

Media release

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Chocolate Experience Development Approved

Glenorchy Mayor Sue Hickey today said she was thrilled to announce the Glenorchy City Council had approved the development of a \$120 million tourist attraction at Cadbury.

Mayor Hickey said the Council, sitting as the Glenorchy Planning Authority, had approved the development application for the Chocolate Experience attraction at Cadbury's Claremont site, subject to a number of conditions.

"This project represents both a major investment at both the Cadbury facility and in the Glenorchy municipal area, as well as a huge show of confidence in our city's ability to host world-class tourist attractions.

"Alongside MONA, the Chocolate Experience will undoubtedly be a major tourism drawcard, generating economic activity during both construction and through increased visitor numbers in the longer term.

"For more than 100 years, the Cadbury factory has been famously producing chocolate at Claremont and its factory tours and subsequent visitor centre provided an important tourism experience in addition to the company's manufacturing activity.

"It was a must-see for locals and tourists alike, and I'm sure chocolate-lovers the world over have been eagerly awaiting a new visitor experience ever since the centre closed a decade ago.

"I have absolutely no doubt this will become a tremendous tourism destination in its own right. With views of the Derwent on one side and Mt Wellington on the other, the Chocolate Experience will be an amazing attraction for visitors and locals alike," she said.

Mayor Hickey said with a variety of chocolate-themed areas, including chocolate-making experiences, a chocolate lounge, emporium, as well as the all-important tasting opportunities, she had no doubt the attraction would instantly become a 'must-see' destination on travellers' itineraries.

"Being able to approve this development for Glenorchy is extremely important for our community and economy. This new experience will deliver many benefits, not just for Glenorchy but for the broader region and entire state.

“I know I’m not the only person very keen to see work get underway and the facility open its doors to embrace the chocolate-lover economy,” she said.

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