

# Destination Tourism Strategy for

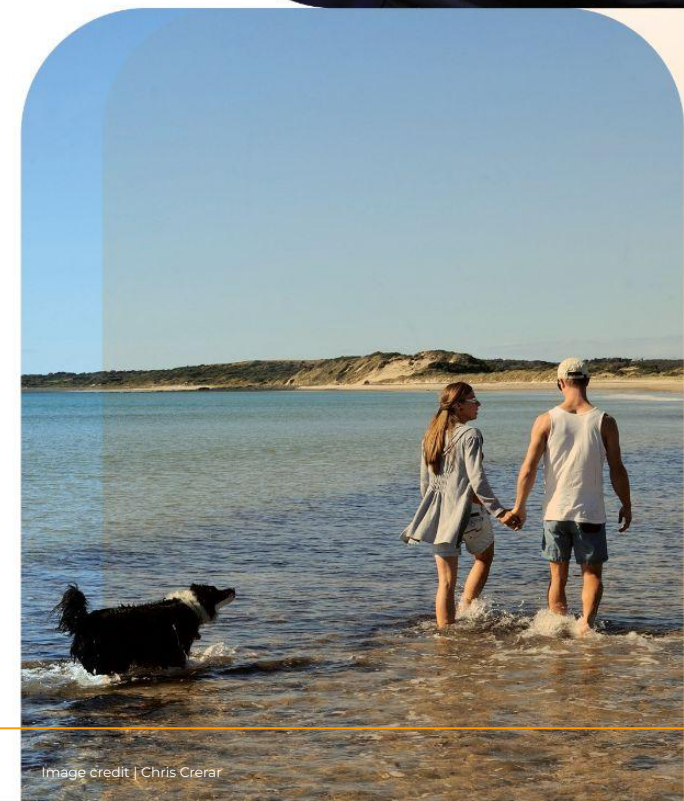


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# Overview



# What is the Purpose - Mission?

To change the narrative of the region and what it has to offer. For too long, no one has been telling the story of why or where you should go, 'North of Launceston'. We're here to change that, creating a new story of locals and connections visitors will connect with, remember, and share around the dinner table.

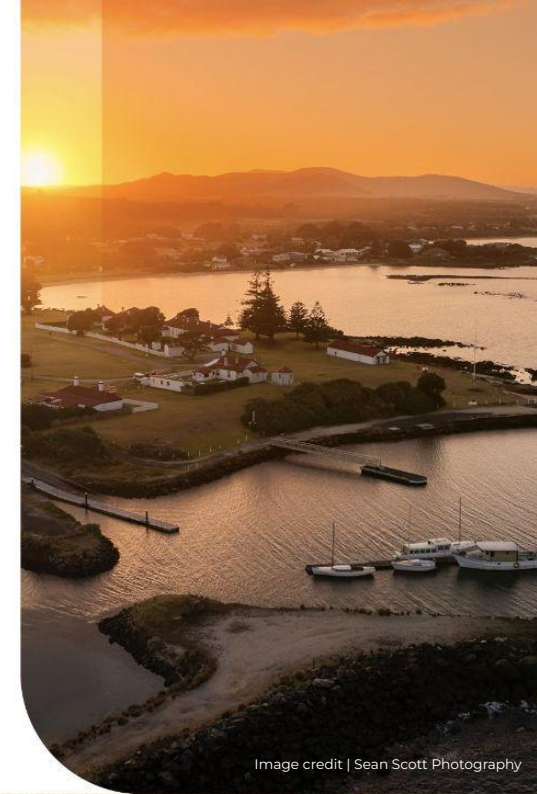


Image credit | Sean Scott Photography



Image credit | Jasper Da Seymour

# Vision

A vibrant Tasmanian region that is a 'must do' for visitors to Northern Tasmania.

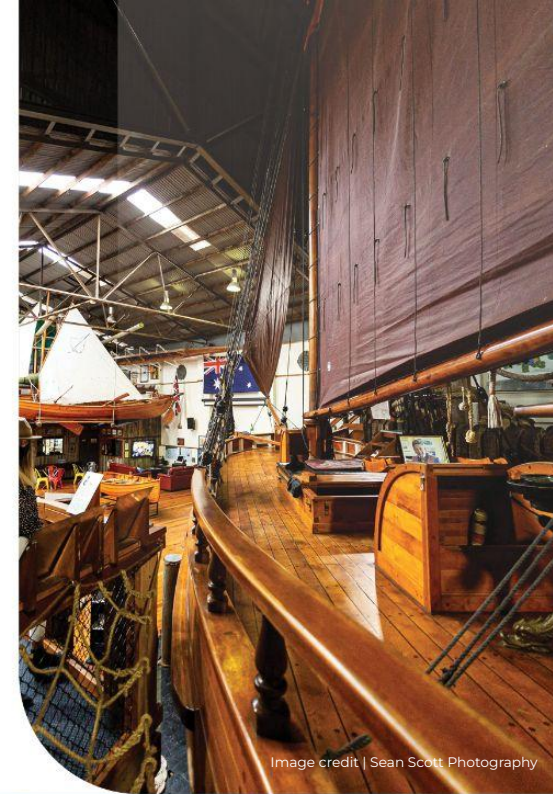


Image credit | Sean Scott Photography



Image credit | Jasper Da Seymour

## Current perceptions

Through extensive stakeholder engagement, it has become evident that the region is currently hampered by an outdated public perception. This perception, however, stands in stark contrast to the reality on the ground. This community is so much more; it is a place experiencing exciting and progressive growth, rich with untapped opportunities. The challenge now is to bridge this gap between perception and reality, and to ensure that all Tasmanians, in particular, know exactly what they are missing out on.



Image credit | Flow Mountain Bike

# Future perceptions

Over the next decade, we will establish the region as a must-visit destination in Tasmania, moving its identity from ambiguous to one of clear purpose and bright opportunity. This new perception will be built on tangible growth and a reputation as a welcoming, authentic, and uniquely collaborative community. We will be known as a place where businesses actively support and refer one another to create a seamless visitor experience. This will help us become a region where any journey north leads to genuine discovery, securing our future as a vital and celebrated part of the Tasmanian experience for all visitors.



Image credit | Tourism Tasmania and Rob Burnett

# Sustainable Competitive Advantage

A unique Tasmanian coastal experience only 30 minutes from Launceston.



Image credit | Tourism Australia



Image credit | Flow Mountain Bike

# The Region's Commitment to Sustainable Tourism

At the heart of region's tourism strategy is an unwavering commitment to sustainable practices. A thriving tourism industry must not only deliver economic prosperity but also actively contribute to the enduring health of our environment, the preservation of our rich cultural heritage, and the well-being of our local community. This philosophy is built on the understanding that responsible tourism is the only path to long-term success, ensuring that the region remains an authentic, vibrant, and a cherished destination for generations to come.

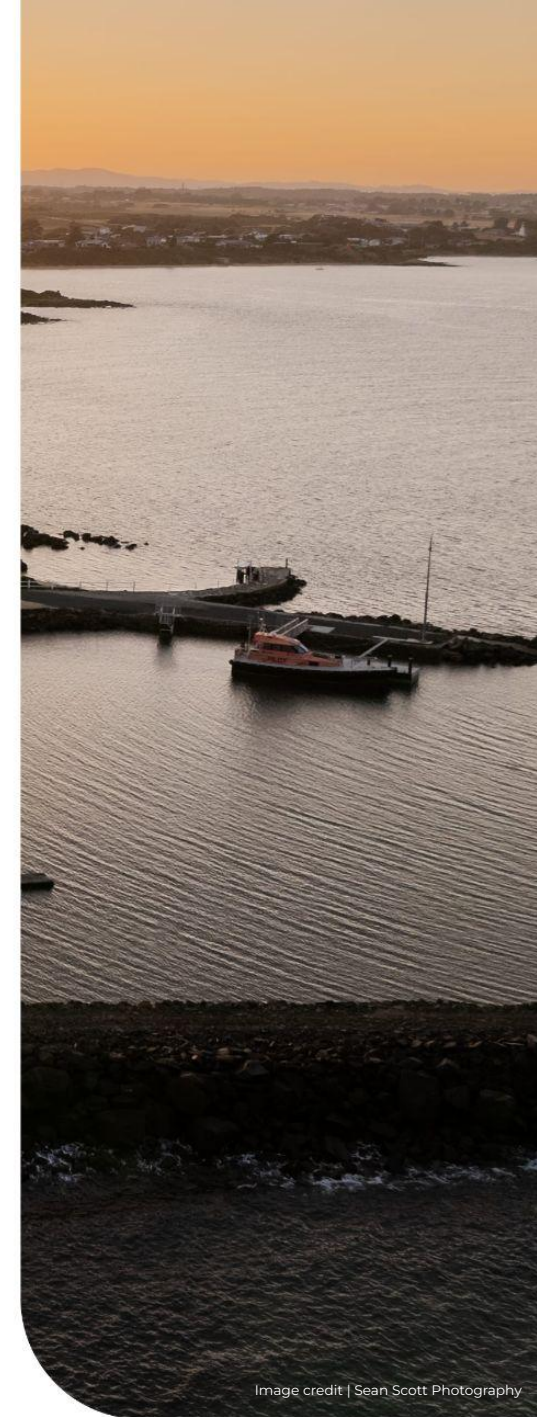


Image credit | Sean Scott Photography

Your commitment is anchored in these core principles:

**Responsible Environmental Stewardship:** We are dedicated to actively protecting and enriching the region’s remarkable natural assets, including the stunning coastlines, the penguin colonies, and the Tamar River. Our efforts will focus on minimising ecological impact, conserving biodiversity, and fostering a deep appreciation for our natural world among all who visit and reside here.

**Authentic Cultural & Heritage Preservation:** We commit to celebrating and safeguarding the region’s profound historical and cultural narratives. From our enduring connections to the traditional owners to our significant maritime legacy and early settlement stories, we will champion respectful, educational experiences that genuinely showcase our unique past. This ensures our heritage is a living, accessible, and valued component of the visitor experience.



Image credit | Tourism Tasmania and Rob Burnett

**Community-Centric Growth:** Tourism development in the region must generate tangible, positive outcomes for our local residents and businesses. We are committed to fostering inclusive growth through creating local employment, actively supporting our diverse local enterprises, and ensuring tourism strengthens community pride and maintains our distinct local character.

**Enriching Visitor Experiences:** We will focus on cultivating and promoting immersive, respectful, and quality visitor experiences. These experiences will be designed to connect visitors with the true essence of the region, its people, places, and stories, encouraging deeper engagement and fostering a lasting appreciation for our destination.



Image credit | Tourism Australia

**Promoting Mindful Visitation:** We empower our visitors to be responsible travellers. Through clear communication and encouragement, we will guide them to minimise their footprint, respect our natural and cultural sites, support local economies, and engage thoughtfully with our community and environment.

**Collaborative & Dynamic Governance:** Our approach to sustainable tourism development is based on collaboration. We will work transparently and proactively with local businesses, community groups, Indigenous stakeholders, and government partners. This collaborative framework ensures our strategies are adaptive, responsive, and continuously refined to meet evolving challenges and opportunities, securing the region's future as a truly sustainable tourism destination.



Image credit | Tourism Australia



# Goals



## Strategy Goals

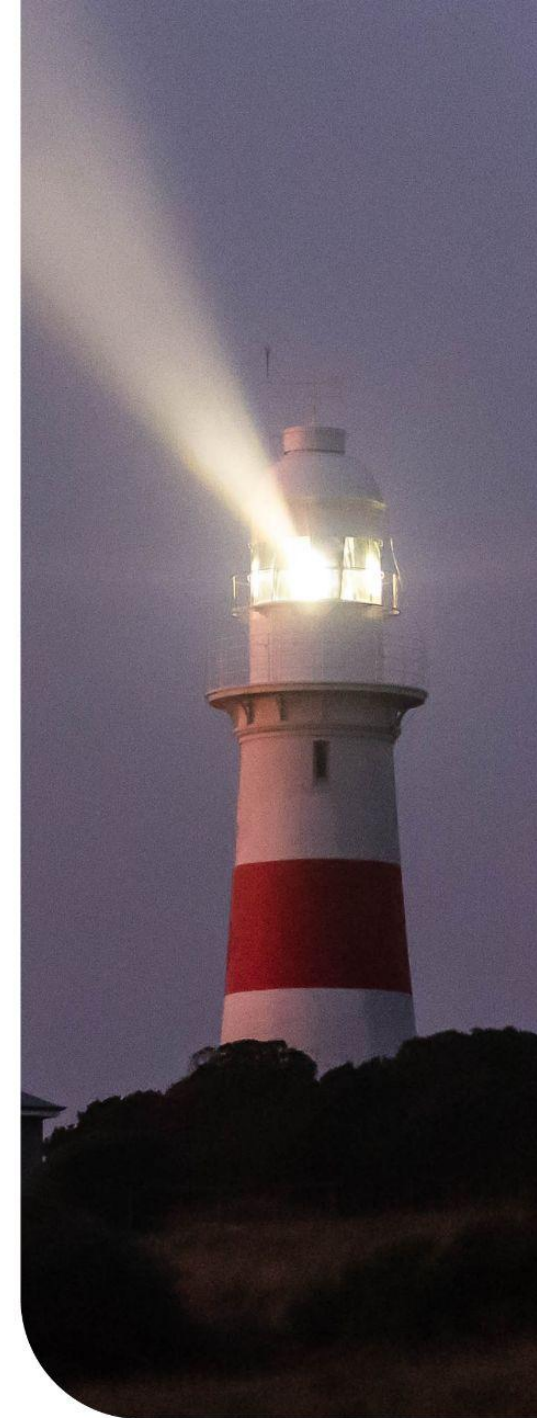
- 1 - 2 years - increase the number and volume of day trips from Launceston.
- 2 - 5 years - Increase overnight stays - accommodation offering increases through opportunity and demand.
- 5 - 10 years - Diversification of products and services and a vibrant tourism town/region.



Image credit | Chris Crerar

## Goal One: Increase the number and volume of day trips from Launceston (1- 2 Years)

The immediate focus is to capture the existing visitor traffic in Launceston and encourage day trips to the George Town municipal area. This involves changing the current perception of the region from a "side trip" to a desirable day-trip destination. The strategy aims to make it an easy recommendation for Launceston-based tourism businesses (hotel concierges, Airbnb hosts, visitor centres, airport staff, Uber drivers) by providing them with a simple, compelling narrative about "North of Launceston." This goal also includes increasing awareness among Tasmanians about what the region offers beyond its current negative reputation, encouraging them to visit and share their positive experiences.



## Goal Two: Increase overnight stays - accommodation offering increases through opportunity and demand (2-5 Years)

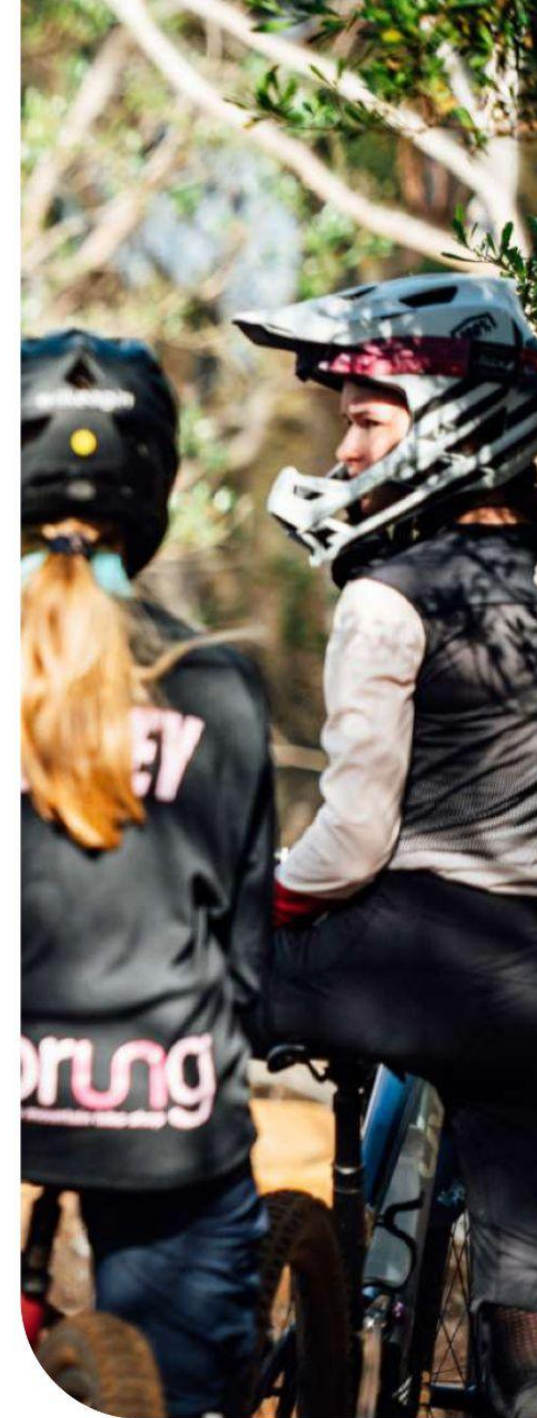
Once day trip visitation has increased and the region's appeal is established, the next phase is to convert day-trippers into overnight visitors. This goal recognises that increased demand for the region's experiences will naturally lead to opportunities for the development of more accommodation options. The strategy is built on the idea that by successfully telling the region's story and increasing awareness, local businesses will be incentivised to develop new products and services, including lodging, to meet the growing visitor demand.



Image credit | Flow Mountain Bike

## Goal Three: Diversification of products and services and a vibrant tourism town/region (5-10 years)

The long-term vision is to establish the region as a vibrant and diverse tourism destination. This involves moving beyond the initial focus on day trips to a broader expansion of the visitor economy, driven by new products and services that complement the area's existing strengths. The ultimate aim is to create a thriving and collaborative tourism ecosystem that increases visitor yield and overnight stays. This will, in turn, evoke powerful feelings of rejuvenation, energy, freedom, and discovery, inspiring visitors to become strong advocates who are eager to recommend the experience of exploring "North of Launceston".



