

FOR IMMEDIATE RELEASE

Unearth Tasmania's Hidden Gems at the 2025 Tasmanian Tourism Showcase – A Celebration of New and Unique Experiences

Hobart, Tasmania – Step off the beaten path and into the heart of Tasmania's most unique and lesser-known experiences at the **2025 Tasmanian Tourism Showcase**, held **Saturday 26 July** at **Princes Wharf 1, nipaluna / Hobart**. This **free public event** invites locals and visitors alike to discover a curated collection of over **90 tourism operators**, each offering something extraordinary from every corner of the island.

From the lush valleys of the North West to the wild beauty of the East Coast, the Showcase brings together a vibrant cross-section of Tasmania's evolving tourism scene—highlighting new offerings, hidden gems, and the passionate people behind them.

Featured Experiences

Indulge your senses with **handmade truffles and fudge** from the renowned **Anvers Chocolate Factory** in Latrobe, or savour the cool-climate wines of the **Devil's Corner Cellar Door**, framed by sweeping East Coast views.

For those who crave connection and storytelling, **Bruny Island Sightseeing, Food and Historic Lighthouse Tours** promise an immersive journey through local flavours, heritage and stunning landscapes. **Freycinet Holiday Houses** will unveil their range of unique, self-contained stays nestled in the spectacular surrounds of Coles Bay.

Getting around is made easy with services from **Coal River Coaches** and **Drive Car Hire**, ensuring you can explore the state at your own pace. Accommodation giants like **Accor Tasmania** round out the experience with a diverse portfolio of hotels and resorts across lutruwita / Tasmania.

More Than a Showcase – It's a Journey

The event is more than a chance to explore top names—it's a celebration of **local talent, emerging operators**, and those offering off-the-map adventures. Attendees will meet the makers, hear their stories, and enjoy tastings, interactive experiences, and **exclusive event-only deals**. Whether you're planning a luxury escape, a family holiday, or a spontaneous weekend away, inspiration awaits at every turn.

Event Details

Date: Saturday 26 July 2025

Time: 10:00 am – 4:00 pm

Location: Princes Wharf 1, Castray Esplanade, nipaluna / Hobart

Entry: Free

Discover the Best of Tasmania

Whether you're a curious local or an adventurous traveller, the **Tasmanian Tourism Showcase** is your one-stop destination to explore what's new, what's next, and what's truly Tasmanian. Come along and uncover the stories and experiences that make our island so special.

For more information and to plan your visit, head to the official Tasmanian Tourism Showcase website.

<https://tourismshowcase.com.au>

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