Win a $7000 holiday
See inside for details
About Tasmania

Australia’s island state is a long-time favourite for some intrepid Kiwi travellers, but remains largely off the radar, a best-kept secret. Here you will find curious local wildlife, wild wilderness and natural areas among the most beautiful in the world, a history built off the sweat of convict labour and some of the best food, wine and produce.

Tasmania has many world-class attractions, such as Australia’s top-rated public golf course, Barnbougle Dunes and nearby Lost Farm. They get my vote for a Tasmania Must-Do. But we’re all different, and whatever your passion, you can do it in Tasmania. And the best thing? It’s only an hour’s flight from Melbourne.

We’ve got 101 (ok, a few more than 101) Must-Do’s for you to check out, such as quaint Georgian villages, historical sites, world-class museums, sophisticated cities, food and wine hotspots and of course the places to meet the locals, including the iconic Tasmanian devil.

Go and lose yourself in the Salamanca, be stunned by MONA, be awed by Cradle Mountain...your first Must-Do is Tasmania.

Peter Blackwell, CEO AA Tourism

Vote and Win

1. Visit www.101tasmania.co.nz
2. If you’ve visited Tasmania before, vote and let us know what your favourite Must-Do experiences are. If you’ve never been to Tasmania, but would love to win a holiday for two in Tasmania, valued at $7000, just vote for the Tasmanian Must-Do’s you would like to experience as part of your holiday.
3. You are welcome to vote for as many Must-Do experiences as you wish.
4. Get voting now and don’t miss the chance to be in to win a fantastic Tasmanian escape.
**Art and Culture**

All good revolutions start with a catalyst, something that tips the people over the edge. Tasmania’s creative community has always had an outlet for their artworks, paintings, sculpture and jewellery at Hobart’s Salamanca Market, in the many harbour-side warehouses of Salamanca Place and in galleries around the state. You can ride there on an Art Bike or look them up using smART Map.

The Tasmanian Museum and Art Gallery is undergoing an A$200 million redevelopment and in January 2011, on the shores of the Derwent River just 15 minutes from central Hobart, the Museum of Old and New Art, MONA, opened at Moorilla Estate. At the bottom of Australia there is now a museum that’s commanding the world’s attention, and it was built by one man because, well, he could.

MONA is the largest private museum in the southern hemisphere, housing a diverse collection that ranges from ancient Egyptian mummies to some of the world’s most infamous and thought-provoking contemporary art. The collection is currently valued at A$100 million.

Costing A$80 million to construct, MONA was literally carved into the sandstone banks of the Derwent River at the Moorilla Estate winery site by its owner David Walsh. Its unconventional and challenging curatorial approach makes it a must-see for any visitor to Australia and it has rapidly become Tasmania’s number-one attraction.

Eight architect-designed accommodation ‘Pavilions’, a fine-dining restaurant, cellar door tastings, micro-brewery tours, heated pool, sauna and gymnasium, an all-year events program, a café and museum shop add to the experience.

Hobart’s waterfront Salamanca precinct is renowned for its sandstone Georgian warehouses that act as a heritage backdrop to the popular Salamanca Market. Near the fishing fleet and punts selling seafood fresher than a new-mown lawn, the Saturday market regularly attracts big crowds. Woollens and wood-turning. Wafts of incense and bratwurst. Retro fashions. Proteas and Antarctic images, fruit loaves and organic vegies, and jewellery by emerging Tasmanian designers. There’s something for everyone! (You are unlikely to come away empty-handed...)
Tasmania, or Van Diemen's Land as it was once known, was settled shortly after Sydney. It had the ideal ingredients to sustain the convict population and fuel the rapidly expanding new colony of Australia; it was rich in resources and it was isolated. The labour of the convicts from those early years is the background to any holiday in Tasmania. Five of Tasmania's convict sites have been officially recognised by UNESCO as World Heritage-listed.

From evidence of the island’s earliest inhabitants, the Tasmanian Aborigines, through to European colonisation, there are opportunities to become immersed in history and heritage throughout the island. What took place here is fascinating for visitors and best told via a visit to Port Arthur Historic Site or participation in a tour such as Louisa's Walk, a guided heritage walk with characterisations that vividly tell the story of convict Louisa Regan.

The World Heritage-listed Port Arthur Historic Site is the best-preserved convict settlement in Australia and among the most significant convict-era sites in the world. Located on the Tasman Peninsula 100km southeast of Hobart, the site includes more than 30 historical buildings and ruins spread over an extensive landscape of heritage gardens, parkland and native bush. Visitor experiences are designed to bring the tragic story of Port Arthur to life. Visitors can discover intriguing convict history and its many stories through a variety of interpretive experiences including guided tours, a harbour cruise, an audio tour, multimedia presentations, furnished houses, museum displays, a convict study centre, an interpretation gallery and high-tech interactive installations at the Dockyard and Separate Prison.