# Aligning with the Strategic Plan 2024 - 2030

Here's how the George Town tourism strategy aligns with the strategic plan for 2024-2030:

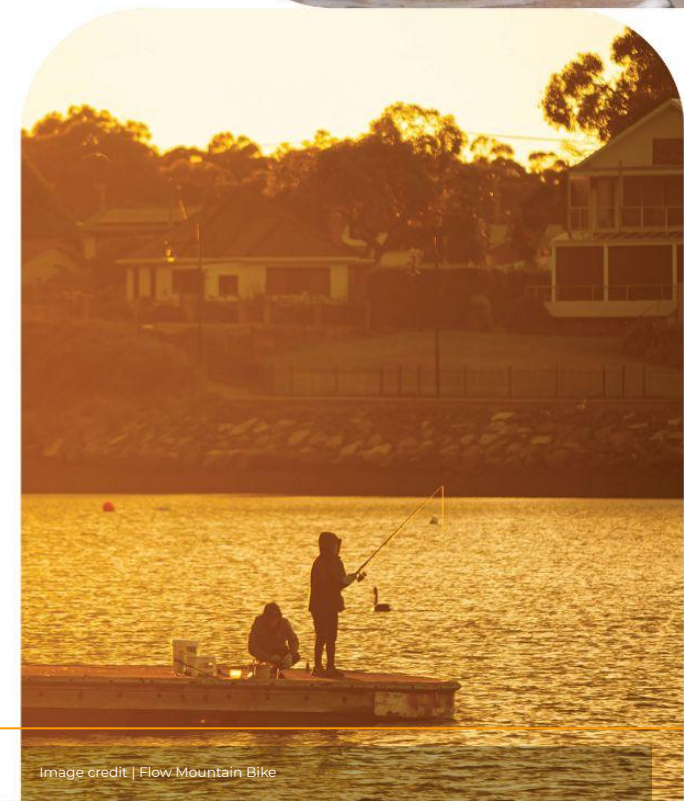
**1. *A compelling value proposition, brand and narrative supports the growth of the visitor economy.***

This is a core pillar of the strategy. The "purpose-mission" is explicitly "To change the story of what this region is and offers" and "To rewrite the narrative of the region."

**2. *Existing and new visitor experiences increase overnight stays.***

By increasing awareness and visitation (initially day trips), the strategy aims to create the demand that will encourage the development of new visitor experiences and accommodation, which in turn will lead to more overnight stays.

The strategy also highlights existing strengths like the Tamar Valley Wine Route, penguins, MTB, and maritime history, which are existing experiences that can be leveraged to increase stays.



# Aligning with the Strategic Plan 2024 - 2030

## 3. ***Local, seasonal produce and beverages promote local gastronomic offerings.***

As the region becomes a more established destination, there will be greater opportunities and demand for local gastronomic offerings, which the strategy would encourage through its overall growth objectives.

## 4. ***New coastal eco-experiences help care for the local penguin colony and other native fauna.***

The long-term goal of "Diversification of products and services" would include developing such eco-experiences while also promoting the region's natural beauty and coastal experiences.



Image credit | Adam Gibson

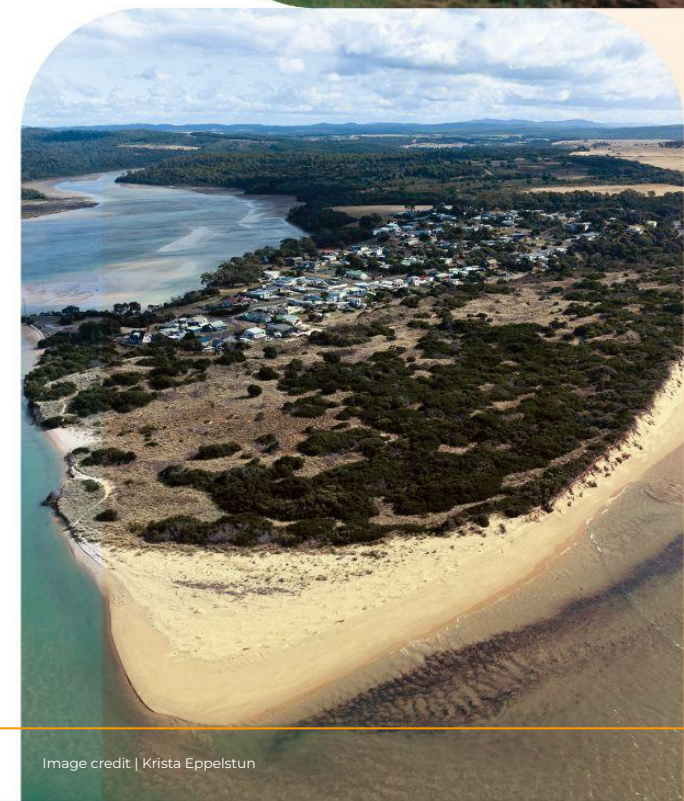


Image credit | Krista Eppelstun

# Aligning with the Strategic Plan 2024 - 2030

## **5. Cultural heritage interpretation supports a sense of place.**

The strategy highlights traditional owners, the kanamaluka, maritime history and historic sites as part of the region's diverse offering.. By promoting these aspects and changing the narrative, the strategy inherently supports cultural heritage interpretation, which contributes to a stronger sense of place for visitors.

## **6. A range of visitor accommodation in the area supports the visitor economy.**

The 2-5 year goal directly addresses this by aiming for an "accommodation offering increases through opportunity and demand." The strategy recognises that increased visitation will drive the need for more accommodation, thereby supporting the visitor economy.



## **7. Promoted Wild Tamar experiences are central to the visitor experience**

Through our stakeholder workshops, the term "*Wild Tamar*" was mentioned, though it wasn't widely understood or embraced as a unifying brand for the region. Our research suggests that while these types of experiences certainly exist and add value, they tend to appeal to more niche visitor segments rather than serving as a central or overarching drawcard. By adopting a broader narrative focused on discovery and meaningful connection to nature in the region north of Launceston, we can continue to attract these niche audiences while also resonating with a wider range of visitors, without relying solely on "*Wild Tamar*" as the regional brand.

## **8. Three Trails - one big story**

The strategy recognises the importance of the Three Trails strategy. The kinimathatakinta / George Town precinct will bring together three separate trails, extending northward from the township along the estuary to Low Head and the lighthouse, east to the old mining town of Lefroy and south to Bell Bay.

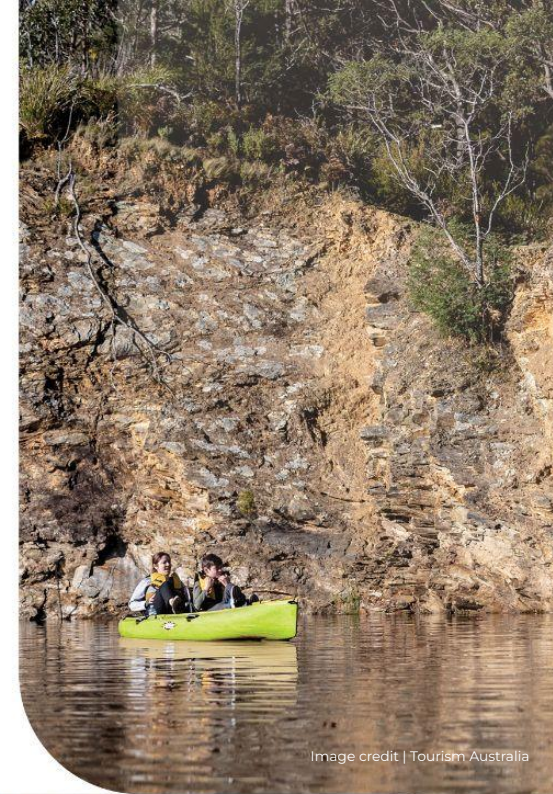


Image credit | Tourism Australia

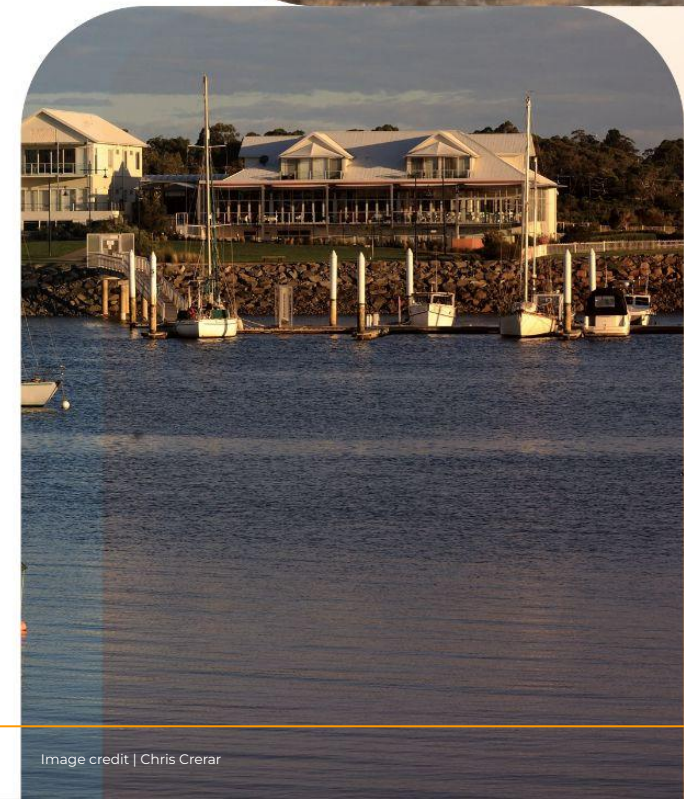
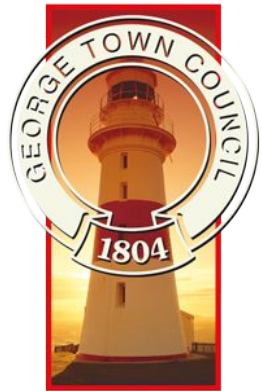


Image credit | Chris Crerar



# Competitor Analysis



# Competitor Analysis

The greatest opportunity for increased visitation is to leverage the visitors already coming to Launceston. The region is close enough to Launceston that many mainland visitors would see it as a day trip. We want hotel concierges and Airbnb's to recommend our region effortlessly and for our region to be top of mind.

With this approach, the biggest competitors for day trips out of Launceston (not considering niche markets such as MTB) are the West Tamar and Meander Valley (Great Western Tiers). We also considered St Helens as a potential competitor for future overnight stays.



Image credit | Flow Mountain Bike

# West Tamar Valley - Day trip from Launceston

## Product

On paper, it offers a very similar offering to the region: vineyards, maritime history, museums, coastal and river landscapes, natural assets such as waterfalls, historic sites such as Auld Kirk, Supply River, Beaconsfield Mine and Heritage Centre, and significantly more accommodation options.

## Marketing Assets

### West Tamar Council Tourism Section [wtc.tas.gov.au/tourism](http://wtc.tas.gov.au/tourism)

While primarily a council website, it has a dedicated tourism section that highlights key attractions, events, and provides essential visitor information. It acts as a gateway, linking to more detailed tourism sites.



Image credit | Tourism Australia

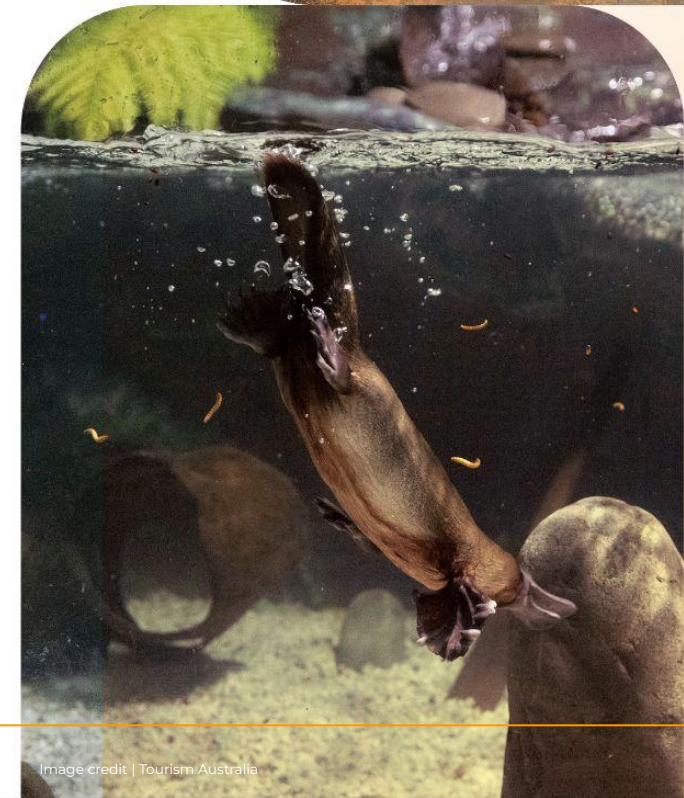


Image credit | Tourism Australia

## Tamar Valley Tasmania


[tamarvalley.com.au](http://tamarvalley.com.au)

This is a regional website that heavily features the West Tamar, particularly its renowned wine route, natural beauty, and attractions like Platypus House and Seahorse World. It's often the first stop for visitors interested in the Tamar Valley. It does mention several sites in George Town; however, the call to action is the Tamar Visitor Centre, run by the West Tamar Council.

## Visit Northern Tasmania

[visitnortherntasmania.com.au](http://visitnortherntasmania.com.au)

As a regional tourism body, it promotes the entire Northern Tasmania region, with the West Tamar being a key component. It often includes itineraries, blog posts, and listings specific to the area.

 Tamar Valley Tasmania  
4.1k followers  
Call to action, Tamar Visitor Centre

 @tamarvalleytasmania  
3k followers




Image credit | Chris Crerar



Image credit | Chris Crerar

## Beaconsfield Mine and Heritage Centre (West Tamar Council owned)

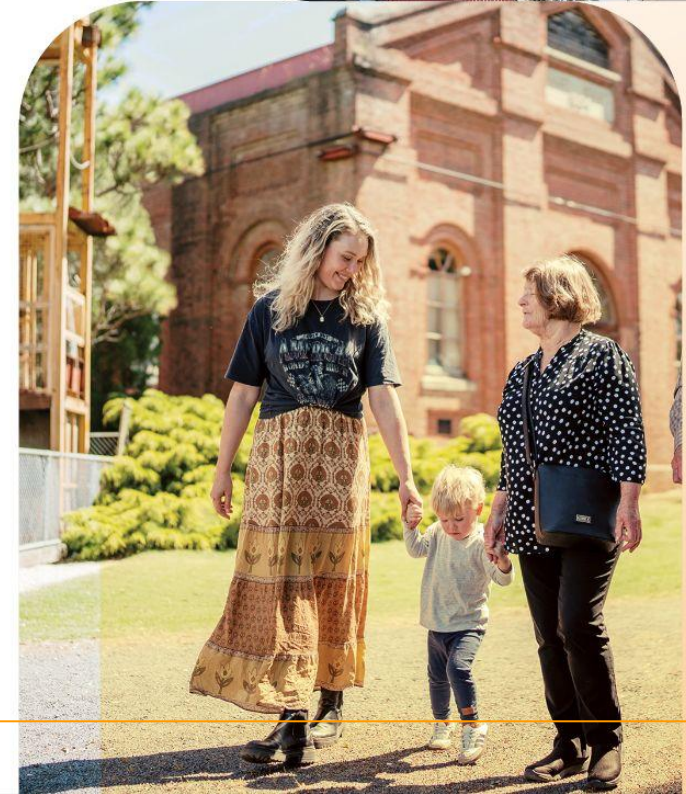
[beaconsfieldheritage.com.au](http://beaconsfieldheritage.com.au)

 3.2k followers

 beaconsfieldheritagecentre  
905 followers

## Unique Selling Proposition (USP)

The topography of the valley on the Western side elevates the viewing for a driving adventure. Many cellar doors on the western side of the Tamar take advantage of the river views, so locals recommend the West of the River over the East. The Beaconsfield Mine and Heritage Centre received national recognition and draws domestic tourists down the Western side of the river.



# Meander Valley (Great Western Tiers)

## - Day trip from Launceston

### Product

Very different to George Town. Lots of walks, rolling hills, locally grown produce, arts and quirky experiences and characters. Gateway to Northern Tasmania's icon attraction Cradle Mountain. Numerous waterfalls, stunning landscapes and cave systems.

### Marketing Assets

[GreatWesternTiers.net.au](http://GreatWesternTiers.net.au)

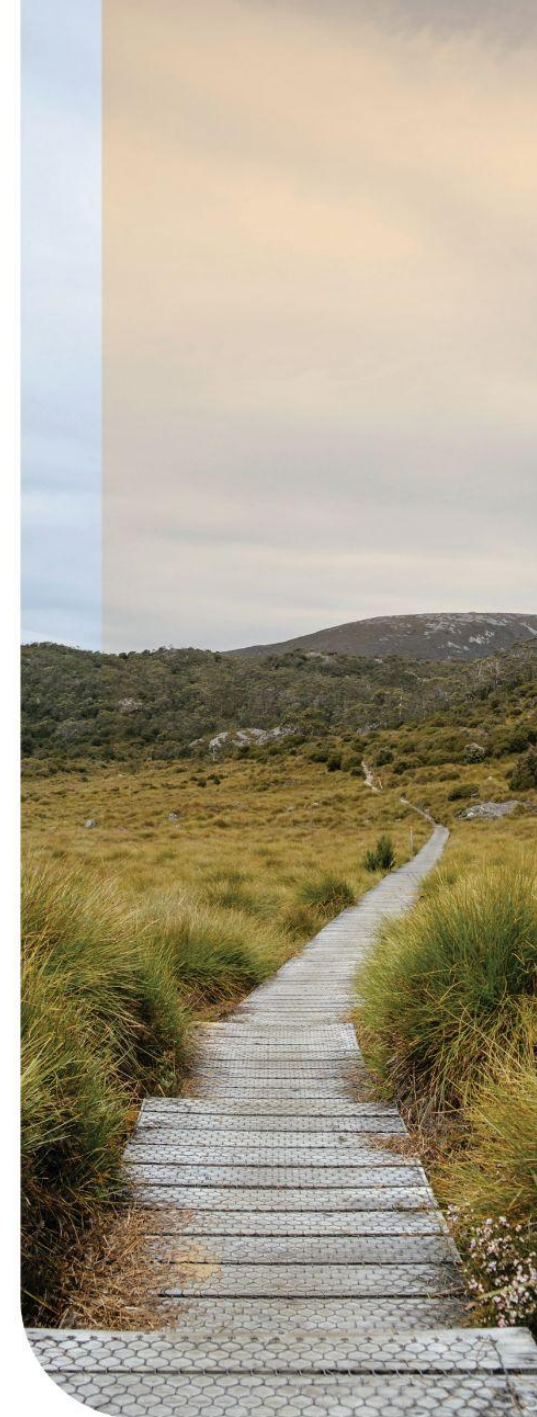
This is the primary dedicated website for the Great Western Tiers and Meander Valley region, run by the visitor information centre. It provides information on accommodation, attractions, food, and drink.

