



Cradle to Coast Tasting Trail Chairman's Report

It has been a big 12 months for the Cradle to Coast Tasting Trail. There has been a lot of hard work from a number of parties.

The 2013-14 financial year was the second full year of the Tasting Trail and has seen it grow from a great concept into a brand that can take tourism on the North-West Coast to the next level.

The vision of the Cradle to Coast Tasting Trail (CTCTT) is:

To establish a premium tourism experience in North-West Tasmania that attracts visitors and show-cases the region's unique food and beverage producing assets

The CTCTT aims to build on the existing work to create an exciting tourism destination and brand which promotes the region's food tourism potential, encourages increased visitation and increases turnover for individual member businesses.

Over the past year we have continued to build an exciting destination comprising individual food and beverage producers and tourism service providers. We have grown the membership of Tasting Trail from 22 members at 1 July 2013 to 37 members in July 2014. This increase has resulted in further diversity in the types of food experiences involved in the CTCTT and has ensured that the trail is better represented in more areas within the region. The Trail now boasts members offering a huge variety of food and beverage experiences as well as a host of service providers that enhance the visitor experience.

We have developed a brand that is synonymous with premium quality food tourism experiences. We have maintained high quality through membership criteria and rules of governance that ensure that members fit the brand promise of a premium flavour experience.

Digital platforms have been the major means by which we have delivered Tasting Trail content. The website launched in early 2013 continues to evolve and the management of this has recently been transferred to the same developer that created the Cradle to Coast Tasting Trail Mobile App. The mobile app launched in December 2013 is a practical tool for any visitor to the region and

delivers content including information on members, directions to tasting trail experiences, and notifications of upcoming attractions.

We have promoted the Trail using social media, tear off maps, promotional material and signage on member sites and at festivals and events. The Tasting Trail has created interest with interstate and international media with feature articles in publications such as the June 2014 edition of Voyeur Magazine and mentions in renowned foodie blogs such as Epicurios.com.

We have secured TQUAL funding for a signage project which will include road signage directing drivers to member businesses and increasing awareness of the trail as well as onsite signage. The onsite signs have now been created and are being erected on member sites. The erection of the road signage will occur in the first half of 2014-15.

The 2014-15 financial year presents the opportunity for the Cradle to Coast Tasting Trail to grow awareness and become recognised for promoting premium quality food and beverage experiences.

The Steering Committee is enthusiastic and committed to the success of the Tasting Trail. With the support of members, the Cradle Coast Authority, visitors and other interested parties we look forward to promoting our food and beverage story to the rest of the world.

David Bennett

Chairman

Cradle to Coast Tasting Trail