



PREMIER TRAVEL TASMANIA

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APRIL 2009



Culinary Delights

A new, hands-on culinary weekend bringing the crème de la crème of local produce to food cognoscenti. A visit to prize-winning Lark whisky distillery, the Agrarian Kitchen, hosted by well-known chef and food critic Rodney Dunn and dinner at the world acclaimed restaurant Marque IV are just part of the highlights of this weekend package.



Successful Season 2008-09

Despite the Global Financial Crisis, our season has produced some very encouraging results. Overall, we have had our **best year ever**. We believe that the market for premier touring product in Tasmania has grown and is continuing to do so. A slight shift away from scheduled touring and a move towards exclusive private charter touring has also been noticed.

Our substantial marketing efforts last year and diversification into different markets, such as Asia, together with our new private day tours and cruise ship contracts have all added to this encouraging result.

Tasmania, as a holiday destination, has much to offer and discerning travelers are continuing to look towards our island for a premium holiday experience.

We look forward to discussing an exciting future with you at the ATE 2009.

Catering to Cruise Ships

Throughout the last 12 months, we looked after several hundred cruise ship passengers from two expedition and casual vessels. This included their shore excursions on King Island, in Devonport and Hobart as well as the exchange passenger transfers, fully catering to our clients' needs.



Meet one of our Tour Managers

John's life-long passion for bushwalking and nature is reflected in his weekly "In the Bush" column in *The Sunday Tasmanian* for the last 25 years.

John worked as the tourism and communications officer for the State Government and after retiring, looked yet again for opportunities in the tourism area. He has led adult education bush excursions and extended adventure travel trips until a snapped Achilles tendon led him to seek work on a less gung-ho rung of the walking-guiding spectrum. This newly acquired need was well accommodated through tour managing with Premier Travel Tasmania.

"It is a delight for me to be involved with Premier Travel from the very professional way that the Company operates at the leading edge

of Tasmanian export tourism right through to the fascinating discussions with many interesting guests as we travel through the beautiful Tasmanian countryside," John said.



John Cannon



Premier Travel Tasmania's Devil Fund

Peter Ernst presented a cheque of over \$2,630 for the funds raised by PTT for Tasmanian Devil research. These funds will go to Go Wild@Bonorong, one of our industry partners, directly benefitting the devil rescue effort.

2008 Winner of Export Award

We are proud to announce that Premier Travel, was nominated the **Winner of the Tasmanian Export Award (Tourism Services) 2008**. This also made us the National Finalist!