

# Developing 'Gay Friendly Tourism' Project South

**Objective:** *To develop an internal 'gay friendly' tourism market in the Huon/Channel region.*



Tourism Tasmania supports a GLBTI Reference Group. COPP is represented on this group that mainly supports representation of gay owned accommodation houses at 'gay festivals/celebrations' on the mainland. Also supported is the Tasmanian Gay & Lesbian Visitors Guide and associated web sites.

COPP is not a service organisation but aims through four regional Community Liaison Committees, supported by local government, to provide for strategies that will allow GLBTI people in the Tasmanian regions to 'come out with pride' and live in their community with dignity as fully respected and participating members. Activating a dynamic 'gay friendly' regional tourism market is an important part of realising a local culture that is appreciative of our positive role in the community. The recent migration of many 'pink immigrants' into Tasmania from other states & countries and their positive involvement as local entrepreneurs, is an opportunity. There are some unique, 'gay owned' enterprises in the region that partly explore the 'gay tourist' market, but there are many unmet opportunities that require 'opportunity search planning', collaboration and coordination. Most importantly, a positive culture change and response to gay, lesbian and transgender people is required to the discrimination and hostility that at times exists in some localities and individuals.

The COPP & LOG websites are attracting a lot of requests from 'gay tourists' to identify regional 'gay friendly' adventure opportunities, cafes/restaurants, craft outlets, social and entertainment opportunities, accommodation houses etc. COPP is unable to service these requests and no other regional facility is dedicated to this opportunity.

## ***Some Discussion Points***

- Achieving a community/culture change that supports 'gay friendly' tourism?
- Government resources & policy state-wide v regional?
- What is the market beyond accommodation houses?
- Gay Owned v Gay Friendly?
- Chambers of Commerce & Industry. Tourism Association?
- Enterprise Centre
- Council support
- 'Gay friendly' cultural awareness training.
- Visitors Guide/ Tourism Web Sites etc
- Visitors Centres