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RACT welcomes Make Yourself at Home campaign

RACT's Chief Operating Officer Destinations, Andrew Paynter, has welcomed the Tasmanian Government's intrastate tourism marketing campaign, which was officially launched today.

"The RACT operates a number of tourism businesses around the State and the intrastate market has always been important to us and the broader visitor economy," Mr Paynter said.

"We're very optimistic that Tasmanians will take the opportunity to explore the State and the new Make Yourself At Home campaign will help drive that.

"Vibrant regions make for a strong Tasmanian tourism industry and it's encouraging to see the campaign's focus on our natural areas. Hopefully, this campaign will encourage more operators to open and help rebuild confidence in the sector and the broader business community as we begin the COVID-19 recovery."