 Great Western Tiers Visitor Centre  
1.7k followers

 Visit the Great Western Tiers Tasmania  
883 followers

 Great Western Tiers Tas  
565 followers

 Great Western Tiers Visitor Centre  
567 followers



## Visit Northern Tasmania

[visitnortherntasmania.com.au](http://visitnortherntasmania.com.au)

The regional tourism website has a dedicated "Great Western Tiers Tourist Route" section. It provides more localised content and is a key channel for visitors exploring the wider northern region.

## USP

They are 'on the way to Cradle' and also the 'Spirit,' which is a unique and golden ticket for tourist towns. Traffic passes through, and the development and atmosphere of the main street of Deloraine reflect that.

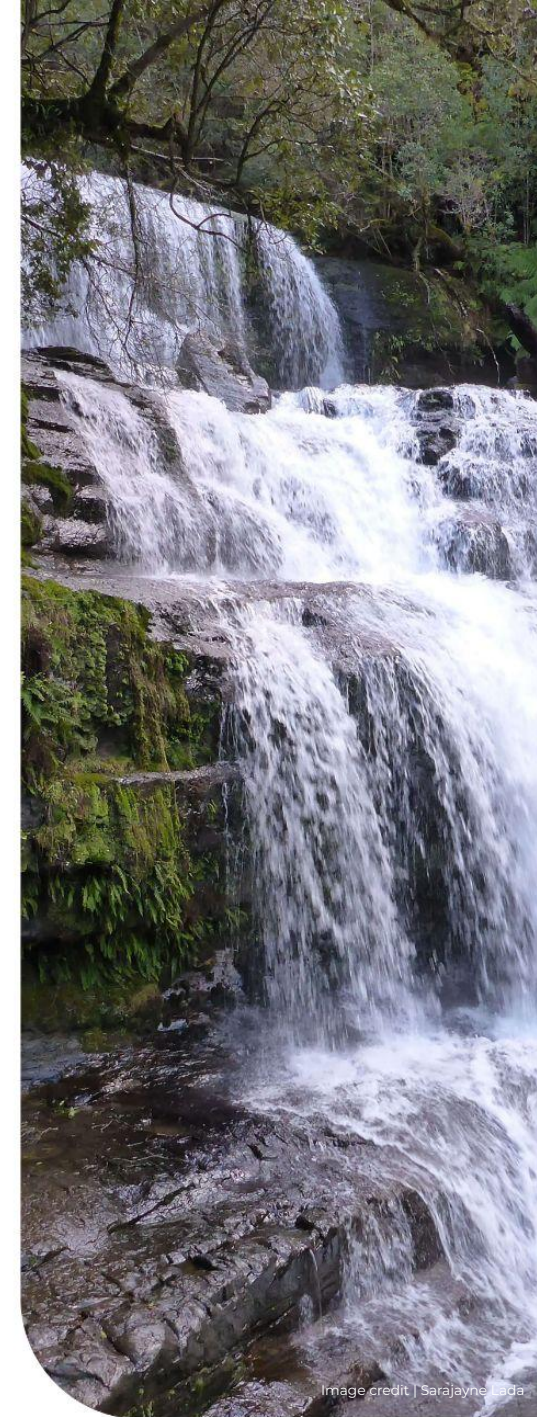
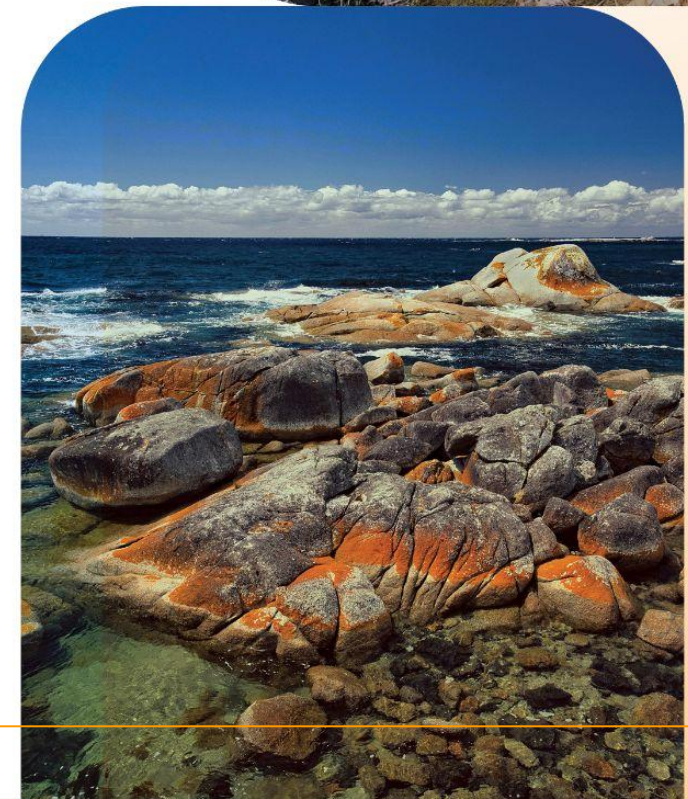


Image credit | Sarajayne Lada

## St Helens

St Helens is a coastal destination with a variety of experiences appealing to an array of target audiences. Although St Helens is not known for its historic sites, its appeal is coastal holidays and it is used as a base to explore the wider region. In recent years, they have positioned themselves as a mountain biking destination, offering quality mountain biking in a coastal location ideal for families looking to incorporate mountain biking into their holiday.

There are several waterfalls and bushwalking trails within short drives from St Helens. The main point of difference for St Helens is that it is the gateway to the spectacular Bay of Fires region, which has international appeal. Various accommodation options include camping, caravan parks, hotel/motels and luxury B&Bs.



# Marketing assets

## East Coast Tourism

<https://eastcoasttasmania.com/discover/town/st-helens/>

Regional marketing page- great website for the East Coast, St Helens is listed as one of the many towns on the page with information on attractions and planning a holiday.

## Youtube

[https://www.youtube.com/results?search\\_query=st+helens+tasmania](https://www.youtube.com/results?search_query=st+helens+tasmania)



Video on St Helens by East Coast Tourism  
4k views



East Coast Tasmania  
44k followers



@eastcoasttasmania  
84k followers

This highly visual Instagram account showcases the breathtaking landscapes, adventure activities, and lifestyle of the East Coast, with St Helens being a major focus. It actively reposts user-generated content using hashtags like #eastcoasttasmania and #experienceeastcoasttasmania.

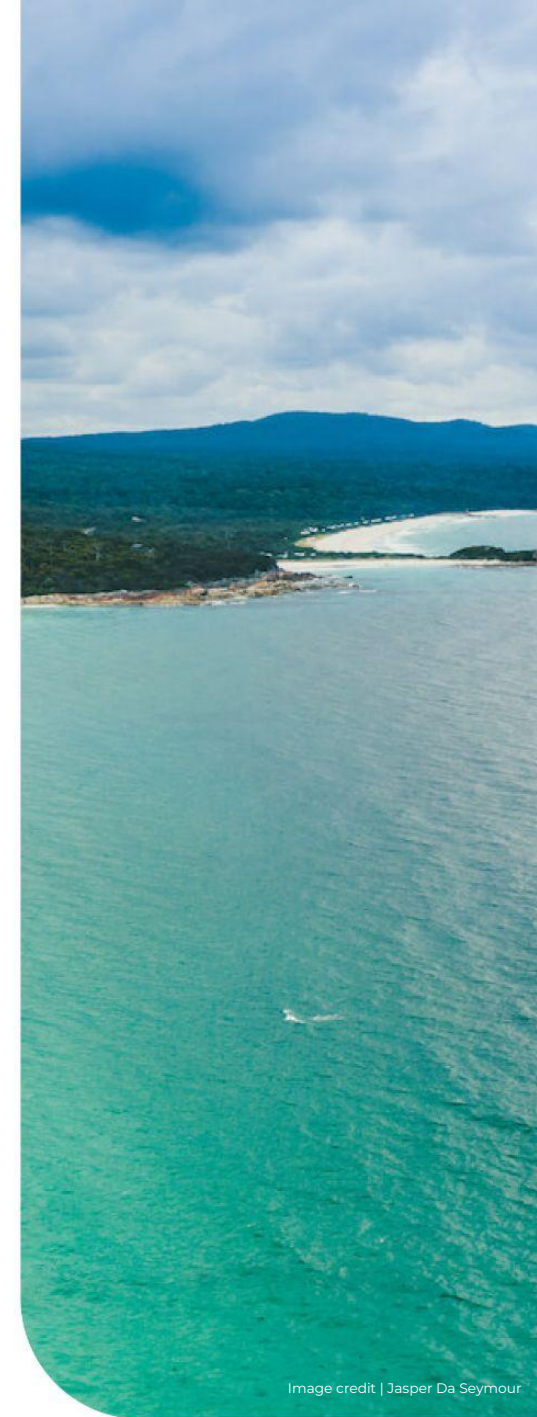


Image credit | Jasper Da Seymour

## St Helens MTB

Mountain Bike specific page with some information on the local region's attractions.

[sthelensmtbtrails.com.au](http://sthelensmtbtrails.com.au)



St Helens Mountain Bike Trails  
9k followers



St Helens Mountain Bike Trails  
7k followers

## User-Generated Content (Vloggers/Influencers)

St Helens' appeal for outdoor activities like mountain biking attracts content creators who share their experiences on YouTube, providing authentic marketing.

## Break O'Day Council

The council's website houses information on visiting the region.

<https://www.bodc.tas.gov.au/discover/visit-us/>

## USP

### Bay of Fires

The town serves as the primary access point to the globally renowned Bay of Fires. Visitors staying in St Helens are perfectly positioned to explore this iconic coastline.



## Bridport and surrounds - Coastal holiday destination

Bustling coastal town that swells with holiday visitors and shack owners over the summer period. Many visitors are repeat holidaymakers and often have long traditions of spending their summers at Bridport.

Consequently, accommodation offerings are abundant, including b&bs, caravan parks, shacks, hotels, and Barnbogle/Lost Farm.

There are several dining options, with RSL, two pubs, Lost Farm and Barnbogle restaurants, the distillery, coffee shops and take-away options. The town has 2 supermarkets, a pharmacy, post office, skate park, half-court basketball, surf club, and scenic playground. All the services are within walking distance to beaches and accommodation with exception of Barnbogle.

The beaches are safe for swimming and well suited to families who enjoy watersports such as kayaking, fishing, water skiing and snorkelling.

Many families base their holidays in Bridport, access Derby for MTB, the swimming pool at Scottsdale, and use Bridport as a base to explore the North East.

In summer, they have a regular weekend village market, which is bustling and vibrant.



Image credit | Jasper Da Seymour

# Marketing assets

The town relies on Visit Northern Tasmania's on social media and their website.



## Instagram

@visitnortheasttasmania - 4,717 followers

Not specific to Bridport. Covers the whole of the North East (Dorset Council) area.



## Facebook

Visit North East Tasmania - 3k followers.

Not specific to Bridport. Covers the whole of the North East (Dorset Council) area.

## Visit Northern Tasmania

[visitnortherntasmania.com.au](http://visitnortherntasmania.com.au)

As a regional tourism body, it promotes the entire Northern Tasmania region, with Bridport having a page and a one-minute video on its site.



Image credit | Jasper Da Seymour

## USP

Bridport's USP is that it offers everything you could want for a seaside holiday - it ticks all the boxes.

- It is a walking town, where you can walk from your accommodation to the beach and back again, then walk to the pub for a meal (or the supermarket or coffee shop) and home again. This style of holiday suits busy families and professionals, as they often rush around in their cars to get from one place to another. Walking slows everything down and is a key requisite for a relaxing beach holiday. This creates an atmosphere in the town.
- The caravan park is a major drawcard as it wraps around the bay. Most sites have water views and are less than 100 m from the water.



Image credit | Jasper Da Seymour



# Aspiration Market



## Aspiration (Years 3-10)

When we are aspirational in our vision for the region, we look to other destinations with an appeal similar to ours that are thriving as tourism destinations. Their visitors use these regions as a destination to base their holiday on a combination of staying and playing locally and touring in the local area. In many cases, they have repeat visits as well.



## Great Ocean Road - Destination

Known for spectacular coastal scenery along the south coast of Victoria. Scattered along the coast are numerous towns, all with their distinct feel. Their tag line 'Be in your element' invites visitors to connect with themselves and with nature.

Renowned for the 12 apostles and quaint towns with a laid back feel.

Other key comparisons to the George Town region:

- 5 iconic lighthouses along the coast that can all be visited.
- Mountain biking
- Surfing
- Water activities
- Bushwalking
- Maritime historic sites



# Marketing assets

[VisitGreatOceanRoad.org.au](https://www.visitgreatoceanroad.org.au)

This is the primary regional tourism website, serving as a comprehensive hub for information on things to do, accommodation, food, events, and trip planning.

 52k followers  
Visit the Great Ocean Road

 82k followers  
@visitgreatoceanroad

Highly active channels with engaged audiences, regularly featuring new content (photos, videos, reels) to inspire and engage potential visitors. Paid advertising is used to target specific customer profiles.

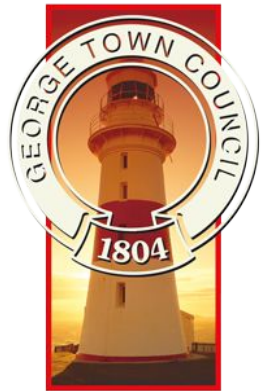
  **YouTube and X (formerly Twitter):**  
Used for video content and broader reach.

## USP

### Twelve apostles

This is the undisputed core of the Great Ocean Road's appeal. The towering limestone stacks rising from the Southern Ocean are instantly recognisable worldwide. No other road trip offers such a concentrated and awe-inspiring display of coastal geological formations.





# Brand Position



## Brand Direction

Before we see an increase in product and accommodation offerings in the region, we need to build awareness that there is something here worth visiting. We need to tell our story, get people curious, get Tasmanians to come, and then have them share their experiences with their friends and family.

This will build momentum and create opportunities for small businesses to see potential, innovate and develop products and services that will keep people here for longer, and in time increase the overnight stay. It's what we like to call a chicken-and-egg situation!

From a marketing perspective, the first step is to develop the story so it is easily told and easily sold!

In the past, visitors to Launceston have been sent down the West Tamar highway and by the time they drive across the Batman Bridge, the daylight hours are waning, and they drive straight back up the highway to Launceston. Alternatively they drive the East Tamar Highway and turn right onto Bridport Road before coming into George Town and Low Head.

We want visitors to Launceston to be sent down the East Tamar highway, because the experiences and communities on this side of the Tamar are “must dos!”



## Brand Direction (continued).

When we look at the greatest opportunity for the George Town area, it is tapping into the visitors already in Northern Tasmania - that is, getting a bigger slice of the pie.

So when Launceston residents, airport staff, Uber drivers, the Launceston visitor centre, or hotel receptionists are asked the age-old question, "We've got a car, what should we do tomorrow?" We want the answer to start with the phrase, "Go north towards the coast, down the East Tamar Highway..."

The first step in having Tasmanians recommend the George Town region is to change the current perceptions by giving them reasons to come and explore.

We need Launceston based Tasmanians to have confidence that it is worth their while making a trip, and we do this by changing the narrative, making it easy for them to buy into.

For this to happen, we need to provide them with uncomplicated language and a story that is easily told. For this reason, the concept we've developed plays with the concept of the geographic location in relation to Launceston.

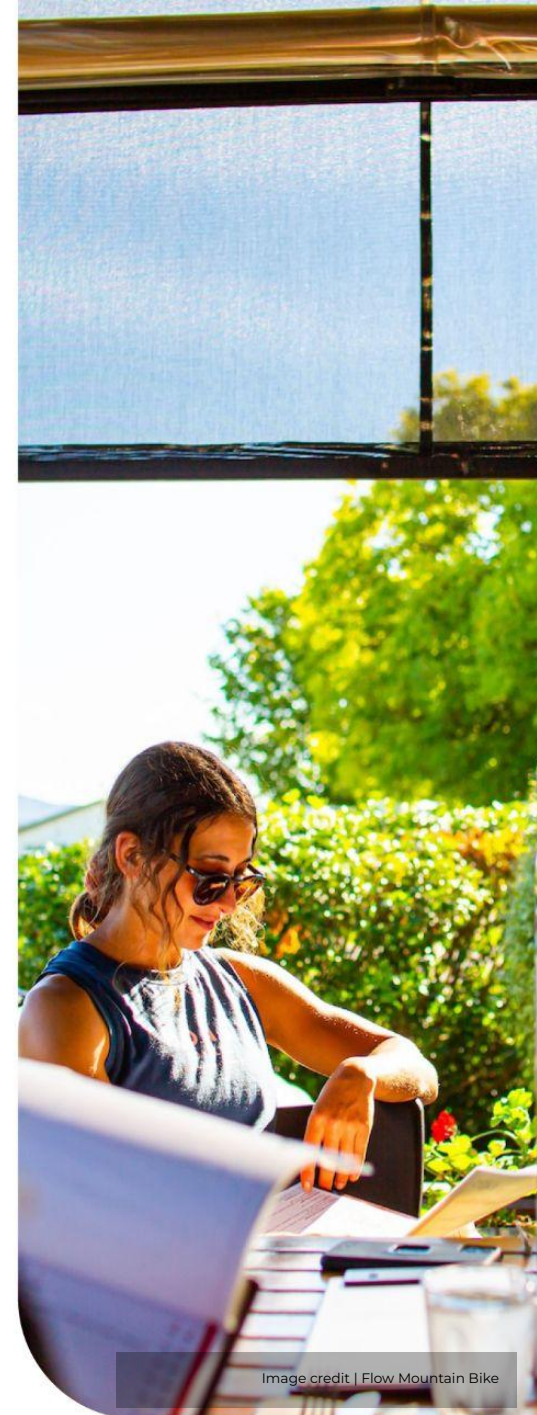


Image credit | Flow Mountain Bike

## Brand Rationale

We wanted to truly reflect what was important to locals while simultaneously finding the hook that would resonate with other Tasmanians and visitors to the state. We want your community to stand tall and feel proud of your little pocket of Tasmania and everything it offers.



