

About Champions of Tourism

Each year, Visit Northern Tasmania proudly presents the Champions of Tourism Awards, celebrating the exceptional individuals who make significant contributions to our tourism industry. The event honours those who inspire, lead, and enhance the visitor experience in Northern Tasmania.

Visit Northern Tasmania – Who We Are

Based in Launceston, Visit Northern Tasmania is an Incorporated Association managed by a voluntary, skills-based Board of Directors and funded by participating councils and Tourism Tasmania.

The organisation is dedicated to fostering the growth of tourism and the visitor economy in Northern Tasmania through a modern, strategic approach to destination management.

We are industry-led, collaborating closely with Local Tourism and Business Associations in the region. We offer excellent opportunities for enhanced cooperation in destination marketing, visitor information services, investment and event attraction, product development, industry skills training, and advocacy for the tourism industry.

Sponsorship Opportunities

Sponsoring a category award for Champions of Tourism is a great way to show your support for the tourism industry and the individuals and businesses who contribute to the visitor economy in Northern Tasmania. We offer several sponsorship opportunities each year and as a category sponsor you will receive the following benefits:

- Category naming rights and associated exposure
- Acknowledgement of your support with logo inclusion in all printed and online material pertaining to the awards, including social media, website and news articles
- One complimentary ticket to the 2024 Champions of Tourism award event
- Present to the winner of your sponsored category, at the event.
- First option will be given to sponsor the 2025 awards

Champions of Tourism – Award Categories

That one person who works, drives, inspires and excites everyone around them so your local event goes off with a bang!

Event Organiser Extraordinaire

A leader to whom all can aspire, someone who leads by example and demonstrates their commitment with meaningful action. They may lead a team, a community or simply light the way forward with advocacy or action to enhance the tourism industry and visitor economy.

Local Leader

We all love receiving great customer service. This award recognises that person who provides the best experience to our visitors.

Service Wizard

This person creates and or shares innovation of food. Their exceptional knowledge showcases the very best in local produce and their expertise gives our foodie visitors an outstanding tourism experience.

Standout Food Ambassador

An exceptional individual leading the way in agritourism, setting the standard and helping others to achieve their agritourism aspirations by sharing their experience and knowledge.

Agritourism Guru

Someone with enduring commitment to sustainable practices, who has created or is creating a framework for others to learn from and adopt. This legend will leave their mark with a legacy that lives long into the future for our younger generations to enjoy.

Sustainable Legend

For further information or to register your interest contact:

Visit Northern Tasmania
Industry Development Manager
admin@visitnorthtas.org.au

Or

Register interest via our online form:
<https://visitnortherntasmania.com.au/corporate/champions-of-tourism>