

AGENT HANDBOOK



TRADE INQUIRIES

For all trade inquiries please contact our Trade Team at trade@portarthur.org.au



United Nations
Educational, Scientific and
Cultural Organization



Australian Convict Sites
inscribed on the World
Heritage List in 2010

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INTRODUCING PORT ARTHUR HISTORIC SITE MANAGEMENT AUTHORITY (PAHSMA)

The Port Arthur Historic Site Management Authority (PAHSMA) is a Tasmanian Government Business Enterprise responsible for the conservation and management of three nationally significant heritage sites: Port Arthur Historic Site and the Coal Mines Historic Site on the Tasman Peninsula, and the Cascades Female Factory Historic Site in South Hobart.

All sites are UNESCO World Heritage-listed and recognised as leading tourism attractions. Together, they preserve and share some of Australia's most important and powerful stories, where history is brought to life through immersive interpretation and thoughtfully designed visitor experiences.

We value the role our travel trade partners play in connecting visitors with these places. Revenue generated through site entry, tours, dining and retail directly supports ongoing research, conservation and maintenance of our globally significant sites, ensuring they can be protected and enjoyed for generations to come.

This handbook has been developed as a practical resource for our trade partners with helpful information about our tours, key messaging for itineraries, and information on how to access our separate NETT Rate sheets, partner agreements and sales & marketing support.

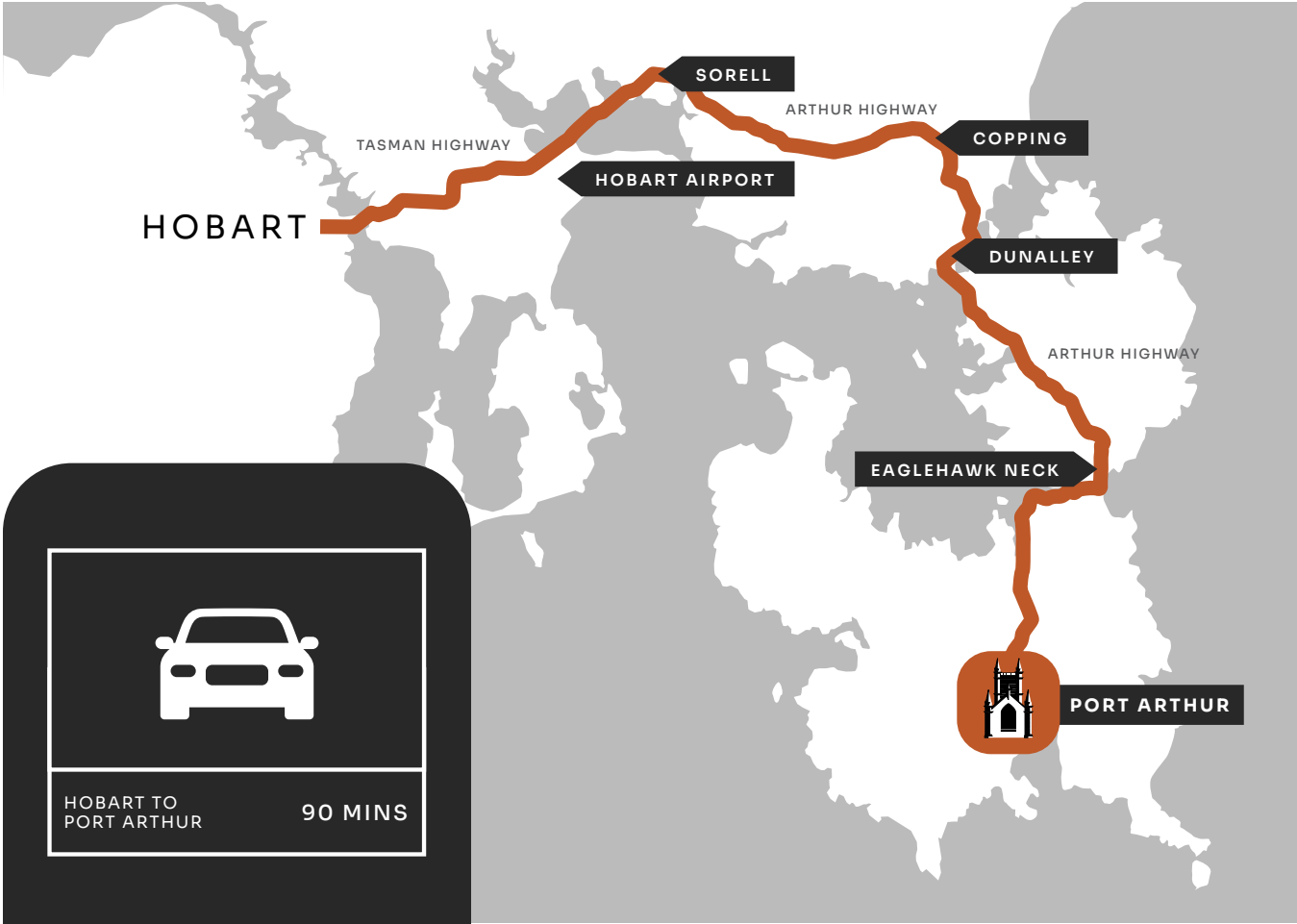
We are committed to working collaboratively with our trade partners and look forward to supporting you in delivering meaningful and memorable experiences to your customers.