Image credit | Flow Mountain Bike

## North (of Launceston)

### Geography

- It is North of Launceston (Launceston airport currently has 1.43million passengers pass through, per year).
- It's the quickest access to Tasmania's coast from Launceston
- It's the middle of the north coast of Tasmania- some might say the heart!
- Mt George lookout has an amazing view of the north coast and where the Tamar River meets Bass Strait. Top of Tasmania type stuff.

### Maritime history

- North, a nautical term, signifies direction and is deeply rooted in the region's maritime heritage. It evokes images of a compass and the act of navigation.
- True North refers to the fixed, unchanging direction that points directly to the Earth's geographic North Pole. It's the "real" North that aligns with the Earth's axis of rotation. Steadfast, strong and consistent.

### Spiritual

- True North is your internal compass, helping you steer a path through life and find your true self, a secluded beach can help you find this. Time to stop, take a walk, to be alone with the wind and the waves.
- When you find your true north, you discover your authentic self.
- First Nations people use star maps to guide travel and maintain cultural knowledge. Their connection to place relies on the sun, moon, and stars for navigation, symbolism and story.

### Political and strategic alignment

- The North concept sits under the existing VNT brand and Tourism Tasmania's Come Down for Air campaign and target audience perfectly.
- Mt George MTB Trails - "Strait to the top".
- It's a geographic region, so it will always be relevant if there are council amalgamations or regional tourism partnerships in the future. No one can take it away.



Image credit | Chris Crerar

## Heading North

- The north coast has an abundance of sunshine, the weather patterns across the north of the state often pass south of the coast, meaning there is technically more sunshine than in our inland towns and cities!
- There is that old concept of the sun..... the further north you are the warmer it is!
- In Australia there is a strong cultural understanding of what the 'North Coast' phrase means, encompassing a distinct lifestyle, geography, and community, one of a relaxed beach focused vibe, tourism and holiday culture, and a mix of coastal towns and inland villages.



Image credit | Flow Mountain Bike



Image credit | Sean Scott Photography

## Brand Tagline

*Find your true north*



Image credit | Flow Mountain Bike

## Brand Narrative

Where time slows down.

Where you can take time for yourself, to relax and appreciate the simple things in life.

Time to breathe, connect with nature, yourself and your loved ones.

Time to be inspired, invigorated, immersed, and indulged.

It's a journey of discovery,

of introspection,

of you and your truth.

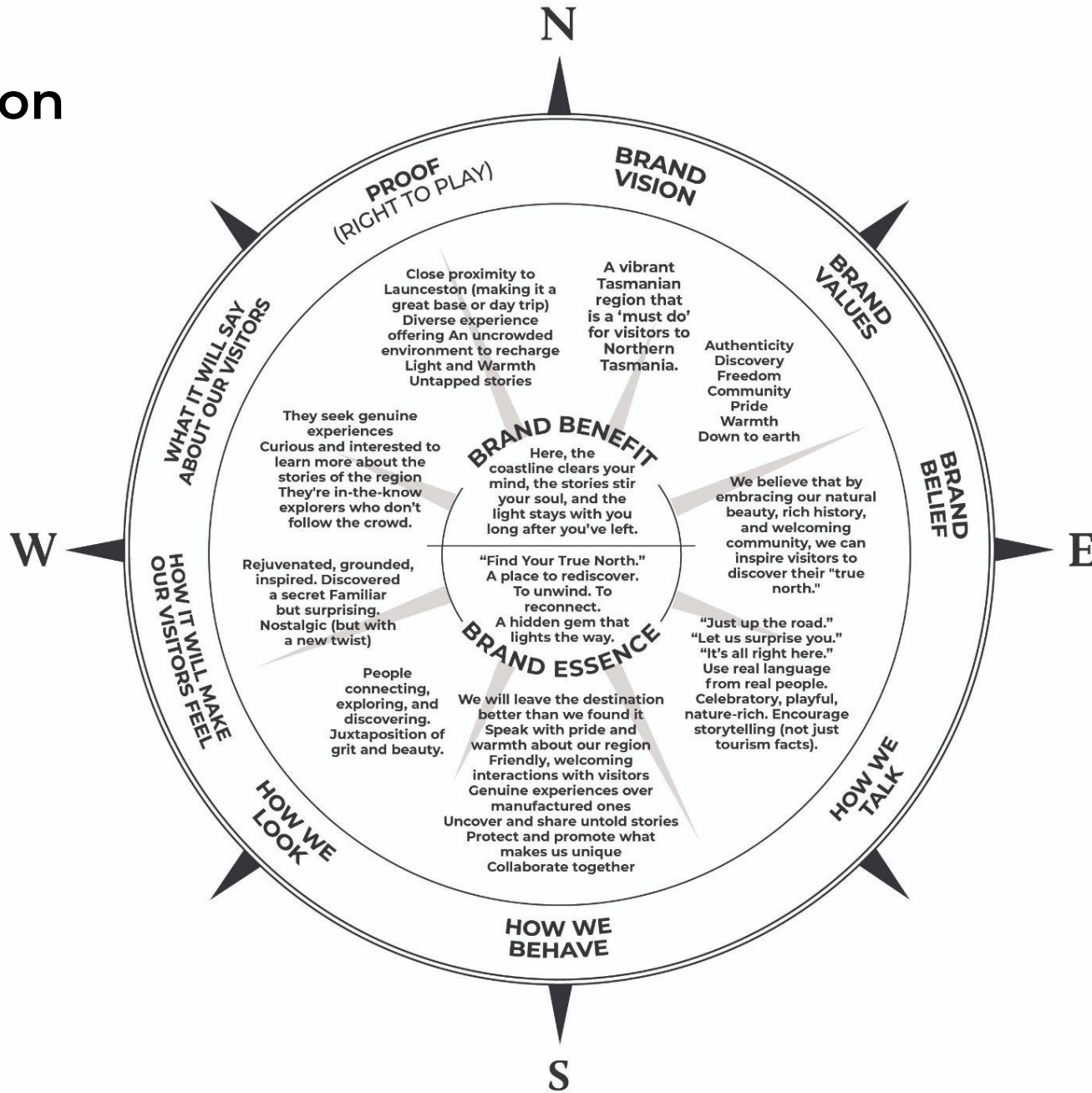
Find your true north, your way.

It will lead you home.



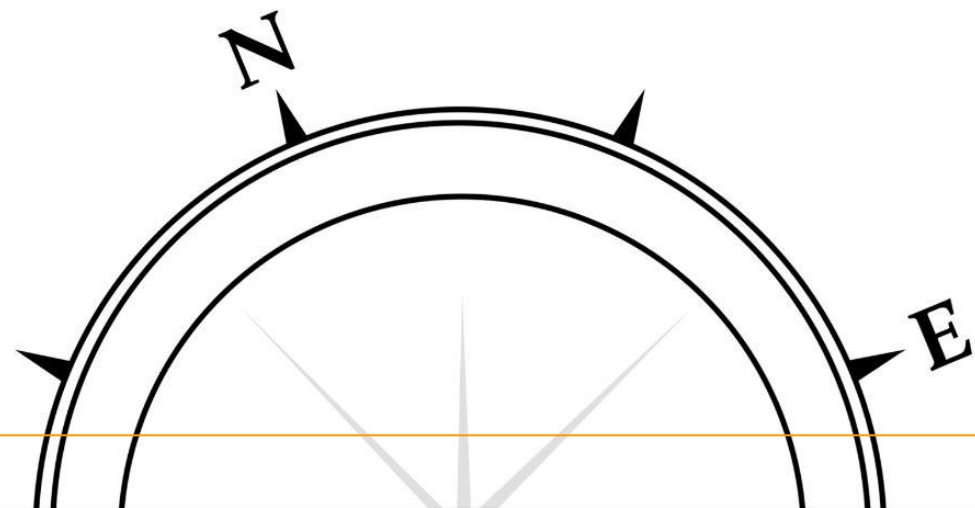
Image credit | Rob King

# Brand Vision



# Brand Vision

A vibrant Tasmanian region that is a 'must do' for visitors to Northern Tasmania.



# Brand Values

Authenticity

Discovery

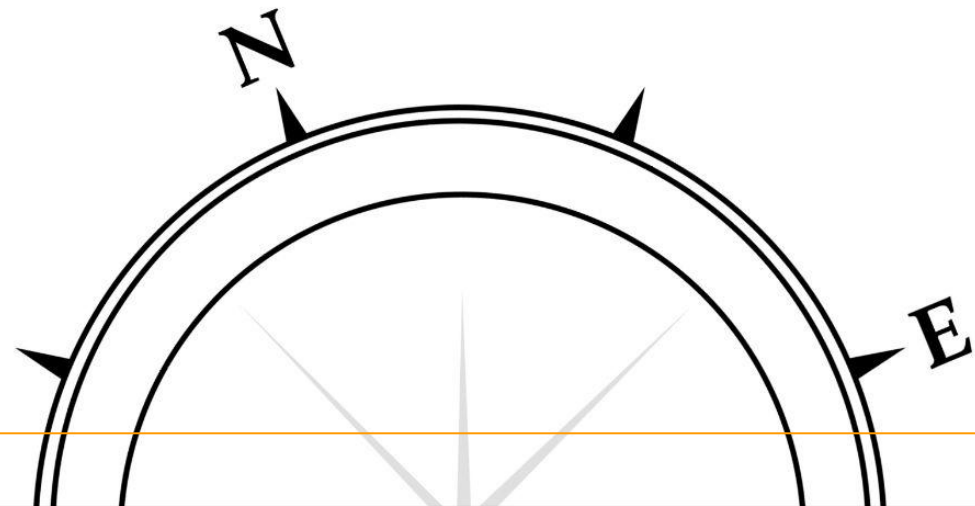
Freedom

Community

Pride

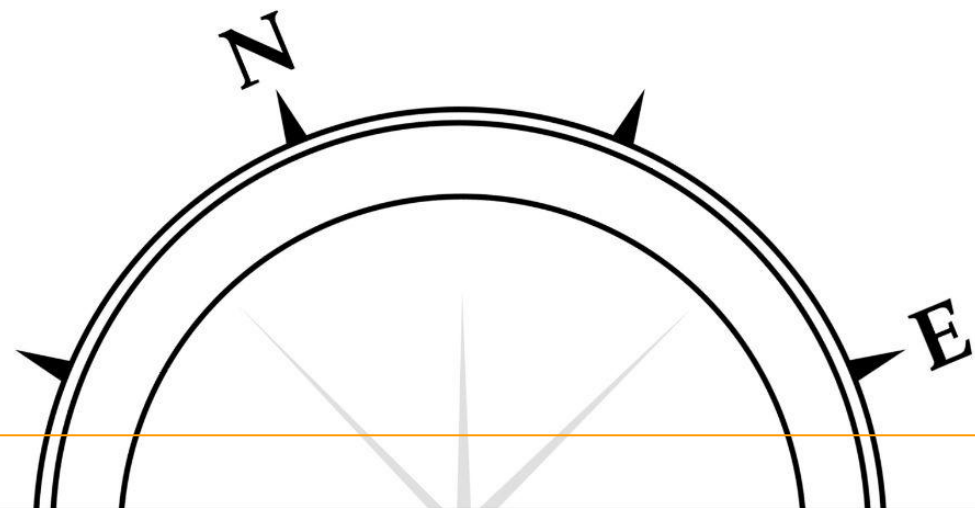
Warmth

Down to earth



# Brand Belief

We believe that by embracing our natural beauty, rich history, and welcoming community, we can inspire visitors to discover their "true north."



# How we will behave

We will leave the destination better than we found it

Speak with pride and warmth about our region

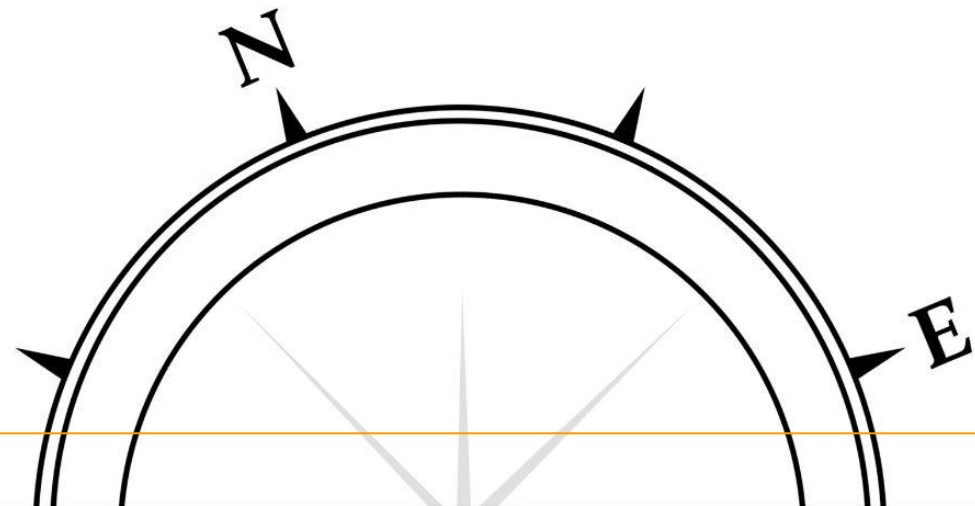
Friendly, welcoming interactions with visitors

Genuine experiences over manufactured ones

Uncover and share untold stories

Protect and promote what makes us unique

Collaborate together



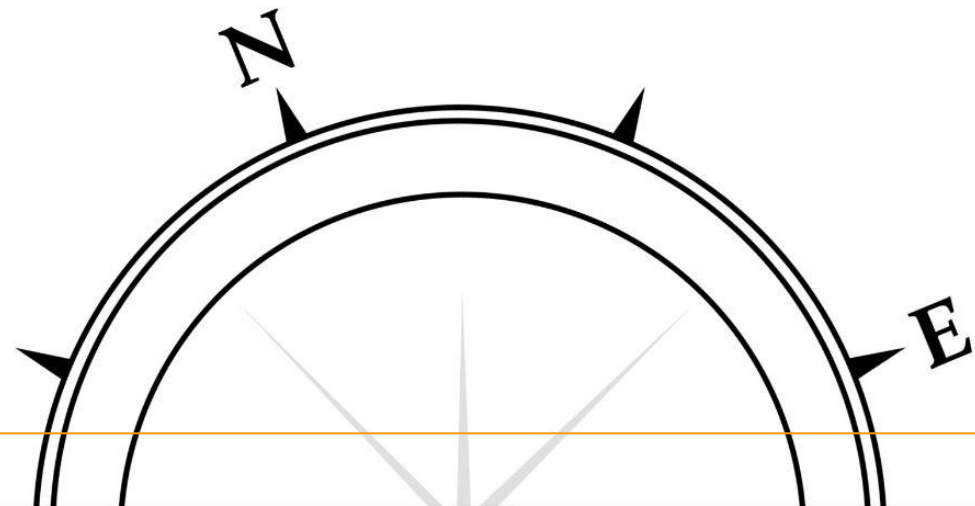
## How we talk

“Just up the road.” “Let us surprise you.” “It’s all right here.”

Use real language from real people.

Celebratory, playful, nature-rich.

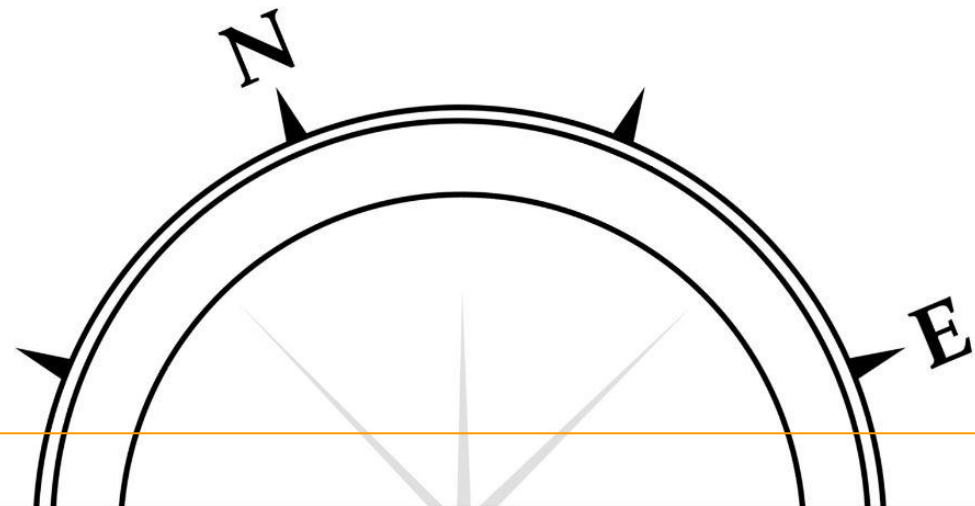
Encourage storytelling (not just tourism facts).



# How we will look

People connecting, exploring, and discovering.

Juxtaposition of grit and beauty.



