICT strongly believes that the Next Iconic Walk will be a game changer, not only for the tourism dependent region of the west coast, but also for the entire state. It provides an opportunity to showcase the very best that Tasmania has to offer, while also delivering economic benefits to both the community and the state of Tasmania for generations to come.

The TICT has been continually involved in advocating for and providing input into the development of the Walk over the last few years, through regular consultations and workshops. This has occurred as the proposal has been refined and progressed from early stages of planning through to detailed design. We remain confident that all necessary approvals will be secured, and the tourism industry is hopeful that construction will commence as soon as possible. This is important to ensure that investment in demand driving experiences like the Walk are occurring in all regions of state, particularly for the west coast, which can often struggle more than most due to its remoteness.

Tasmania is renowned nationally and internationally as a multi-day walking destination and its brand reputation for nature-based experiences and products relies on new ideas and innovation. The impact of the Three Capes Track on the surrounding Tasman region is know well known and evidenced. Similarly, this walk will help grow Tasmania's brand and reputation for extraordinary nature-based tourism experiences, at a time when every other State and Territory is rapidly developing their own nature based propositions to rival those in Tasmania, as competition for the finite domestic visitor market increases.

The Walk and its subsequent promotion, will shine a spotlight on the amazing region and provide a key attraction and anchor point for visitors to the West Coast, which will benefit the broader North West region also. It is expected that over 5500 visitors will



complete the walk annually, attracting a new visitor market to the West Coast. One that is more likely to stay longer and spend more. This is particularly important for the communities of the west coast as the region continues to diversify its economy.

Importantly, what major demand drivers like the Walk do is provide a confidence signal for further investment in accommodation, hospitality and infrastructure by investors keen to leverage off the walk and grow their businesses. We've seen this done successfully on the Tasman Peninsula (with the Three Capes Track) and in Derby (with the mountain bike trails)

It's anticipated that the increased activity and innovation in the region will complement the existing suite of well-known tourism attractions on the West Coast such the Wilderness Railway, Gordon River cruises and mountain biking trails. Ultimately this economic growth will translate into more jobs for Tasmanians in the region which is desperately needed and diversify employment options for residents.

There is growing excitement amongst the tourism industry as the construction of the Walk nears, but until all approvals are in place, business and further investment will remain cautious.

The TICT will continue to work with the PWS to ensure this project is a resounding success as a world class walking experience to rival the Three Capes Track and Overland Track.

Thank you for your consideration and please don't hesitate to reach out should you have any questions.

Sincerely,

A handwritten signature in black ink that reads 'ahills' in a cursive, lowercase font.

Amy Hills

CEO, Tourism Industry Council Tasmania