DID YOU KNOW?

- **We welcome over 350,000 visitors annually to the Port Arthur Historic Site and 40,000 visitors to Cascades Female Factory.**
- **The average time on-site is 3.5 hours at Port Arthur and 90 minutes at Cascades Female Factory.**
- **A range of guided tour options is available at both sites, with opportunities for private and exclusive-use experiences.**
- **Both sites are open daily, excluding Christmas Day.**

LOCATION



WELCOME TO PORT ARTHUR HISTORIC SITE



The UNESCO World Heritage-listed Port Arthur Historic Site is Australia's best-preserved convict settlement and one of the nation's most important heritage places. Through its buildings, landscapes and stories, the site offers meaningful insight into the lives of convicts, guards and early settlers, helping visitors understand the origins of modern Australia. Established as a secondary punishment station, Port Arthur also played a vital role as a military and industrial centre, supporting activities such as mining, farming, timber cutting, boat building and other essential trades.

The visitor experience begins at the Visitor Centre within the Port Arthur Gallery. Here, a detailed scale model illustrates how the settlement appeared during the convict era, preparing visitors for their exploration of the site. Rare collection items – including tools, weapons and uniforms – are displayed alongside more than 30 historic buildings and convict ruins spread across the landscape.

A network of short walking trails weaves through the surrounding natural bushland, allowing guests to explore at their own pace.



Major Tourist Attractions



QUICK SITE INFO

- **Open daily, except Christmas Day, from 9.00am to 5.00pm**
- **Multiple guided tour options available every day**
- **Located approximately 90 minutes' drive from central Hobart**
- **Wi-Fi available throughout the site**
- **Audio tour available for download to personal devices in English, Mandarin, French and Japanese**
- **Multiple food and beverage outlets available on site**

EXPERIENCES AT PORT ARTHUR

All visitors to Port Arthur Historic Site are required to purchase a site entry ticket, which provides comprehensive access to the site and its core experiences.

SITE ENTRY INCLUDES:

- Full site access for the entire day, including the Port Arthur Gallery, more than 30 historic buildings and ruins, heritage gardens and walking trails
- A 20-minute Harbour Cruise
- Scheduled guide talks at key locations throughout the day
- A detailed site map
- An audio tour available for download to personal devices in English, Mandarin, French and Japanese



Site entry tickets are valid for two consecutive days, allowing visitors to explore the site at a relaxed pace.

To further enhance the experience, adding a guided tour is strongly recommended. A range of options is available, with two accessible experiences well-suited to itineraries and group programs:

ESSENTIALS TOUR

45 minutes

An introduction to the site that highlights key landmarks and provides an engaging overview of Port Arthur's history.

PREMIUM TOUR

90 minutes

A more in-depth experience that explores Port Arthur's story in greater detail, with access to several of the site's most iconic buildings led by an expert guide.

BEST OF PORT ARTHUR – TRADE PARTNER PACKAGE

EXCLUSIVE TO TRAVEL TRADE PARTNERS

The Best of Port Arthur package has been carefully curated for our trade partners, bringing together the site's most popular premium experiences in one integrated offering.



PACKAGE INCLUSIONS:

- **Site entry, including harbour cruise**
- **Premium Guided Tour (90 minutes)**
- **Two-course lunch and beverage in our premium 1830 Restaurant & Bar featuring panoramic views across the historic site**

This bundled experience offers an easy-to-sell, high-quality product that delivers exceptional value and a memorable full-day experience for your customers. Combining expert-led interpretation with premium dining allows guests to engage deeply with Port Arthur's stories while enjoying outstanding Tasmanian cuisine in a unique heritage setting.