Alternatively, you can really get a feel for the site on an evening ghost tour, where you may experience a little more than you bargained for…

Established in the 1820s, the colonial estates of Woolmers and Brickendon at Longford in northern Tasmania are fine examples of colonial homesteads, and are now World Heritage-listed. These two estates in particular played an integral role in the expansion of Tasmania’s productive farmland. Built mostly by convict labour, Woolmers and Brickendon tell of the ‘assignment’ period of the Australian convict story, during which free settlers were assigned convict labourers in exchange for feeding, clothing and housing them. The preserved heritage is available for you to visit and stay at: both properties offer unique convict-built self-contained accommodation. Woolmers is also home to the National Rose Garden.
Tasmania is a photographer's paradise with sites like Wineglass Bay, Strahan, Tasman Island, the South West Wilderness and Cradle Mountain, about which somebody once said, “What it lacks in height it easily makes up for in drama!” It’s easy to see why this landscape forms part of the Tasmanian World Heritage Area that encompasses 20 per cent of the state.

Tasmania’s scenery changes rapidly within short distances. Stand by Cradle Mountain in the morning, wander through rainforest after lunch, and stroll on a deserted beach in the afternoon. Be surrounded by animals in a national park at dusk. It’s all in a day’s work!

Explore our unique environment your way; follow the icons or take less-known paths. For example, the Bay of Fires was a local secret until in 2009 Lonely Planet named it the hottest destination on earth. Plus you don’t have to venture far off the beaten track to see Tasmania’s wombats, wallabies, pademelons, endemic birds and more, and it’s also the one place on earth you’ll find a Tasmanian devil in the wild.

Tasmania’s isolation from mainland Australia has ensured the survival of many plants, animals and birds now rare, or even extinct, elsewhere in the country. Visitors are often surprised at how abundant Tasmania’s native wildlife is. In many areas on even a short bushwalk you can come across a pademelon, wombat or wallaby.

Many of the animals are nocturnal, so your best chance of spotting one is in the evening. As many of the animals are active at night, we ask all visitors to take care driving at dusk or after dark.

Dove Lake, with the backdrop of Cradle Mountain in Tasmania’s World Heritage Wilderness, is one of Tasmania’s most photographed vistas, and it’s easy to see why! Kayak the lake to the ballroom forest or stroll the popular two-hour loop circuit. See hikers heading off for the famed five-to-eight day Overland Track.

Bonorong is a wildlife sanctuary with a difference: through education it uses the power of the community to help protect Tasmania’s unique native wildlife.

Bonorong’s team shares its passion with guests during in-depth tours that showcase our animals and the sanctuary’s work. Tours at Bonorong are fun, informative and inspiring.

The team operates Tasmania’s only 24-hour wildlife rescue and rehabilitation service.

STUNNING PHOTO OPPORTUNITIES

Must-Do: Dove Lake, Cradle Mountain

As you might expect from an island, there are many spectacular and award-winning cruise options to take in the state; Bruny Island Cruises was named one of the greatest trips in the world by Travel and Leisure magazine.

Highlights include the dramatic sea cliffs of the Tasman Peninsula in the south, Cataract Gorge and the Tamar River from Launceston, the turquoise waters and pink granite of the east coast and the Gordon River from Strahan.

Vote and win at www.101tasmania.co.nz
If you like the challenge of a round or two of golf, Tasmania is the place for you. Eighteen and 9-hole golf courses dot the landscape in coastal, river-land and highland areas. The famed Barnbougle Dunes was voted Australia’s #1 public-access golf course in 2009, 2010 and 2011, and in the top 50 worldwide. On every hiker’s must-do list, Tasmania can offer 15-minute meanderings to multi-day world-renowned hikes. From azure blue sea and coastal walks to mountainous crossings and temperate rainforests, Tasmania’s ultimate hikes include the Overland Track, the Bay of Fires Walk and the Maria Island Walk, to name a few.

It’s not just golf courses and hiking; Tasmania has world-class fly fishing, and adventure experiences from mild to wild such as paddling, rafting, and mountain biking. Single-track seekers need look no further!

**Must-Do: Barnbougle Dunes & Lost Farm Golf Course**

On the shores of Bass Strait, Barnbougle Dunes was voted Australia’s #1 public-access golf course three times. Its new sister course, Barnbougle Lost Farm, is #2 for 2011. The links-style courses draw in golfers from around the world to play among the rolling sand dunes. Prevailing winds can add a few shots to even the best golfers’ scorecards.

**Must-Do: Fishing**

Tasmania is an internationally sought-after trout fishing destination with more than 3000 lakes and rivers. Particularly unique to the island are the clear rivers and lakes, ideal for sight fishing and catching large brown and rainbow trout.

**Must-Do: Freycinet Paddle**

This relaxed, guided sea-kayak tour is the ultimate way to experience Freycinet National Park. The contrasts are stunning: pink granite mountains, pristine sandy beaches and blue waters so clear you feel you can touch the marine life below – a true sea-kayaking paradise. No experience necessary and suitable for all ages.