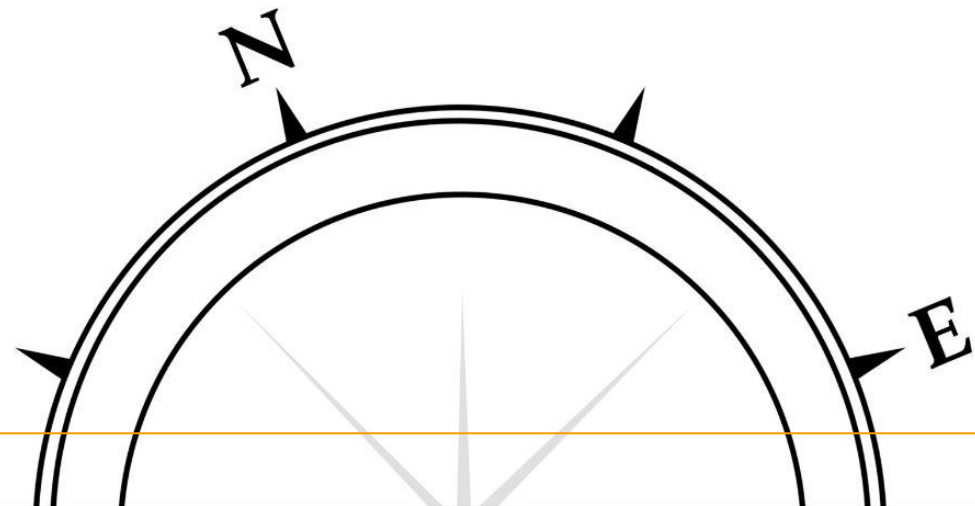
## How it will make our visitors feel

Rejuvenated, grounded, inspired.

Discovered a secret.

Familiar but surprising.

Nostalgic (but with a new twist).

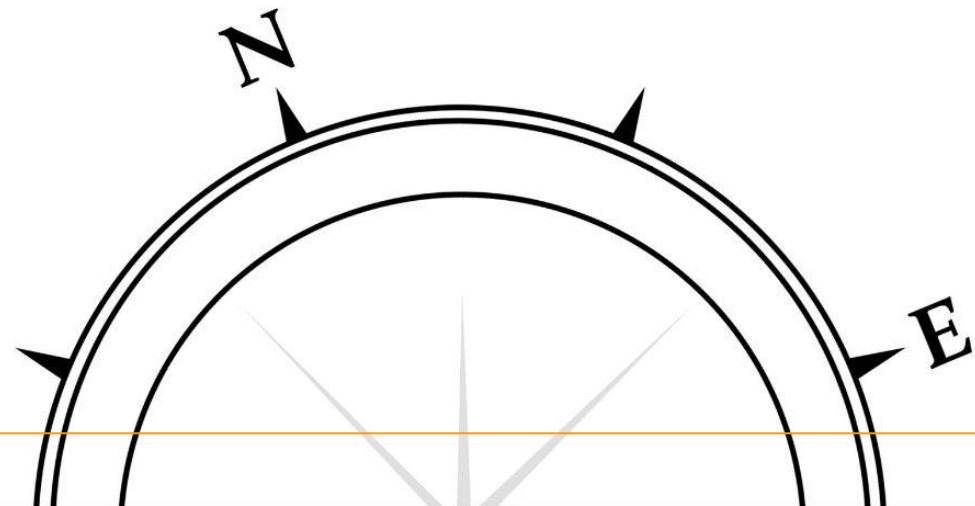


## What it will say about our visitors

They seek genuine experiences.

Curious and interested to learn more about the stories of the region.

They're in-the-know explorers who don't follow the crowd.



## Proof (right to play)

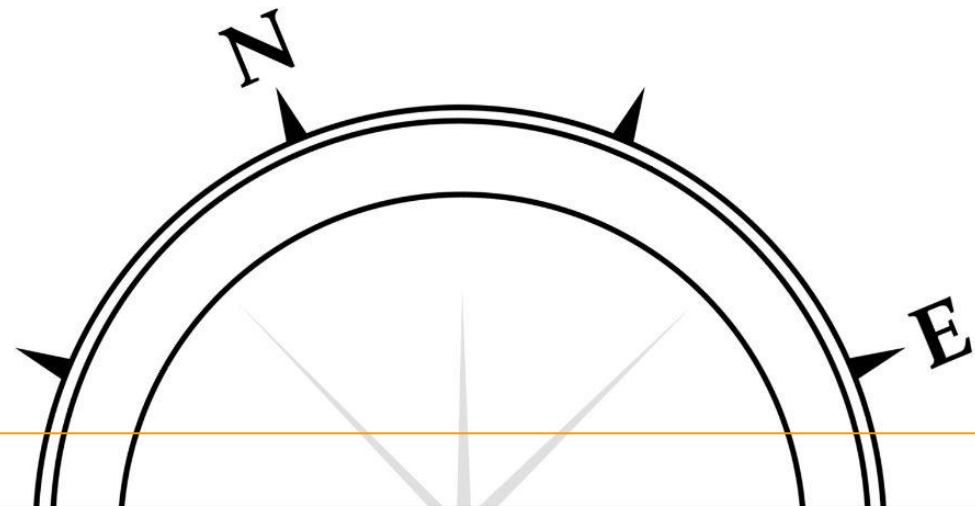
Close proximity to Launceston (making it a great base or day trip)

Diverse experience offering.

An uncrowded environment to recharge.

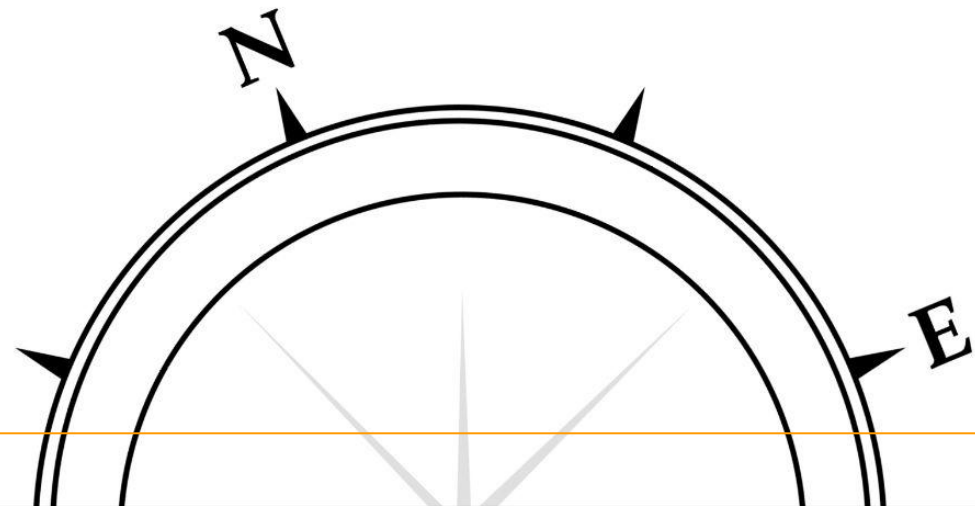
Light and warmth.

Untapped stories.



# Brand Benefit

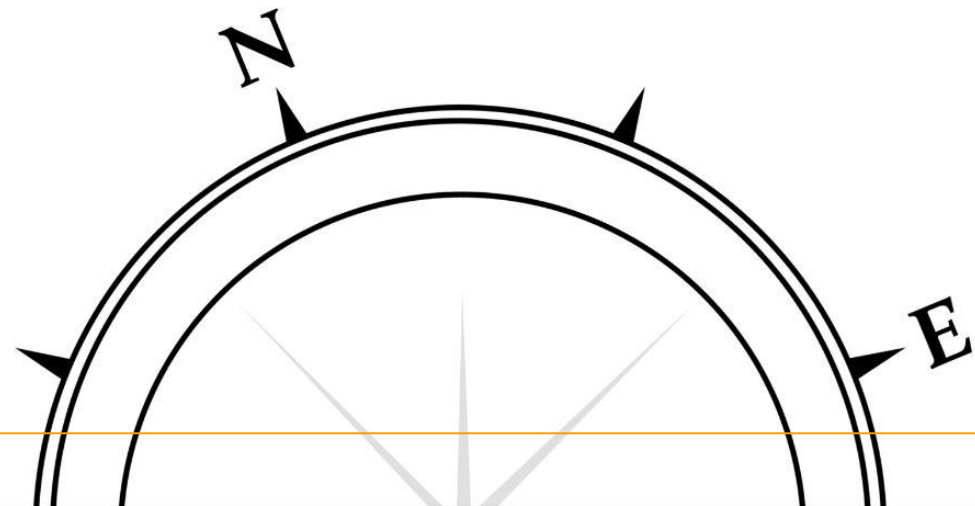
Here, the coastline clears your mind, the stories stir your soul,  
and the light stays with you long after you've left.



# Brand Essence

“Find Your True North.”

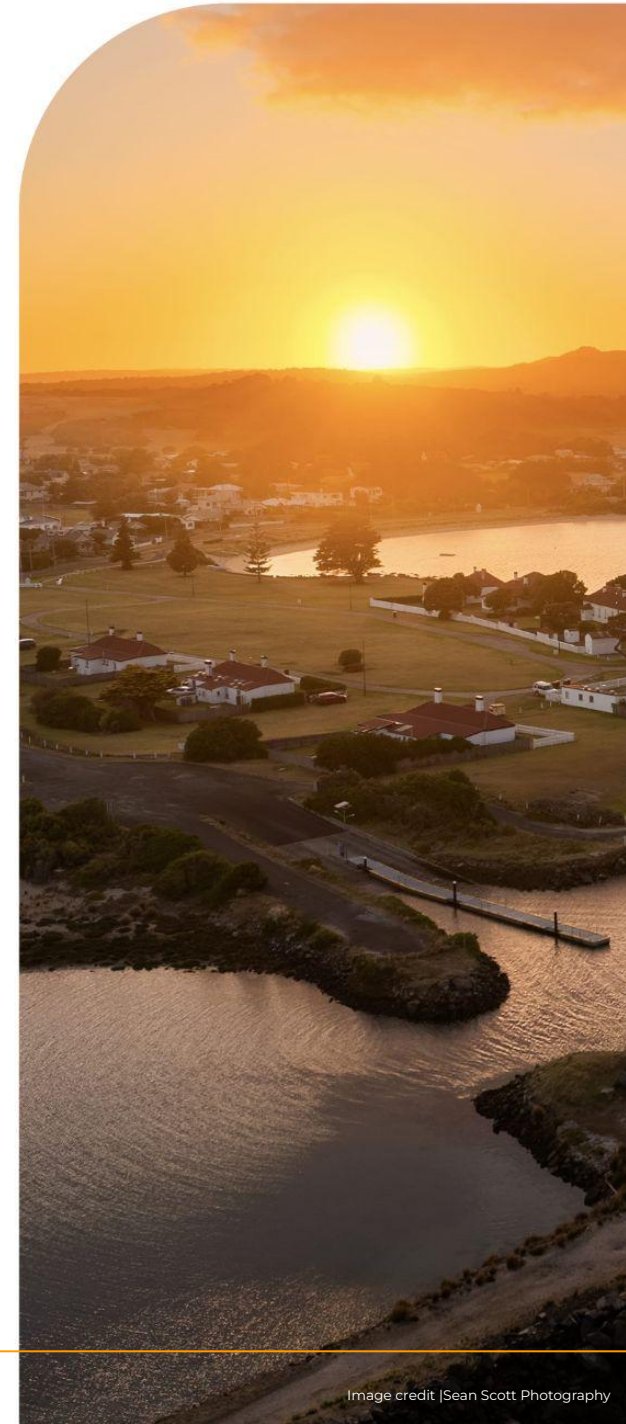
A place to rediscover. To unwind. To reconnect.  
A hidden gem that lights the way.



## Talking about our region - A guide for businesses

Every business in our region contributes to its unique identity and vibrant character. We are all part of a collective story of growth, resilience, and opportunity. This guide is designed to empower you, our local business community, to become powerful ambassadors for our region.

By weaving the narrative of our home into your own marketing, you not only elevate your brand but also strengthen the collective appeal of our area. This guide provides the consistent messaging to help you effectively communicate the compelling reasons why this region is an exceptional place to live, work, and invest. Let's work together to champion our shared home and drive a prosperous future for all.



## What makes us unique?

Light-filled days and spectacular sunsets

Penguins, lighthouses, and untold maritime stories

Unpretentious but unforgettable

Warm, welcoming people

Hidden gems

Slow-paced, soulful experiences that stick with you



## Key emotions to evoke

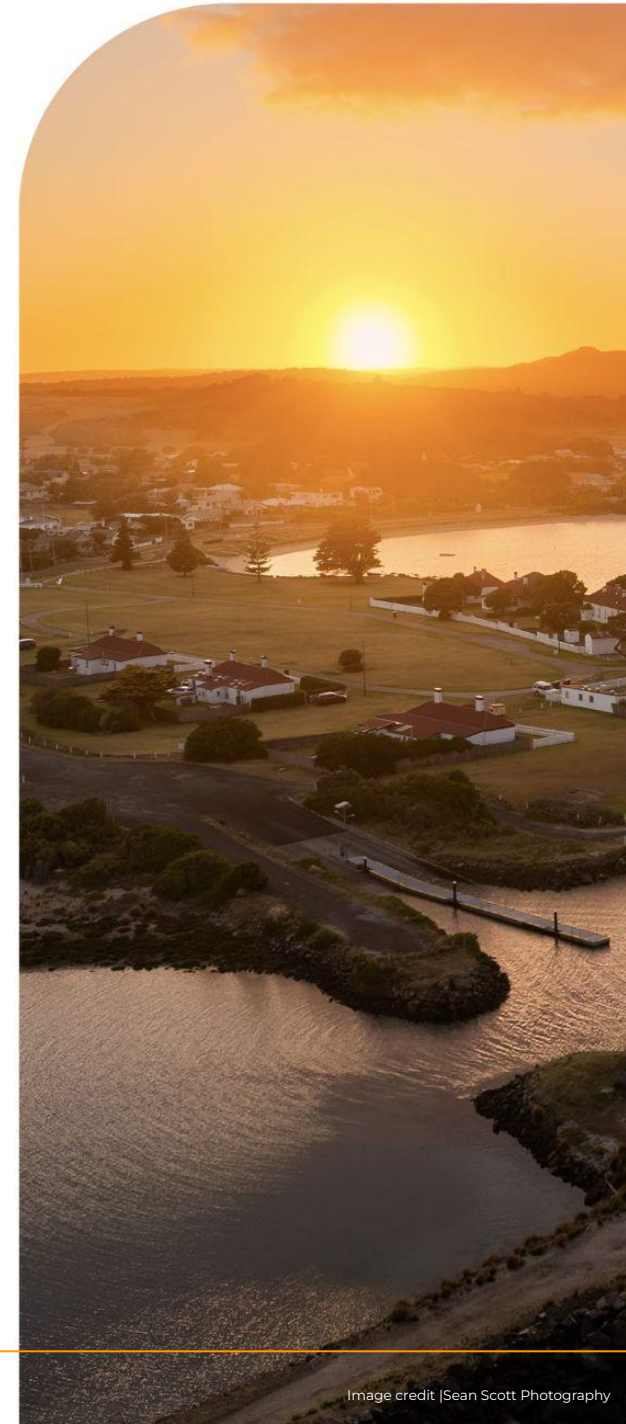
Use words, imagery, and tone that help visitors feel:

Curious

Inspired

Welcomed

Nostalgic (but with a twist!)



## Tone of voice guidelines

Encourage businesses to speak like the region feels:

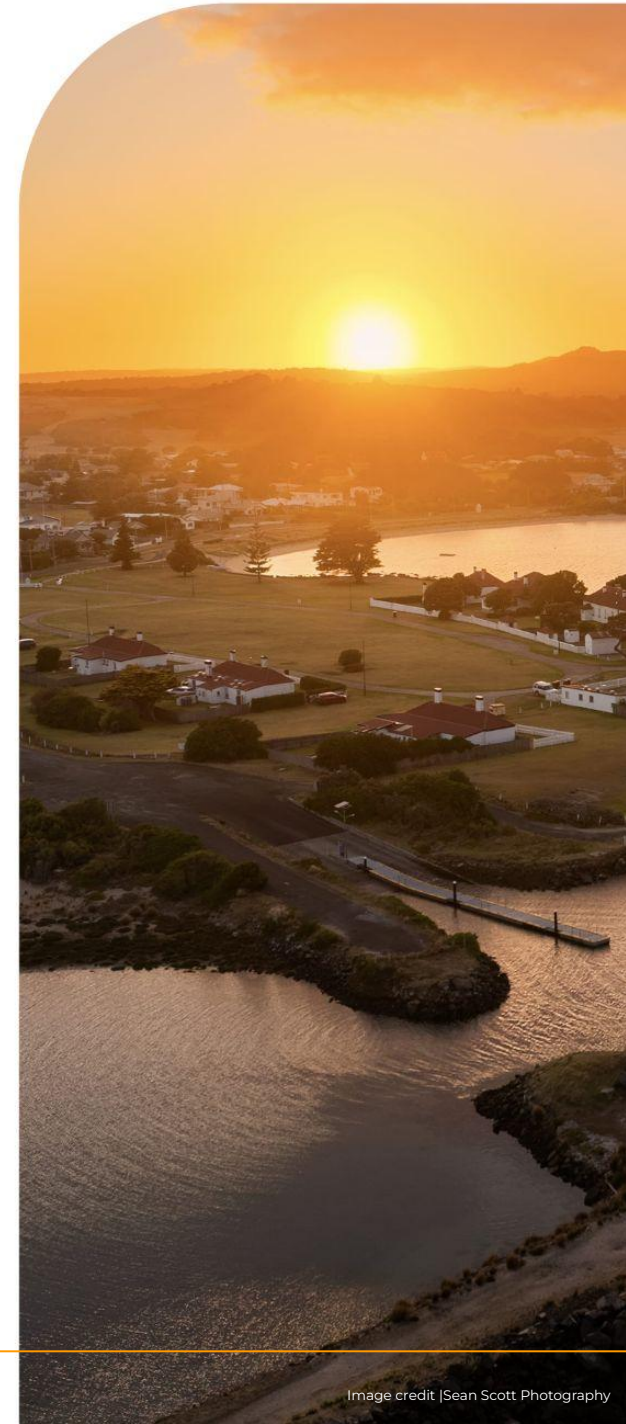
Authentic, not polished

Warm, not salesy

Relaxed, but passionate

Down-to-earth, yet inspiring

Proud, without exaggeration



## Phrases to build on

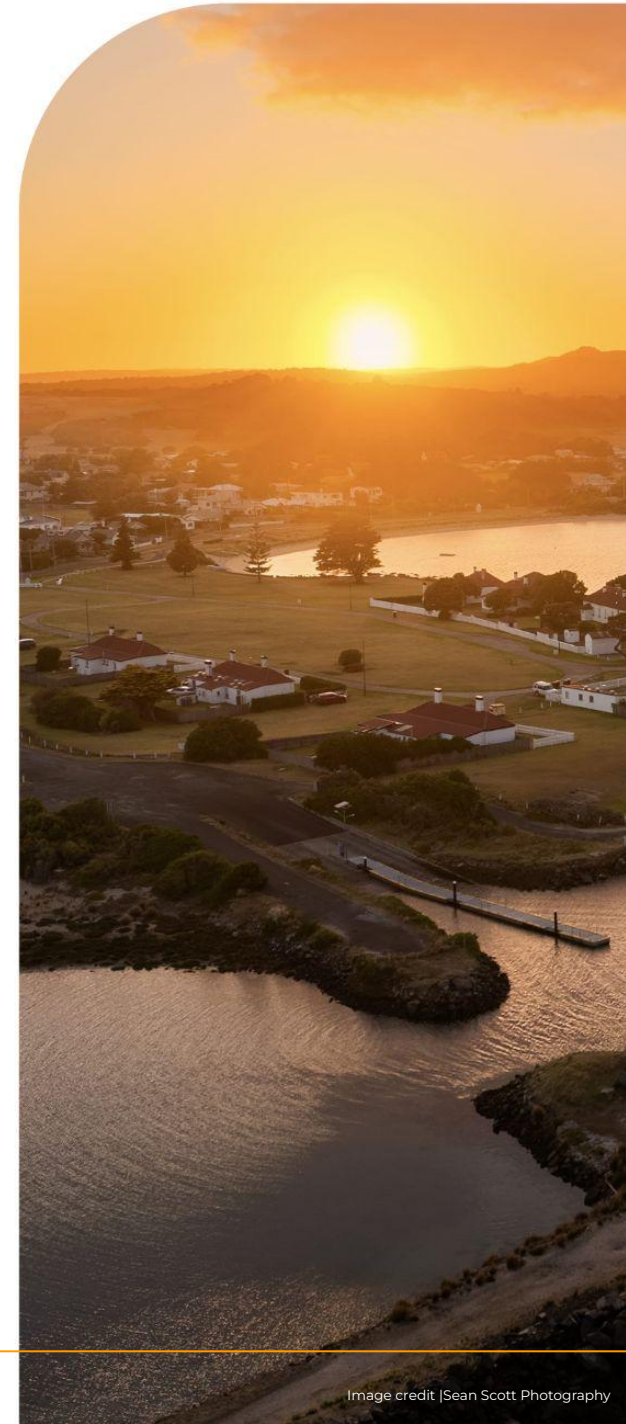
Find your true north

Follow the light to the North Coast

Discover what locals already know

Come home to the coast

Tasmania's sunshine coast



## Things to Avoid

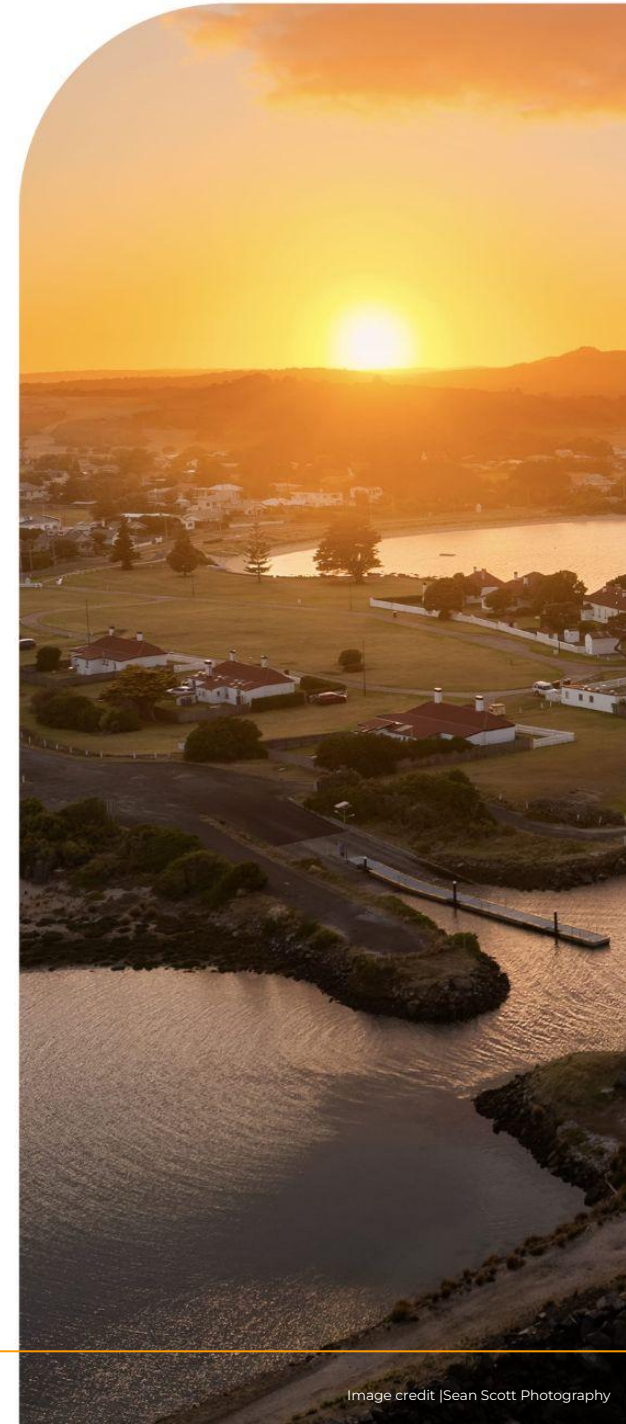
Don't lean too heavily on outdated stereotypes (e.g. industrial/grey).

Don't apologise for what we're not. Celebrate what we are.

Avoid jargon. Speak with clarity and heart.

Avoid generic terms like "great views" or "nice beaches". Use specific, sensory words.

Be mindful of language. Where possible, refer to the region as the North Coast rather than just George Town. This helps paint a broader, more inviting picture of everything the area offers.



## Tell the Story

Show off the light, the textures, the faces, and the quiet moments.

Use short, emotional captions.

Hashtags: #TrueNorthTas #NorthCoastTas #FollowTheLight





# Target Audiences



# Marketing persona: The Anderson Family / The Leisure-loving Lanes

## Visiting Friends and Relatives Market (VFR)

### **Introduction:**

When Launceston residents, airport staff, Uber drivers, the Launceston visitor centre, or hotel receptionists are asked, " We've got a car, what should we do tomorrow?" We want the answer to be, " Go north towards the coast, down the East Tamar Highway." The VFR market are referrers.

**Age Range:** Families 30-45, Couples 45-60

Location: Launceston and Tamar Valley, Tasmania

**Occupation:** Professionals, small business owners, working couples easing into retirement

**Income:** Moderate household income, budget-conscious but willing to invest in quality experiences

**Travel style:** Family mini-breaks and leisurely couple escapes in regional Tasmania, often short 1-3 day trips.



# Marketing persona: The Anderson Family / The Leisure-loving Lanes

## VFR Market

### Motivation for travel:

Family (The Andersons):

Spend quality time with kids through active outdoor experiences

Create lasting memories with nature, adventure, and learning

Seek safe, family-friendly, affordable activities close to home

Couples (The Leisure-loving Lanes):

Reconnect and unwind post-family years

Enjoy quality food, wine, and coastal relaxation

Explore authentic Tasmanian nature and culture at a comfortable pace

### Pain points:

- Limited awareness of coastal/north Tamar experiences beyond Launceston
- Perception of attractions being “historic only” or “for older generations”
- Difficulty finding child-friendly activities with outdoor adventure options
- Seasonal and weather concerns impacting plans
- Lack of reliable local recommendations

### Media consumption:

- Facebook parenting groups, Instagram family and travel influencers
- YouTube videos, TripAdvisor for reviews and planning
- Wellness and food media for couples (magazines, blogs, Instagram)
- Value personal recommendations and online content with strong visuals
- Use Google Maps and local websites for logistics and route planning



# Campaign ideas for this audience

## “North Tamar: Your Family’s Backyard Adventure”

- Showcase the north Tamar coastal route as the perfect family-friendly getaway
- Use social media contests, photo challenges, and kid-friendly collectible stamps
- Partner with local businesses to promote takeaway fresh seafood and casual dining options
- Feature simple 1-2 day itineraries for busy families looking for hassle-free trips

## “Reconnect and Refresh: Leisure in the Tamar”

- Emphasise leisurely coastal drives, winery tastings, and quiet beach escapes
- Target couples easing into retirement seeking quality food, wine, and nature
- Share stories from local producers, craft beverage makers, and restaurateurs
- Use blog content, influencer collaborations, and tasteful video reels to inspire
- Offer 2-3 day itineraries mixing relaxation with gentle adventure and coastal history



# Marketing persona: "Adrenaline Junkie Tom"

## Mountain Biker – Trail Seeker

**Name:** Tom Adams

**Age:** 25-to 45-year-old

**Location:** From Melbourne CBD

**Occupation:** Investment banker

**Income:** \$180,000- \$220,000, high expendable income, no dependants.

**Travel Style:** He travels with his pack of MTBing mates. They fly, bring their own bikes, and organise a shuttle to pick them up from the airport and take them directly to their MTB accommodation.

### Motivation for travel:

- **Adrenaline junkie:** Tom works and plays hard. He is obsessed about mountain biking and is an adrenaline junkie.
- **Race his mates:** Is driven by the desire to race his mates, in person or via Strava times.
- **Chasing new trails:** Loves visiting new or less frequented MTB trail networks for the bragability factor.
- **Mateship:** Off-bike activities are important to Tom, as well as the opportunity to have a craft beer, sit around a fire pit, and reminisce about the shenanigans of the day and past adventures.
- **Off bike adventures:** Being city based, Tom and his mates will look for other outdoor activities: fishing, surfing, go-karting, any activity that gets him outdoors.



# Marketing persona: "Adrenaline Junkie Tom"

## Mountain Biker – Trail Seeker

### Pain points:

- Not being able to access good coffee
- Access to a variety of hearty food
- Access to a bike shop for spares or repairs.
- Lack of craft breweries.

### Media consumption:

- Tom is highly engaged with digital platforms relevant to his hobby.
- Instagram: follows mountain biking content creators and his favourite bike brands.
- YouTube: watching GoPro trail POVs and gear reviews.
- He is active on bike brand mailing lists like Flow MTB,
- Strava: To track his rides and connect with other MTBers. Instagram is his key platform.
- Google search: on trail networks



## Campaign ideas for this audience

- **“With over 100 km of trails”** Emphasise the scale of the network, the quality of the trails (*World Trail* built adds credibility and a sense of status) catering to all riding styles and abilities.
- **“Tasmania’s newest MTB trails”** Tying into Tom’s obsession with riding the new trails and telling his network about it. Can also tap into the undiscovered nature of the secluded beaches and the down-to-earth nature of the region.
- **All about proximity!** Only 40 minutes from Launceston and 1 hour 15 from Derby.



# Marketing persona: The Trailblazing MTB Tribe

**Adventure-loving families who seek outdoor fun, mountain biking, and enriching experiences together.**

**Name:** The Trailblazing MTB Tribe (family of 4-5)

**Age Range:** Parents 30-45

**Location:** Intrastate and interstate visitors to East Tamar Municipality

**Occupation:** Varied, generally highly educated

**Income:** Middle to higher socioeconomic status, discretionary income for holidays, they are more geared towards budget accommodation (camping) however.

**Family:** Parents with children beginner to intermediate mountain bikers (often called 'pootlers'), strong extended family and friendship networks

**Travel Style:** Mountain biking is part of a wider family holiday experience, with plenty of other activities integrated; camping, beach time, fishing, and local exploration. Parents are often experienced riders, kids are beginners or intermediates, preferring green and some blue trails. They bring or hire bikes and want practical, family-friendly options.

## Motivations for Travel

- **Experience Tasmania:** Explore Tasmania's natural beauty and family-friendly outdoors.
- **Family bonding:** Create lasting memories through shared adventures.
- **Outdoor exploration:** Engage actively with nature and the environment.
- **Bragability:** Share fun, memorable experiences (even if not extreme biking).
- **Low-stress, flexible travel:** Enjoy freedom without complicated planning.
- **Focus on setting and amenities:** Prioritise scenic locations, family-friendly attractions, and accessible facilities over hardcore mountain biking.



# Marketing persona: The Trailblazing MTB Tribe

Adventure-loving families who seek outdoor fun, mountain biking, and enriching experiences together.

## Pain Points

- Lack of beginner/intermediate-friendly biking options.
- Few family-friendly amenities near trails.
- Difficulty finding trustworthy info on local activities that suit families.
- Limited bike hire or guided family tours.
- Activities that exclude younger or less experienced riders.
- Overly technical or extreme trail focus.

## Media Consumption

They are a digital savvy family and have a strong preference for digital and online sources over traditional media when researching holiday destinations.

- **Social media:** Active on Facebook and Instagram, follows family travel blogs and parenting influencers.
- **Research and planning:** Thorough, reads trail info and plans itineraries pre-trip.
- **YouTube:** Watches trail reviews and travel tips.



# Campaign ideas for this audience

Regional Appeal:

- **Accessible Mountain Biking:** Green & blue trails for beginners/intermediates, plus bike hire and family tours.
- **Diverse natural settings:** Beaches, nature walks, scenic spots complementing biking.
- **Family attractions:** Berry farms, alpaca tours, parks (Regent Square, Windmill Point, Lagoon Bay), and community events (Christmas Parade, Winter Solstice, Sandcastle Building).
- **Historical and cultural:** Museums and historic sites for a broader experience beyond biking.
- **Good food and beverage:** Local produce, casual cafes, family dining options.
- **Convenience:** Easy access, clear info on activities/facilities.
- **RV-Friendly:** Facilities for caravan/motorhome travellers (if relevant).



# Marketing persona: Ethical Ellie

## A positive impact traveller

**Name:** Ellie Adams

**Age Range:** 45-64

**Location:** New South Wales, Victoria or Queensland

**Occupation:** University Lecturer

**Income:** Often a mid-high double income family (\$180-\$320k combined) with 1-2 teenagers.

**Travel style:** She often travels with the whole family, but the kids are now at an age where she can leave them at home when she goes on holiday with her partner (*See you kids! Remember to feed the dog!*).

### Motivation for travel:

- **Immersion and connection:** Ellie travels to feel deeply connected to the places she visits and the communities who call them home. She wants to belong (if only for a little while), not just observe.
- **Positive impact:** Driven by the desire to leave a destination better than she found it, Ellie actively supports local businesses, donates to causes, and participates in conservation. She's the type of tourist that'll pick up rubbish on the beach she's visiting and encourage others to do the same.
- **Sustainability and authenticity:** Values experiences that are environmentally and socially responsible, whether it's staying in a low-impact eco-lodge or joining a traditional fishing trip.
- **Personal fulfilment:** Seeks meaningful experiences that enrich her understanding of culture, history, and nature, helping her grow personally and emotionally.
- **Escape and renewal:** Uses travel as a restorative escape from work, prioritising wellness practices like meditation, mindfulness, and time in the wilderness. She wants to bathe in the ocean and breathe fresh air - Tasmania is a haven for her.



# Marketing persona: Ethical Ellie, A positive impact traveller

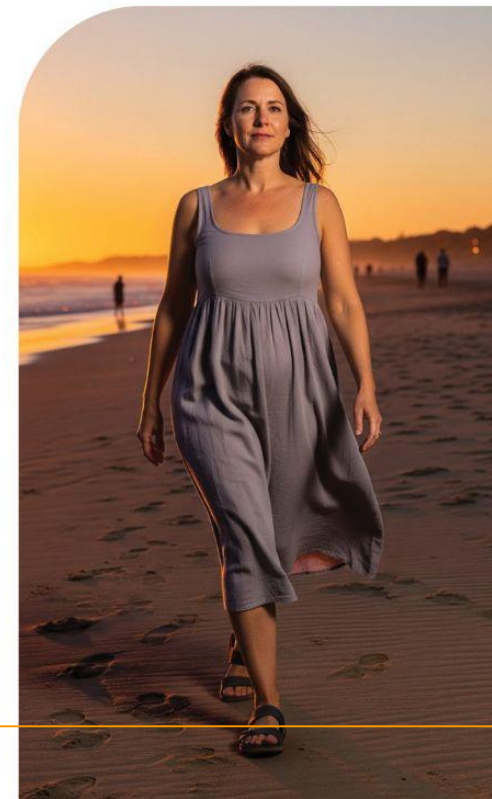
## Pain points:

- Lack of opportunities to engage directly with local people and culture.
- Experiences that feel staged, inauthentic, or overly commercialised.
- Lack of access to nature. She wants to be in walking distance from a park/the beach/a forest etc.
- Limited access to sustainably run accommodation and activities.
- Difficulty finding reliable information on local history, culture, and environmental initiatives.
- Overcrowded destinations and peak season travel.

## Media consumption:

Ellie is highly motivated to book a holiday that suits her core values, because of this she'll spend hours researching online and is highly motivated by imagery, videos and reviews.

- Ellie is influenced by family and friends, valuing their word of mouth recommendations after they've been on holiday. Always asking for their tips and what memorable experiences they had.
- She relies on online reviews to validate destinations and experiences, indicating a need for trusted endorsements.
- Airbnb is a preferred platform for her to book accommodation as she likes to engage with a local host, and stay in unique places.
- She's likely to engage with content that highlights sustainable practices, local community initiatives, and authentic cultural experiences.
- Ellie follows social media accounts of eco-travel influencers like Sarah Wilson or destination pages to discover new ideas. She often subscribes to their travel blogs on substack.
- She subscribes to newsletters from sustainable travel brands or conservation organisations.



# Campaign ideas for this audience

## “Off-Peak. On Purpose.”

Highlight the George Town region as a purpose-driven destination perfect for slow, meaningful travel - without the crowds.

- Rediscover hidden beaches, warm locals, and nature on your doorstep.
- Short 1–3 day itineraries showing how to connect with the community and support sustainable businesses.
- Only 40 minutes from Launceston, easy to access, far from the crowds. Could have advertising that takes aim at the bigger cities in a tongue in cheek manner e.g;

*“Last time I checked, they don’t have penguins at The Gorge?”*

*“A “Sandy Bay” without the price tag.”*

*“All the history. None of the parking meters.”*

*“Quieter beaches. Wilder sunsets.”*

## “George Town’s hidden gems”

Tap into Ellie’s love of trusted recommendations and authentic experiences.