This package is commissionable and exclusively available to registered travel trade partners. While the 1830 Restaurant welcomes walk-in and direct bookings daily, this package provides a unique opportunity for trade to incorporate the restaurant into itineraries as a bookable, bundled experience – an option not previously available.

ESSENTIALS TOUR

AVAILABLE DAILY BETWEEN 9:30AM AND 3:45PM
9:30AM, 10:30AM, 12:30PM, 3:45PM (ADDITIONAL TIMES ADDED IN PEAK SEASON)

INCLUSIONS	KEY MESSAGES AND TOUR INFORMATION
<ul style="list-style-type: none"> • Site entry with full access for the day • 20-minute Harbour Cruise • 45-minute guided tour (accessible with minimal walking) • Downloadable audio tour available on personal devices 	<p>Discover the award-winning World Heritage listed Port Arthur Historic Site to connect with Australia's convict past, and the history, that has helped shaped the nation.</p> <p>The essentials tour provides a general overview of the history of Port Arthur and its significance as a secondary punishment station for forty years until its closure in 1877.</p> <p>You'll hear about the rogues and the righteous, villains and victors, saints and lost souls of Port Arthur.</p> <p>On your complementary Harbour Cruise your guide explains the maritime history of the site while traveling around the island cemetery on the aptly named Isle of the Dead.</p> <p>In addition to your guided experiences, you have full site access for the entire day, allowing you to visit the Port Arthur Gallery and more than 30 historic buildings, ruins, heritage gardens and walking trails.</p>

PREMIUM TOUR

AVAILABLE DAILY AT MIDDAY AND 1:30PM (ADDITIONAL TOURS ADDED IN PEAK SEASON)

INCLUSIONS	KEY MESSAGES AND TOUR INFORMATION
<ul style="list-style-type: none"> • Site entry with full access for the day • 20-minute Harbour Cruise • 90-minute guided tour (accessible with minimal walking) • Downloadable audio tour available on personal devices 	<p>Tour the site and the buildings, with an expert guide offering fascinating insights into the people and characters who lived, worked, and served their time at Port Arthur up until its closure in 1877.</p> <p>The Premium tour provides exclusive access to areas of the site's most significant buildings, such as the Penitentiary, the Separate Prison and the Convict Church.</p> <p>On your complementary Harbour Cruise your guide explains the maritime history of the site while travelling around the island cemetery on the aptly named Isle of the Dead.</p> <p>In addition to your guided experiences, you have full site access for the entire day, allowing you to visit the Port Arthur Gallery and more than 30 historic buildings, ruins, heritage gardens and walking trails.</p>

BEST OF PORT ARTHUR

AVAILABLE DAILY

INCLUSIONS	KEY MESSAGES AND TOUR INFORMATION
<ul style="list-style-type: none">• Site entry with full access for the day• 20-minute Harbour Cruise• 90-minute Premium guided tour (accessible with minimal walking)• Two-course lunch and beverage in our premium 1830 Restaurant & Bar	<p>Discover Port Arthur through expert guided touring and a premium dining experience. Begin your visit with a Harbour Cruise, where your guide shares insight into the site's maritime history while travelling around the island cemetery known as the Isle of the Dead.</p> <p>Next up is a Premium Tour, offering deeper access to several of the site's most significant buildings including the Penitentiary, the Separate Prison and the Church.</p> <p>Following the guided experiences, enjoy a two-course lunch with a beverage at the 1830 Restaurant & Bar, overlooking the Penitentiary, gardens and historic grounds. The menu highlights fresh, seasonal produce sourced from local Turrakana / Tasman Peninsula growers and producers.</p>





ADDITIONAL TOUR OPTIONS

These add-on tours are designed to complement the Essentials or Premium Tour and can be incorporated to provide additional insight and depth to a Port Arthur visit.

