

Media Release
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BUSINESS EVENTS TASMANIA

Famil programs highlighting Tasmania as a business event destination with a difference

Fifty industry-leading PCOs and event planners have been exploring Tasmania over the last two months, discovering the hidden gems that make the island a prime destination for business events.

The visits came as part of three famils run by Business Events Tasmania, whose carefully curated programs encompass all that makes the state standout as a destination with a difference.

Tasmania's accessibility to stunning landscapes, historical world heritage spaces, and mouthwatering local food and drink were on full display as groups visited venues across every region in the state.

One group were treated to a sunny day out on The Truffle Farm in the state's North. They joined owner and young tourism leader, Anna Terry and her truffle dogs Doug, Poppy, and Billie, in a hunt to dig their very own black truffles to accompany their mouthwatering local lunch.



An attendee hunting for truffles at The Truffle Farm in the state's north

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World-class produce is found in every corner of the island, as attendees discovered on their visit to the renowned Freycinet peninsula off the east coast. There, amongst views of the majestic Hazard ranges, they waded out into Oyster Bay with local oyster-farmer Declan to shuck their own oysters straight from the source – You can't get fresher than that.



Local oyster farmer Declan shucking a fresh oyster for attendees

Amongst other highlights, a visit to Launceston was hallmarked by a cultural Welcome to Country smoking ceremony with Mel and Uncle Hank of National Award Winning Wukalina Walk at the Cataract Gorge. And a trip into Hobart was capped off with an interactive murder-mystery feast at Hadley's Orient Hotel – One of many bespoke historical venues, like the Female Factory, that offer creative spaces intertwined with stories of Tasmania's past.

The visits have left a lasting impression on attendees, one stating, "I was blown away by the beauty, history, and quality of venues available," and another noting the state's world-class dining and event facilities

Marnie Craig, CEO of BET, is passionate about Tasmania's ability to blend professional objectives with experiences that can't be replicated in other destinations.

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“Our famils are not just promoting a location but inspiring a new vision for attendees and their upcoming business events.

“It’s fantastic to be able to immerse these industry leaders in the experience that is Tasmania, rather than trying to convey it second hand.

“We’ve always found that once they’ve seen the beauty of the island with their own eyes and interacted with the wonderful people that make it so special, they know it’s the right destination to elevate their event to something truly exceptional.

“The ability in Tasmania to intertwine world-class dining and event spaces with our beautiful natural landscape creates the perfect alternative to busier destinations.

“We’re finding the market is starting to appreciate the change of pace found here, and delegates are appreciating the opportunity to attend events that offer easy access to unique experiences.”



Attendees enjoying their well-earned feast after solving a 'murder mystery' in Hadley's Atrium

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BET is looking forward to being able to offer more opportunities for event planners to visit Tasmania through famil programs in 2025.

For more information please [visit our website](#), or contact the office of BET on 6231 1366.

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