- Collaborate with ethical travel influencers to create unpolished, real content.
- Showcase local shacks, fresh seafood, cultural sites, and quiet walks.
- Use digital ads and reels to inspire conscious travellers seeking places that align with their values.

*“Where the Locals Still Wave.”*

*“Stay Small. Discover Big.”*



# Marketing persona: "The Roaming Retirees"

**Name:** Helen and Barry Wilson

**Age:** 65 and 68

**Location:** From New South Wales, but constantly travelling together.

**Occupation:** Retired (former teacher or tradesman)

**Income:** Comfortable, from superannuation and pensions.

**Travel Style:** Independent, self-sufficient, value for money, keen on extended stays. Travel together as a couple. Own a well-equipped caravan/motorhome. Came over via the Spirit of Tasmania.

## Motivation for Travel:

- **Freedom and flexibility:** No fixed schedules, can stay longer if they like a place.
- **Exploration:** Love discovering new towns, natural beauty, history, and local culture.
- **Community:** Enjoy meeting other travellers and locals; like friendly, welcoming towns. They collect friendships, sharing stories of where they have visited.
- **Relaxation:** Seek peaceful environments, away from city hustle.
- **Active but low-impact:** Enjoy gentle walks, fishing, golfing, birdwatching, historical tours, and markets. They like having access to a cafe where they can pause, have a hot drink and/ or a treat.
- **Affordability:** Conscious of budget, prefer free or low-cost activities and caravan park stays with good amenities.



# Marketing persona: "The Roaming Retirees"

**Pain Points:** Finding suitable, well-maintained caravan parks with good facilities (power, water, dump points, communal areas).

- Access to fresh produce, local services (mechanics, medical), and reliable internet.
- Overly commercialised or crowded tourist traps.
- Lack of clear information and signage leads to local attractions and accessibility.

## Media consumption:

Helen and Barry are still traditionalists with the media they consume, they still pick up a brochure and watch free-to-air TV. They will use search engines to find reviews, but rely on Facebook mainly as a means to connect with family and friends and share pictures from their travels.

- Region specific websites/what's on websites
- Google Business
- Tripadvisor
- Facebook
- Information Centres
- Television
- News and weather updates
- Emails and Digital Newsletters
- Magazines about interests and hobbies
- Leaflets and flyers



## Campaign ideas for this audience

**"George Town: Your Northern Tasmanian Base Camp"**: Emphasise George Town's strategic location as a hub for exploring Northern Tasmania, including... the Tamar Valley, Bridport, and even Launceston, allowing for day trips before returning to a peaceful seaside base. Talk about the benefits of being able to wake up and take a dog for a walk along the beach.

**"History and Horizons: Uncover George Town"**: Focus on the rich history, maritime heritage, and stunning natural landscapes, linking historical sites with scenic drives and walks.

**"Hidden Tasmanian Beaches: Park Up & Stay"**: Advertising what is already there and gathering awareness, reaching more people so that time of high capacity levels lengthen.

**"Coastline to Cellar Door"**: Showcase the proximity to award winning wineries in the Pipers Brook area, and the Tamar Valley Wine Route, fresh seafood, and local produce, appealing to their love for food and wine experiences.



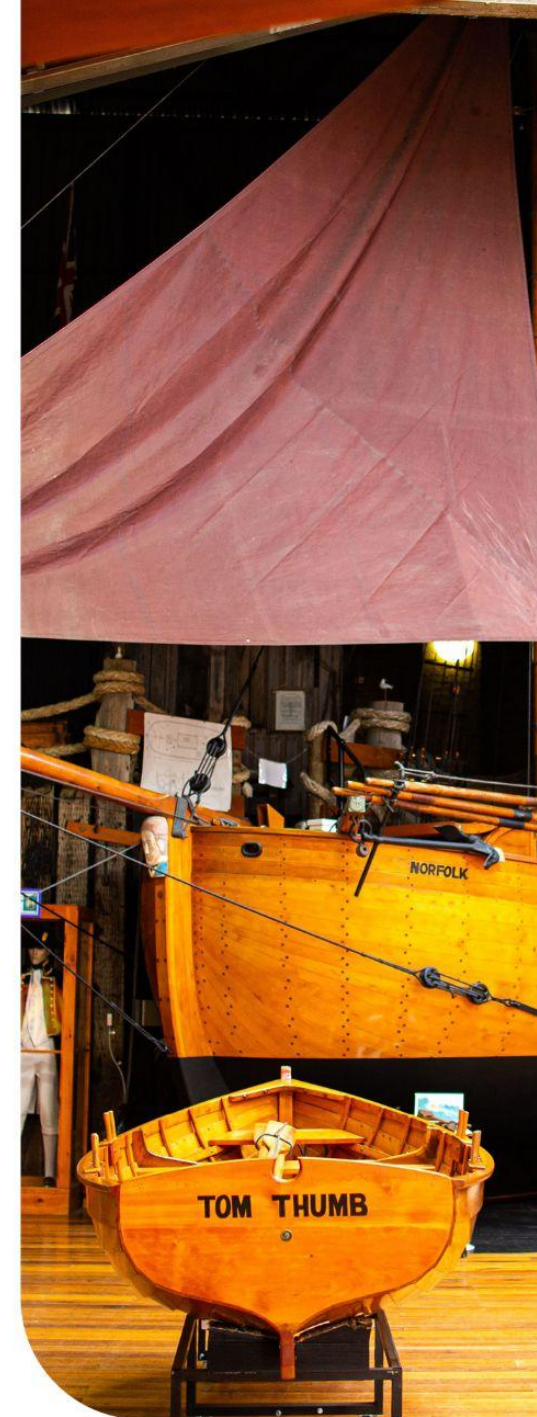


# Hero Products Of The Region



# Introduction

To effectively champion our region, every Northern Tasmanian resident and local business needs to understand and articulate the compelling stories behind our hero products. This collective understanding and storytelling are vital for promoting the unique appeal of our destination. A prime example of a powerful local narrative is the penguin story that emerged after the Iron Baron ran aground.



# Low Head Lighthouse

The Low Head Lighthouse: Built in 1888 to replace an earlier structure, this striking red-and-white lighthouse is Australia's third oldest light station and a prominent landmark on the headland.

The lighthouse is home to the only operating G-type foghorn in the Southern Hemisphere. It is sounded at noon every Sunday, creating a unique, powerful auditory experience that functions as a weekly micro-event, drawing visitors to the site.



# Low Head Pilot Station Maritime Museum

Low Head is not a single attraction cluster of co-located assets that collectively form a destination in their own right. The precinct includes:

**The Low Head Pilot Station:** Dating from 1806, this is Australia's oldest and longest continuously active pilot station, offering a tangible link to centuries of maritime activity on the Tamar River. The site is a picturesque collection of historic cottages set against the coast.

**The Maritime Museum:** Housed within the 1835 convict-built "Pilots' Row," the museum is notably family-friendly, with interactive exhibits that encourage children to handle a ship's helm, operate engine room telegraphs, and sound a foghorn

**The lighthouse keepers house** or one of the other character filled buildings on site make for the perfect family accommodation.

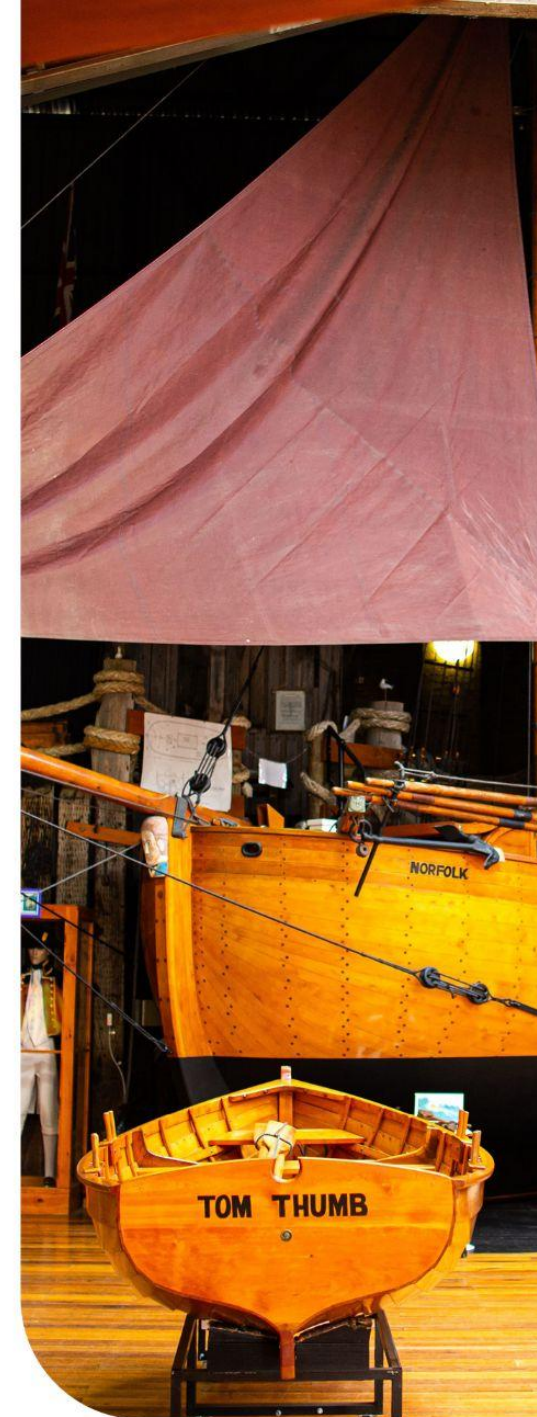
**Pilots Providore + Kiosk** stocks Tassie-made or carefully chosen produce, including local coffee, homemade baked goods, charcuterie, cheeses, Hors d'oeuvres and treats to bundle up in a picnic basket, find a spot by the water and enjoy a picnic with a local drop.



# Bass and Flinders Museum

Described by Lonely Planet as the "undoubted highlight of a visit to George Town," the Bass & Flinders Museum is the primary interpreter of the region's foundational European maritime history. Its centerpiece is the full-size, climb-aboard replica of the sloop Norfolk, the vessel in which explorers George Bass and Matthew Flinders confirmed Tasmania was an island in 1798.

The ability for visitors to not just view but physically explore the replica, including going below deck, is a key differentiator that transforms the museum from a passive display into an interactive experience. The museum also houses a varied collection of other historic vessels, maps, charts, and artifacts that tell the story of seafaring on the Tamar River. Visitor accounts describe the experience as surprisingly engaging and praise the staff's passion, highlighting its ability to exceed expectations.



# George Town Mountain Bike Trail Network

## Mt George and Tippogoree

The George Town Mountain Bike Trails represent a major, transformative development for the region's visitor economy. With over 100 km of trails across two distinct networks, it is an asset of significant scale. The Mt George network offers 16km of gravity-focused trails designed for skill progression, while the much larger Tippogoree Hills network provides approximately 56-57 km of epic cross-country and all-mountain riding with stunning views over the kanamaluka / Tamar River and Bass Strait.

This is not an incidental development but a flagship strategic project, backed by a \$4.4 million Australian Government grant and developed through a considered process of environmental impact assessments and public consultation. The trails are explicitly positioned to "complete the North-East Tasmanian mountain biking narrative," serving as a compelling complement to the world-famous Blue Derby trails located further east.



## Low Head Penguin Tours

The Low Head Penguin Tours offer a premier wildlife experience that is both intimate and compelling. The product is a fully guided, one-hour tour at dusk to watch the world's smallest penguins, the Little Penguin (also known as the Fairy Penguin), make their nightly journey from the sea to their burrows. The tour takes place at the Low Head Coastal Reserve, which is recognized as Tasmania's largest penguin rookery, ensuring a high probability of significant sightings.

A key differentiator is the tour's strong commitment to animal welfare and conservation. Guides use special, non-harmful torches, and there is a strict ban on flash photography, selfie sticks, and tripods to protect the penguins. This responsible approach is a powerful selling point for the modern, "climate-conscious" traveller prioritized in the state's 2030 strategy. The experience consistently receives glowing reviews from visitors, who describe it as "pure magic" and a highlight of their trip, making it a powerful draw for families and nature lovers alike



# Wild Tamar

Wild Tamar promotes adventure tourism in the North Tamar Region, focusing on area's unique hidden treasures. The diverse range of activities includes water sports, mountain biking, wildlife observation, fishing, skydiving, underwater diving and rock climbing.

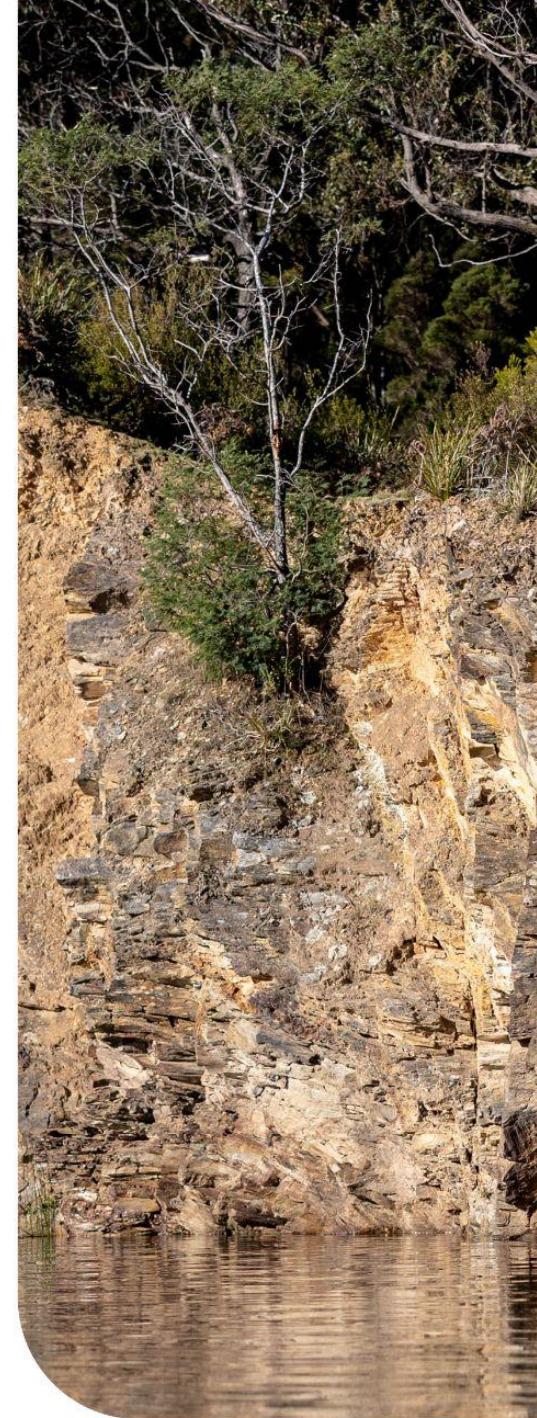
The Wild Tamar initiative is building upon existing adventure experiences and assets. This concentration of adventure activities in close proximity, coupled with established operators and assets, will be a key differentiator, unmatched by any other region in Tasmania.



# Tracks and Trails

There are number of trail networks for walking or running to suit our target audiences and fitness levels. The kanamaluka Park run is 5km that can be walked or ran. Mt Direction, Mt George and Hillwood walks are on groomed trails and for the slightly more adventurous.

The Three Trail network is an exciting prospect tying to kanamaluka Trail highlighting stories of First Nations people. The Heritage Trail telling the story of early settlement and The Enterprise Trail looks at the entrepreneurs, industrialists, workers and innovators of the region.



# Beaches

A mix of sheltered spots and more exposed coastal stretches:

- **East Beach** (Low Head): This is a very popular beach, particularly known for surfing and swimming. It's located near the Low Head Pilot Station and has facilities like BBQs, picnic areas, and accessible amenities.
- **Lagoon Beach** (Low Head): Perfect for families, Lagoon Beach offers a more sheltered swimming experience with a playground and BBQ facilities.
- **Pilot Bay** (Low Head): A sheltered, shallow bay located near the Pilot Station.
- **Beechford Beach**: This beach is part of the Beechford Recreation Ground, offering a family-friendly spot with picnic areas and a carpark. The landscape here can be dominated by shallow basalt reefs and boulder flats.
- **Bellbuoy Beach**: Known for picking up swell and wind, making it a good spot for water sports
- **Gibsons Beach**: Mentioned as one of the various beaches in the George Town Council area.
- **Weymouth Beach**: Located in the small coastal town of Weymouth, which is within the George Town municipality.
- **Tam O'Shanter Beach**: is the broader bay and beach, more exposed, with good surf conditions but potential rips, and generally fewer amenities.
- **Lulworth Beach** is the more sheltered, western end of Tam O'Shanter Bay, offering calmer swimming, dog-friendly access, and a quiet, relaxed vibe, though with limited on-beach facilities.
- **Millers Beach** (Bellingham) is renowned for its natural beauty and vast, often deserted expanses of white sand. It offers stunning views across Bass Strait, and the area is backed by sand dunes and diverse native vegetation, including grasslands, heath, and wetlands. It's a fantastic spot for those looking to escape the crowds and immerse themselves in the wild Tasmanian coastline.