ISLE OF THE DEAD CEMETERY TOUR

AVAILABLE DAILY BETWEEN MIDDAY AND 3PM

INCLUSIONS	KEY MESSAGES AND TOUR INFORMATION
<ul style="list-style-type: none"> • 40-Minute private guided tour on the island that is accessed by the Harbour Cruise. 	<p>The Isle of the Dead holds the stories of many of Port Arthur's people. Journey to the island by sea and take a guided walking tour of the island cemetery.</p>

ESCAPE FROM PORT ARTHUR TOUR

AVAILABLE DAILY AT 11AM (AND 3PM IN HIGH SEASON)

INCLUSIONS	KEY MESSAGES AND TOUR INFORMATION
<ul style="list-style-type: none"> • 60-Minute private guided tour. 	<p>Port Arthur was the perfect place for a prison – it was remote and isolated by both the foreboding natural landscape and deep tempestuous seas.</p> <p>Despite the perilous odds, escape attempts were frequent and took many forms.</p> <p>On this 60-minute guided walking tour, meet cunning and criminal characters who went to extreme measures to escape from the Prison.</p>

GHOST TOUR

AVAILABLE WEDNESDAY, THURSDAY, FRIDAY, SATURDAY AND SUNDAY EVENINGS. TOURS COMMENCE AFTER SUNSET – START TIMES VARY IN DIFFERENT SEASONS.

INCLUSIONS	KEY MESSAGES AND TOUR INFORMATION
<ul style="list-style-type: none"> • 90-Minute lantern lit Ghost Tour. 	<p>As the sun sets, come out to the dark grounds of the Port Arthur Historic Site for a 90 minute, lantern-lit Ghost Tour. Explore the buildings and hear the tales of paranormal activity.</p>

PRIVATE TOUR EXPERIENCES

Private tour experiences can be arranged for individuals or groups, offering a tailored visit designed to meet specific interests, timing and group requirements. These experiences allow for greater flexibility and a more personalised exploration of Port Arthur, led by an expert guide.

Private tours are available from \$300 per hour.
We recommend contacting us directly to discuss requirements and availability.



WHEEL OF FATE: SIGNATURE EXPERIENCE

WHEEL OF FATE

AVAILABLE TO OPERATE DAILY AT EITHER 10AM OR 11AM, MINIMUM 2 PEOPLE, MAXIMUM 10 PEOPLE

INCLUSIONS

- **An exclusive behind-the-scenes and private VIP experience.**
- **Site entry.**
- **4-hour private guided experience.**
- **Sparkling wine, canapes and 2-course gourmet lunch with wine in Visiting Magistrate's House.**
- **Tours operate in all weather conditions, so please be sure to be prepared for the conditions.**
- **The tour includes rare opportunities to access an under-house basement and across some uneven, inclined terrain. Please advise us in advance if there are mobility considerations we can make.**

KEY MESSAGES AND TOUR INFORMATION

Exclusive experience with minimum 2 guests and a maximum of 10 guests in one booking.

This 4-hour tailored VIP experience gets a “behind the ropes” of the Port Arthur Historic Site. Led by an expert guide on a private tour, guests will access areas that are typically off-limits to the public. This is an in-depth and memorable way to explore 19th century life in this infamous penal settlement.

To showcase the region's amazing produce, our chef prepares and serves canapes and a two-course lunch with wine in the dining room of the immaculately conserved Visiting Magistrate's House.

Specially curated elements can be incorporated to tailor this experience to individual interests or personal connections to Port Arthur's history. Where guests have a particular interest – such as social history, convict trades, family genealogy or the development of the criminal justice system – the experience can be shaped to explore these themes in greater depth.

BOOKINGS ESSENTIAL

Advance bookings are required, with a minimum of 48 hours' notice. Where tailored or specially curated content is requested, we recommend providing as much notice as possible to allow time for appropriate research and preparation, ideally at least one month in advance. While our guides are always happy to respond to questions on the day, advance notice ensures the experience can be delivered to the highest standard.

UNLOCK EVEN MORE AT PORT ARTHUR

FOOD AND DRINK FOR VISITORS

Port Arthur Historic Site offers a range of dining options for visitors, including two cafés and the premium 1830 Restaurant & Bar. A variety of dietary requirements can be accommodated, including gluten-free, vegetarian and vegan options. Group catering is also available, with menu options ranging from morning tea and takeaway picnic packs to more substantial banquets. Please contact us directly to discuss group dining requirements.



1830 RESTAURANT & BAR

OPEN DAILY: 11:30AM – 2:30PM

With sweeping views across the Penitentiary, gardens and historic grounds, 1830 Restaurant & Bar offers a relaxed setting to enjoy a two- or three-course dining experience. The menu showcases fresh, seasonal Tasmanian produce sourced from local growers and producers, complemented by a considered selection of Tasmanian wines, craft beers, whiskies and spirits.



