

15 May 2009

Dear Industry Colleague,

The Tourism Industry Council Tasmania (TICT) has a vision for a unified tourism industry working with Government and the community to develop a world class tourism industry that delivers quality products, services and experiences for their customers; facilitates sustainable growth in profitability for the tourism industry in Tasmania.

TICT has explored the opportunity to positively engage sustainability in all aspects including the growth of ECO Certification, Climate Action Certification, and EcoGuide Certification to benefit the economic, environmental and social sustainability of Tasmanian tourism operators. This will contribute to the conservation, effective management and preservation of Tasmania's natural estate and World Heritage areas, and position Tasmania as a world leading sustainable tourism destination.

Ecotourism Australia (EA) is the recognised national non-profit association for Australia's ecotourism industry and has considerable experience and globally recognised certification products in sustainable tourism. EA is committed to natural and protected area conservation, with particular regard to the Tasmanian tourism product, its natural areas and World Heritage estate.

The TICT and EA have developed a partnership to assist TICT accredited operators on issues of private and public sector tourism sustainability development, utilising the ECO Certification Program, Climate Action Program, and EcoGuide Program as a framework, complemented by the already well established TICT business accreditation, to achieve solutions toward climate change, economic, environmental and social sustainability, and greater global recognition as a leading sustainable tourism destination under the ECO Certification brands.

EA will offer a discount through TICT (exclusive to TICT accredited operators with National Tourism Accreditation Program accreditation) to apply, complete and lodge their ECO certification, or a combination of ECO and Climate Change Certification by 31 December 2009 - a 60% discount on your annual fees for their first year (with a 40% discount for the 2nd year and a 25% discount in the 3rd year).

This discount will be followed by a 40% discount for applications lodged prior to 31 December 2010, followed by a 25% discount for applications lodged by 31 December 2011. Normal initial once only assessment fees will apply.

Please see the attached flyer for further information on Ecotourism Australia's certification programs, or to contact Ecotourism Australia.

To help businesses understand the process and the criteria, EA will conduct an information session following the close of the Tasmanian Tourism Conference at the Country Club Tasmania on Tuesday 7 July. If you would like to register your interest in attending the information session please forward your contact details to cameron.ward@tict.com.au .

TICT and EA hope that you share our vision to create a profitable and sustainable tourism industry and a leading ecotourism destination in Tasmania.

For more information on the partnership and information session, please contact TICT on (03) 6224 1930.

Yours sincerely,

Daniel Hanna
Chief Executive Officer
Tourism Industry Council Tasmania

Kristie Gray
Acting CEO
Ecotourism Australia