**Must-Do: Self Drive – Drive the 99 bends out of Queenstown!**

This road is also a favourite of drivers in the acclaimed Targa Tasmania tarmac rally.
Food and Wine

The path to salivation definitely detours via Tasmania. Tasmania’s clean and green image has helped the state establish a delicious reputation – one where cool-climate wines and fresh foods feature on a traveller’s itinerary. Tasmania is a gourmet isle, and it’s simple for visitors to take part in their own food festival, choosing from the likes of smoked salmon and abalone, cheeses, honey, ice cream and some of Australia’s finest pinot noir, sparkling wines and whiskies. Touring Tasmania can be a bon vivant’s nirvana. Whether you source fresh food from the state’s numerous farm gates or from the restaurants that covet the freshness of their produce, good food is as much a part of Tasmania as the World Heritage Area and the Tasmanian devil.

Food and Wine

The Tamar River meanders for 58km through the Tamar Valley with its vineyards, orchards, pastures and forests. Travel from Launceston northwards to the turquoise sea and diamond sands of Bass Strait. There are more than 20 cellar doors along the wine route in the Tamar Valley area – Tasmania’s oldest wine region. Take a voyage of discovery from the rustic to the sophisticated; these cool-climate wines earn worldwide attention. Some of Australia’s best sparkling wine, riesling, pinot noir and sauvignon blanc come from this stunningly beautiful area.

Tasmania has hundreds of pubs for you to visit no matter where you travel. Tasmania’s history revolves around the sea and those rough and ready days of tough whalers and bold sailors when there was a pub on every corner of Tasmania’s many seaports. Within 20 years of settlement Hobart boasted 50 pubs for its 10,000 inhabitants. Today, you can still find many of them – some are gentrified, others less so – and they are a great place to go and meet the locals, to hear good bands, or just sit quietly over an ale or wine and a pub meal. Take a guided pub tour of Hobart’s heritage waterfront pubs – or you can just follow your instincts.
Ever returned home from a holiday and learned that there was a hidden gem just up the road from where you were staying? A waterfall, a café, a pub, or a view to die for? These are the kinds of things that make a holiday special.

The prize is courtesy of Tourism Tasmania, Bonorong Wildlife Sanctuary and Pennicott Wilderness Journeys, just to name a few. Be in the draw for a chance to design your own Must-Do Tasmanian Holiday. Tasmania has something that will be on your Must-Do list – vote today and discover why Tasmania is a Must-Do.

Go to www.101tasmania.co.nz to vote and WIN.

* For full terms and conditions see www.101tasmania.co.nz/terms

Competition closes 30 November 2011.

For further information about Tasmania:
www.youtube.com/discovertasmania
www.facebook.com/discovertasmania
www.discovertasmania.co.nz
Travel Expert Tip:
The best time to visit Tasmania is between October and April, when the weather is at its best.

Culture, natural beauty & adventure
It’s all in Tasmania

Hobart 3 nights
$275* pp
from Travel 01 Oct-24 Dec 11, 05 Jan-31 Mar 12.
Upgrade to 5-star for an extra $244* pp
airfares are additional
Travel 01 Oct-24 Dec 11, 05 Jan-31 Mar 12.

Port Arthur 3 nights
$275* pp
from Travel 01 Oct-24 Dec 11, 05 Jan-31 Mar 12.
Upgrade to 4-star for an extra $84* pp
airfares are additional
Travel 01 Oct-24 Dec 11, 05 Jan-31 Mar 12.

Coles Bay 3 nights
$439* pp
from Travel 13-18 Oct, 01-06 Nov, 21 Nov-02 Dec, 11-20 Dec 11.
Upgrade to 5-star for an extra $2270* pp
airfares are additional
Travel 13-18 Oct, 01-06 Nov, 21 Nov-02 Dec, 11-20 Dec 11.

Strahan 3 nights
$275* pp
from Travel 01 Oct-15 Dec 11.
Upgrade to 4½-star for an extra $24* pp
airfares are additional
Travel 01 Oct-15 Dec 11.

Cradle Mountain 4 star 3 nights
$375* pp
from Travel 01 Oct 11-31 Mar 12.
Upgrade to 4½-star for an extra $134* pp
airfares are additional
Travel 01 Oct 11-31 Mar 12.

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*Conditions: Price: Prices are correct as at 06 Sep 11 & are subject to change without notice. Prices include airline & operational costs, fuel surcharges, payable government taxes & payable airport charges. Prices are per person unless otherwise stated & are subject to availability. Minimum/Maximum stay restrictions may apply. Stopovers & alternative routes may incur additional costs. Sale period: Until 30 Nov 11 unless otherwise stated or sold out earlier. Blackout dates & seasonal surcharges may apply depending on date of travel. Capacity is limited & will not be available on all tours. Car hire: Car hire is based on Compact size vehicle and 24 hour periods through Europcar. Pick up and drop off at the same location. Full terms & conditions are available at www.flightcentre.co.nz/bookingterms The airfares, coach & small group tours & any other components included in your holiday are provided by carriers & hoteliers with their own terms & conditions, which your booking is subject to.