PORT ARTHUR CAFÉ

OPEN DAILY: 9:00AM – 5:00PM

Located in the Visitor Centre, the Port Arthur Café offers a range of convenient dining options. The 'grab-and-go' selection includes freshly made sandwiches, wraps, hot and cold pastries, burgers and snacks, alongside a limited cooked-to-order menu featuring more substantial plated meals.



ASYLUM CAFÉ

OPEN DAILY: 11:30AM – 3:30PM

Situated in the former Asylum building, this café and adjoining courtyard provide a relaxed space to pause during a visit. A selection of hot and cold lunch options is available, along with coffee, cold drinks and ice creams.



RETAIL

OPEN DAILY: 10:00AM – 5:00PM

Located within the Visitor Centre, the gift shop offers a carefully curated selection of products that reflect the history, character and craftsmanship of the region. With a strong focus on Tasmanian makers and producers, the range includes locally published books, quality souvenirs, gifts, clothing and keepsakes inspired by the site and its stories.

WELCOME TO CASCADES FEMALE FACTORY



Cascades Female Factory is one of the 11 UNESCO World Heritage-listed Australian Convict Sites and represents the most significant and intact portrayal of the female convict experience in the country. The site offers a powerful and engaging insight into the lives of convict and first settler women, exploring their roles during the convict era and the enduring impact of their experiences on contemporary Australia. Importantly, it also shares the Aboriginal histories of the site.

For much of Australia's history, the stories of women and children within the convict system have been under-represented. Cascades Female Factory brings these stories to the forefront, revealing a more complete and nuanced understanding of Tasmania's and Australia's colonial past. Through interpretation and storytelling, visitors are invited to develop a deeper understanding and emotional connection to the women and children who lived here. The experience can inspire reflection, empathy and, for some, an interest in exploring their own family histories.

The History and Interpretation Centre provides an immersive introduction to the site's layered past, including insight into palawa (Tasmanian Aboriginal) history and the significant connection to Trukanini, who was once buried at the Female Factory.



Cultural Tourism



QUICK SITE INFO

- **Open 7 days (except Christmas Day) from 9am to 4:30pm.**
- **A 5-minute drive from central Hobart or a delightful 30-minute walk along the beautiful Rivulet Trail (home to the elusive platypus!).**
- **Included as a stop on the Red Decker Bus route – Hobart's hop-on and hop-off tour.**
- **Public Wi-Fi available.**
- **Audio tour available in English, Mandarin, French and Japanese.**





EXPERIENCES AT CASCADES FEMALE FACTORY



VISITING CASCADES FEMALE FACTORY

The site is open daily from 9.00am to 4.30pm, except on Christmas Day.

A range of guided tours operate throughout the day. Guided experiences are central to the visit, bringing the stories of the site and the women who lived here to life through expert interpretation and storytelling.

We recommend allowing approximately 90 minutes to include participation in a guided tour, time in the Interpretation Centre and a visit to the gift shop.

All visitors are required to purchase site entry and select a guided tour. The Convict Women's Tour is the primary introductory experience and operates multiple times throughout the day.



OUR RECOMMENDATION

Dig deeper into the stories of individual women by adding the *Notorious Strumpets & Dangerous Girls* tour, which explores the lives of seven remarkable convict women who defied adversity and continue to inspire hope and resilience.

CONVICT WOMEN'S TOUR

AVAILABLE DAILY ON THE HOUR: 10AM, 11AM, 12PM, 2PM AND 3PM
ALLOW FOR MIN 90 MINUTES MINIMUM ON SITE

INCLUSIONS	KEY MESSAGES AND TOUR INFORMATION
<ul style="list-style-type: none"> • Site entry • 45-minute guided tour 	<p>From 1828 to 1856 over 6,000 convict women spent time at the Cascades Female Factory, each with their own story to tell. Visiting this World Heritage site can be both emotional and rewarding, creating a connection with the stories of female convicts in Australia and their children – the stories are often tragic, but also inspire hope and resilience.</p> <p>The Convict Women's Tour is a 45-minute comprehensive introduction to the site and is offered several times each day. It provides insights into the history of the Female Factory, the convict system of punishment and reform, and offers a glimpse of what convict life was like for the thousands of women transported to Van Diemen's Land.</p>

