

# A new era for Spirits of Tasmania

- 64,000 extra passengers annually by 2023.
- Average passenger fares reduced by 14.8% in real terms by 2018.
- Estimated 42 extra day sailings annually in the shoulder periods.
- A comprehensive refurbishment of all passenger areas on both Spirit 1 and 2.
- Refurbishment work to be undertaken in winter 2015. This will result in minimal disruption to services. One of the vessels will be refurbished while in scheduled dry-docking. The other will be refurbished while in service.
- The new business model is in line with the Government's commitment to bring more visitors to Tasmania on the ships.
- The refurbishment is expected to cost tens of millions of dollars and is the first major overhaul of the passenger ships since they entered service on Bass Strait more than 12 years ago.
- The refurbishment will bring the latest contemporary designs to all passenger decks.
- It will include exciting new bars and eating areas, contemporary seating arrangements on decks 7, 9 and 10, completely refurbished cabins, family and teen-friendly activities and food concepts, climate control and media streaming and Wi-Fi.
- Under the new model, TT-Line will act as a Brand Ambassador for Tasmania, showcasing Tasmanian produce and products.





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- TT-Line and Tourism Tasmania will develop a Memorandum of Understanding to ensure the alignment of their combined marketing funds to assist in delivering on the Government's tourism and visitation objectives.
- The projected increase in passenger numbers is expected to deliver an additional \$220 million in tourism spending to Tasmania by 2023.
- With visitors arriving on TT-Line known to stay longer in the State on average than those who arrive by air, the increase in day sailings will be a boon to tourism industry, in all corners of regional Tasmania.
- The extra day sailings will also be welcomed by "grey nomad" passengers travelling in either direction across Bass Strait with caravans and campervans. Many of these passengers will have greater flexibility in travel dates and are likely to access the extra space available on the extra day sailings.
- Critically, under the new Business Model, freight capacity on the ships will be maintained. In fact, capacity will be increased due to the extra sailings.
- There will be no change to vessel replacement expectations under the new Business Model. The Government remains committed to replacing the vessels by 2022/23 as per the commitment under the previous Government.
- The New Business Model unashamedly recommits TT-Line as a passenger-focused enterprise that will be a key driver in the Government's plan to increase tourist numbers to 1.5 million a year by 2020.