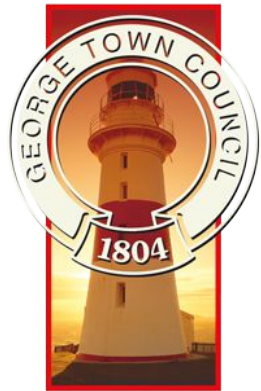


# Vineyards and Distilleries

- **Pipers Brook Vineyard:** One of the pioneering vineyards in the region, established in 1974. They produce a range of wines under various labels, including Pipers Brook Estate, Ninth Island, and Kreglinger Sparkling. They have a cellar door and Nadine's Cafe on site, offering tastings and local produce.
- **House of Arras:** A highly acclaimed producer of some of Australia's finest sparkling wines. Their cellar door at Pipers River offers a structured tasting experience, focusing on their premium sparkling range, as well as Bay of Fires and Eddystone Point wines. Bookings are essential.
- **Delamere Vineyards:** A family-owned vineyard producing a solid range of both sparkling and still wines. Their cellar door offers "Tasting Flights" and food options showcasing local suppliers.
- **Sinapius Vineyard:** A boutique winery located in the heart of the Pipers Brook region. They focus on estate-grown, minimal intervention wines, including unique varieties like Ribolla Gialla and Grüner Veltliner, alongside their acclaimed Pinot Noir and Chardonnay.
- **Hillwood Berry Farm & Cafe** (formerly Hillwood Strawberry Farm): Produce fruit wines (including strawberry wine) located in Hillwood.
- **Jansz Tasmania:** has a beautiful cellar door experience at their vineyard on Pipers Brook Road. You can enjoy tasting flights of their sparkling wines, often paired with Tasmanian cheese platters, while overlooking a picturesque lake. It's a highly recommended visit for sparkling wine lovers.
- **Hinton Bay Vineyard** has hand crafted wines, a product of only estate born fruit which has been dry grown from close planted vines. The owners invite customers into their home overlooking the Tamar River for wine tastings.
- **Highclare Estate** is a single-origin vineyard that was brought back to life from an abandoned sheep farm. The estate specialises in cool-climate wines, producing a range of complex Pinot Noirs, character-rich Pinot Gris, and elegant Sparkling Tasmanian wines.
- **Hillwood Whisky** is a contemporary Australian whisky. Made in the tradition of Scottish single malt, but given a distinctive edge from the wild Tasmanian landscape and our artisanal family approach. Hidden in a unique micro valley on the banks of the Tamar River, Tamar Valley Distillery offers a rare kind of serenity perfect for sleeping barrels to age. Tastings are by appointment.
- At **Fannys Bay Distillery**, their premium whiskies are meticulously crafted and matured in hand-selected casks, from ex-bourbon to French Oak, embracing the soul of Scottish tradition. Situated in Lulworth they are open Saturday to Monday and by appointment for tastings.
- **Zenith Distillery** is a boutique craft distillery and has its tasting room co-located with-in the historic 1844 built Pier Hotel in George Town. With a chemistry background, high attention to detail and quality Tasmanian ingredients Zenith Distillery is set to become one of the world's best and most unique gins & liqueurs on offer.



Image credit | Stu Gibson



# Tactical Activity



# How to put the plan into action

The following document outlines the practical tactics and creative ideas that will power your strategy forward.

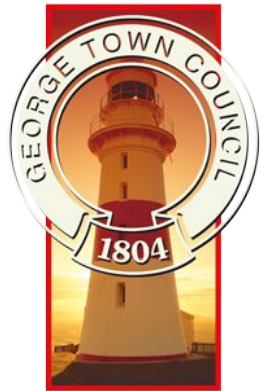
View the tactics here:

[https://docs.google.com/spreadsheets/d/17WKUemzPt5uNoEV8DdtQf4\\_c3aVr0dFII6W6x\\_K3phY/edit?gid=0#gid=0](https://docs.google.com/spreadsheets/d/17WKUemzPt5uNoEV8DdtQf4_c3aVr0dFII6W6x_K3phY/edit?gid=0#gid=0)

# Key Actions to Implement the Strategy

These are the key action points to begin with before we move on to the broader task list. Once these steps are underway, we can revisit the remaining items, assign priority levels, and allocate budget owners accordingly. The immediate focus should be to:

- Approve the proposed marketing strategy
- Endorse the brand narrative
- Confirm whether a new website and social media channels need to be established, or if existing ones will be repurposed to align with the brand narrative
- Consider appointing a key person responsible for delivering the strategy
- Establish clear KPIs to measure success
- Most importantly, develop a partner toolkit that includes the brand narrative and key messages to help businesses in the region get on board and adopt the new direction
- Conduct keyword research to understand the terms and search volume of phrases potential visitors are searching for in Google, for example, things to do in the Tamar Valley



# Addendum A



# Methodology

The development of this tourism strategy has been a collaborative process, designed to build a robust and actionable plan for increasing the region's visitor economy. This strategy is for the Council's management team and the strategic stakeholders involved in the consultation process.

Key elements of our methodology included:

- **Comprehensive Research & Analysis:** This involved a thorough review of existing data, tourism statistics, and relevant strategic documents (including the George Town Council Strategic Plan 2024–2030). We undertook an in-depth competitor analysis to understand the offerings and marketing approaches of neighbouring regions, identifying their unique selling points and areas where this region could differentiate itself.
- **Strategic Stakeholder Consultation:** A vital part of our process was engaging with a diverse range of stakeholders invested in the region's tourism future. This included both informal and formal discussions with local businesses, community members, and tourism operators. The insights gained from these conversations were instrumental in identifying the region's unique strengths, understanding existing challenges, and collaboratively shaping the vision and brand. Their perspectives directly informed the development of the proposed brand, narrative, and marketing approaches.



Image credit | Tourism Australia

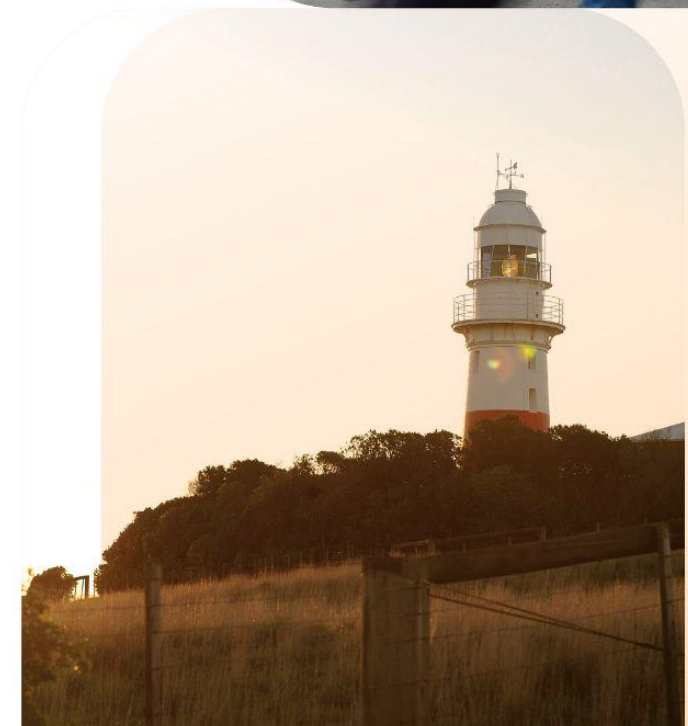


Image credit | Chris Crerar

# Methodology

- **SWOT-informed Planning:** The analysis of the region’s unique selling points, challenges, and competitive landscape inherently informed a SWOT (Strengths, Weaknesses, Opportunities, Threats) approach. This guided the identification of strategic goals and the development of actionable initiatives to leverage strengths, address weaknesses, capitalise on opportunities (particularly visitors already in Launceston and Tasmania's high repeat visitation), and mitigate potential threats to the strategy's success.
- **Phased Goal Setting:** The strategy was developed with a clear understanding of practical implementation, leading to phased goals (1-2 years, 2-5 years, 5-10 years). This approach allows for a logical progression from building initial awareness and day trips to increasing overnight stays and, ultimately, fostering a diversified and vibrant tourism region.
- This involved a thorough review of existing data, tourism statistics through the Tourism Tasmania’s Tourism Visitor Survey, relevant strategic documents provided by council (including the George Town Council Strategic Plan 2024–2030), Tourism Tasmania’s audience segment profiles and personas.  
We undertook an in-depth competitor analysis to understand the offerings and marketing approaches of neighbouring regions, identifying their unique selling points and areas where this region could differentiate itself.



Image credit | Tourism Australia



Image credit | Flow Mountain Bike

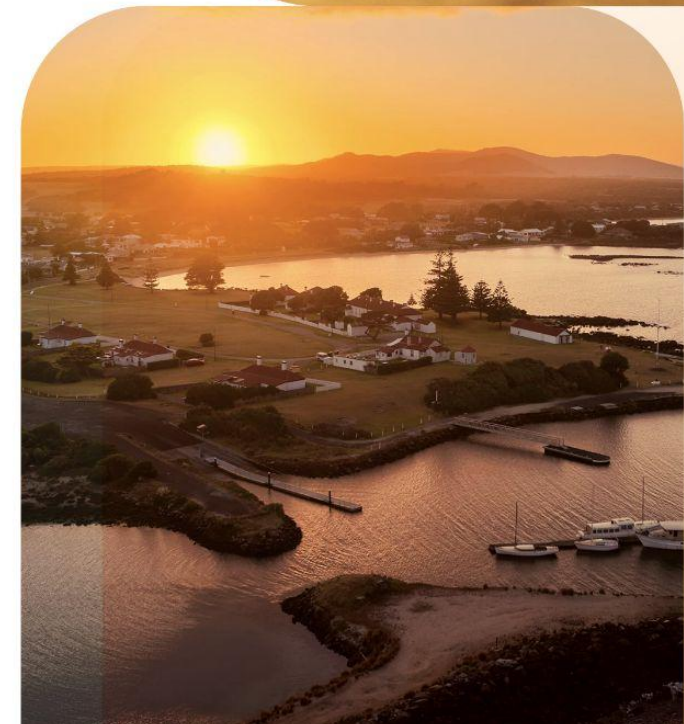
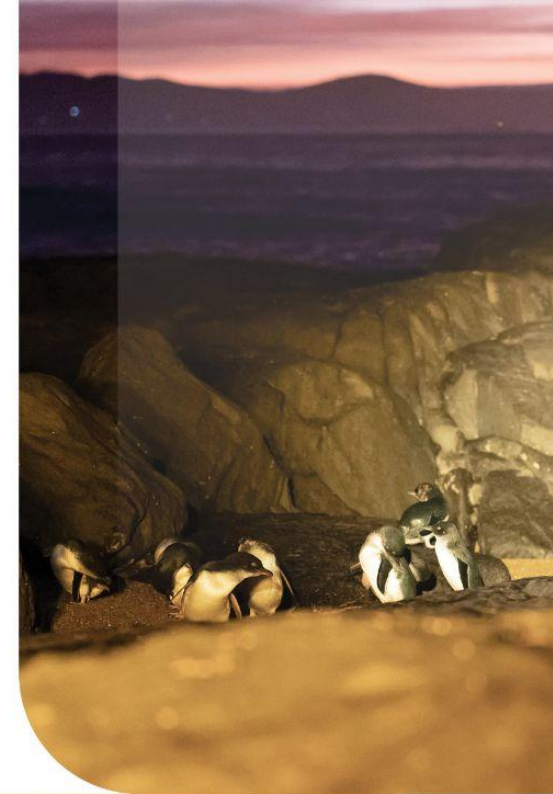


# Addendum B



## Strengths of the Region

- **Location & Accessibility:** The region's strategic proximity to Launceston presents a significant opportunity to effortlessly leverage existing visitor traffic, encouraging both day trips and extended stays for those exploring Northern Tasmania.
- **Natural Wonders & Outdoor Activities:** The region is a treasure trove of natural beauty, notably home to penguin colonies offering unique wildlife encounters, complemented by a diverse tapestry of picturesque coastal vistas and tranquil river landscapes along the Tamar.
- **Mountain Biking Destination:** The region is rapidly establishing itself as a burgeoning mountain biking destination.
- **Rich Heritage & Culture:** The region is steeped in a captivating maritime history, offering compelling tales of shipwrecks, pioneering explorers, early settlers, and a profound connection to the sea.
- **Undiscovered Appeal:** Positioned authentically "off the beaten track," the region offers fresh, compelling content and novel experiences, making it a perfect destination for repeat visitors to Tasmania seeking new discoveries.
- **Favourable Climate:** Distinguished by the North coast's abundant sunshine, the region boasts a particularly favourable climate, providing a distinct and appealing point of difference within Tasmania.
- **Panoramic Scenic Views:** The iconic Mt George lookout provides visitors with expansive, breathtaking panoramic views across the majestic North coast and the expansive Bass Strait, offering unparalleled photographic opportunities.
- **Friendly & Welcoming Locals:** The region is characterised by its genuinely friendly, welcoming locals and a relaxed, appealing quality of life that enhances the visitor experience.
- **Vibrant Local Events Calendar:** The region benefits from a calendar of local events and festivals that provide additional draw cards and opportunities for community engagement for visitors.
- **Vineyard and distillery experiences:** Award-winning and world-class vineyards and distilleries choose the region as their home, drawn by the ideal climate and pristine local produce at their disposal.



## Weaknesses of the Region

- **Reputation:** A prevailing negative perception across Tasmania, often associated with heavy industry, low socioeconomic status, and high crime rate.
- **Lack of a Defined Narrative:** Historically, no one has effectively told the story of "why or where you should go 'North of Launceston'."
- **Limited Accommodation:** Insufficient visitor accommodation currently constrains overnight stays, though the strategy aims to address this.
- **Inconsistent Service Coverage:** Patchy mobile service and other amenities in some areas (e.g., Mt Direction/Pipers/Turners Marsh).
- **Perceived as a "Side Trip":** Currently viewed more as a brief stop rather than a distinct destination.
- **Limited Diversity in Food Offerings:** Beyond inconsistent operating hours, the region faces a challenge with a limited diversity of quality culinary experiences.
- **Product Awareness:** There is a notable lack of awareness, both among locals and among potential visitors, regarding the full breadth of the region's existing tourism products and experiences.
- **Underdeveloped Tourism Assets:** Several attractions and assets within the region are not yet fully "tourism ready," lacking the necessary infrastructure, consistent operational hours, or interpretive elements to maximise visitor appeal.
- **Wayfinding and Attraction Signage:** The region experiences a deficiency in clear and consistent wayfinding and attraction signage, making it challenging for visitors to navigate and discover points of interest.

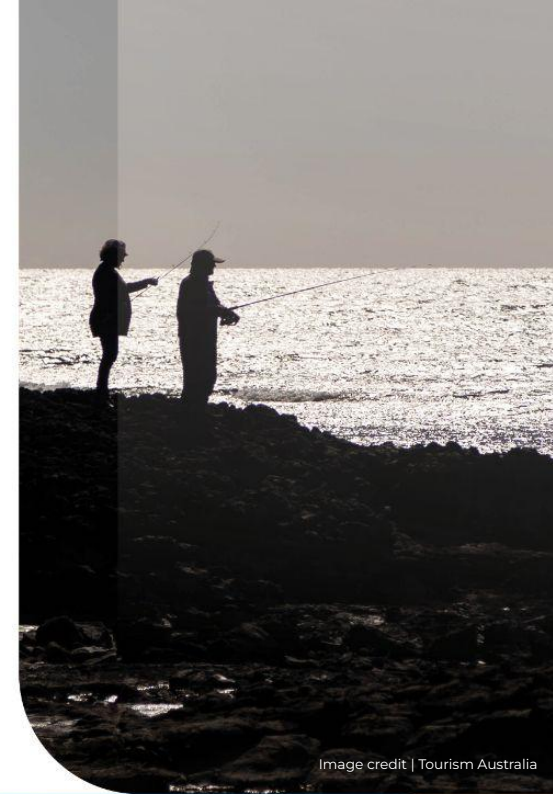


Image credit | Tourism Australia



Image credit | Sean Scott Photography

## ***Opportunities the region can leverage***

- **Launceston Visitor Leverage:** Significant potential to attract day-trippers from the large visitor base in Launceston.
- **High Repeat Visitation to Tasmania:** Tasmanians are keen to explore new areas, offering a chance to introduce them to "North of Launceston."
- **Tourism Industry Partnerships:** Opportunities in Launceston to effortlessly recommend George Town.
- **New Business Development:** Changing the narrative and increasing visitation can create demand and opportunities for local small businesses to develop new products and services.
- **Experiential Travel Demand:** Capitalise on visitors' desire for rejuvenation, energy, freedom, relaxation, and discovery.
- **Word-of-Mouth Marketing:** Encourage visitors to recommend the region to their friends and family.
- **Regional Collaboration:** The geographic concept of "North" allows for future regional tourism partnerships, ensuring long-term relevance.
- **Eco-Tourism Growth:** Develop new coastal eco-experiences, particularly around the penguin colony.
- **Gastronomic Tourism:** Promote local, seasonal produce and beverages to enhance gastronomic offerings.
- **Investment Attraction:** Significant potential exists to actively attract and facilitate investment for the development of new, diverse tourism products and services, including varied accommodation options and unique visitor experiences.
- **Growth in the Recreational Vehicle (RV) Market:** A distinct opportunity lies in actively enhancing and catering to the growing market of recreational vehicle, campervan, and caravan tourists, offering tailored services and experiences.
- **Broader Sports & Recreation Tourism:** The region can capitalise on opportunities to attract and host a wider range of sports and recreational events, such as Mountain Biking events.



Image credit | Tourism Australia

## Threats to the region

- **Strong Regional Competition:**
  - West Tamar Valley offers a very similar product mix (vineyards, maritime history, natural assets) but significantly more accommodation and nationally recognised attractions (e.g., Beaconsfield Mine and Heritage Centre) that act as strong visitor hooks.
  - Meander Valley (Great Western Tiers) Benefits from being "on the way to Cradle" and the "Spirit of Tasmania" ferry, naturally drawing through traffic and having a more developed main street in Deloraine. Also considered, the day walk capital of Australia.
  - Bridport is a bustling coastal town that swells with holiday visitors and shack owners over summer. Many visitors are repeat holidaymakers and often have long traditions of spending their summers at Bridport.
- **Local Buy-in:** A lack of consistent local support and buy-in for tourism initiatives poses a threat, potentially hindering collaborative development and community enthusiasm.
- **Impact of Seasonality on Operations:** The significant impact of seasonality leads to inconsistent business operating hours and closures, threatening the overall visitor experience and long-term viability of tourism offerings.
- **Challenges in Attracting Investment:** The region faces a threat from difficulties in consistently attracting the necessary long-term investment for significant tourism product development and infrastructure improvements.
- **Adverse Economic Conditions:** Broader weaker economic conditions pose a threat by potentially curtailing discretionary travel and tourism expenditure.
- **Broader Market Competition:** The region faces indirect threats from lower-cost international travel options and other established Australian tourism destinations (e.g., wine regions), which can divert potential visitors from Tasmania entirely.



Image credit | Flow Mountain Bike



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