THE NOTORIOUS STRUMPETS & DANGEROUS GIRLS TOUR

AVAILABLE DAILY AT 11:30AM AND 1PM

INCLUSIONS	KEY MESSAGES AND TOUR INFORMATION
<ul style="list-style-type: none"> • Site entry • 60-minute guided tour 	<p>From 1828 to 1856 over 6,000 convict women spent time at the Cascades Female Factory, each with their own story to tell. Visiting this World Heritage site can be both emotional and rewarding, creating a connection with the stories of female convicts in Australia and their children – the stories are often tragic, but also inspire hope and resilience.</p> <p>The Notorious Strumpets & Dangerous Girls storytelling experience is an emotional journey through the stories of seven remarkable convict women who faced life's hardships with resilience.</p> <p>In addition to your guided experiences, you have full site access for the entire day, allowing you to visit the History and Interpretation Centre, Matron's Cottage and Gift Shop.</p>

WORKING WITH US

We value our relationships with the travel industry and sincerely appreciate the inclusion of our UNESCO World Heritage-listed sites within your programs and itineraries.

PRICING & COMMISSION

As a government owned entity, our pricing matches the fiscal year (instead of the more typical April – March tourism cadence). Our rates are subject to review and approval by the Tasmanian department of Treasury and as such may not be reviewed prior to May each year. We thank you for your understanding with this.

Our rates are provided on a separate sheet, and we are more than happy to provide these to you along with an agreed NETT Rate.

PAYMENT PROCESS

For agents with credit terms, PAHSMA will issue invoices on a fortnightly basis, on or around the 15th and 30th of each month. Payment terms are Net 14 days from the day of invoice, unless alternative terms are agreed upon by PAHSMA.

CANCELLATION POLICY

Bookings can be made up until the day of arrival. However, advance bookings are recommended to secure preferred tour times and experiences.

For all tours, cancellations made within 48 hours of the scheduled visit will incur a 100% cancellation fee.

CONTRACT & CREDIT TERMS

To activate a NETT Rate agreement, we require all trade partners to complete an Agent Distribution Agreement. This establishes rates, payment terms & conditions and is reviewed annually. For more information, visit www.portarthur.org.au/travel-trade

We can support two approaches to payment – either prepaid or credit terms. We are very happy to explore credit terms with you upon completion of our Credit Application form.

SUPPORTING BEST PRACTICE WITH GROUPS

We welcome group visits and work closely with our trade partners to support a positive experience for all visitors on site. To assist with smooth operations, we kindly request the following:

- Timely arrival is essential to ensure scheduled tours and experiences operate as planned.
- To support a smooth arrival and reduce congestion, we ask that the coach driver and/or tour guide enters the Visitor Centre to collect tickets and distribute them to guests prior to group entry.
- Any changes to group numbers must be advised prior to arrival, with a minimum of two hours' notice.

Respectful behaviour by groups and guides is expected at all times to ensure a safe and enjoyable environment for visitors and staff.

Any situation that results in unsafe practices or disrespectful behaviour towards people, buildings and the natural environment may impact future commercial arrangements. If we can provide additional information to assist with guide preparation or site knowledge, please contact us.

VISIT OUR TRADE WEBSITE

We have a range of additional information that we can provide to support your sales, marketing and training activities. This includes images, video, individual product sheets and other promotional materials.

Please contact trade@portarthur.org.au or visit www.portarthur.org.au/travel-trade for more information.

HOW TO BOOK AND CONTACT US

THERE ARE THREE WAYS TO BOOK WITH US:

1

ONLINE AGENT PORTAL

This secure website provides a convenient platform to efficiently create new bookings or modify existing bookings and tours at our sites.

2

API INTEGRATION

We've established multiple API connections with partners and welcome exploring if this will work for your business as well.

3

OUR PAHSMA RESERVATIONS TEAM

Our team is available 7 days a week.

For Port Arthur bookings:

Phone (03) 6251 2310 or 1800 659 101

Email: reservations@portarthur.org.au

For Cascades Female Factory bookings:

Phone (03) 6269 7110 or 1800 139 478

Email: reservations@femalefactory.org.au

To contact our accounts team, phone (03) 6251 2300 or email accounts@portarthur.org.au.

For all enquiries about our Online Agent Portal, API integration, rates, agent distribution agreement and how we can support you, please reach out to our dedicated trade team at trade@portarthur.org.au.

AGENT HANDBOOK



CASCADES
FEMALE
FACTORY
HISTORIC
SITE



www.portarthur.org.au
www.femalefactory.org.au