

# Introducing our new tourism brand

## Experience Western Downs

It's the  
people that  
make it.

The brand and all its elements were developed in consultation with local people. **Western Downs industry and stakeholders spoke, and the consultants listened.**

### WHY A NEW TOURISM BRAND?

#### The purpose of the new tourism brand is to:

- Attract and retain residents to our region
- Attract more visitors with the aim of retaining travellers in the region for longer
- Reduce the number of residents leaving the region for recreation and keep money in the region
- Build an evergreen tourism brand which can be used for 10+ years

#### How did we decide on a new tourism brand?

- Strategic situation review with Council
- Workshop consultation with stakeholders
- Online stakeholder research across the region and with stakeholder groups
- Online brand persona mapping and discovery sessions

#### How will the new branding be rolled out by Council?



#### As a **Western Downs Business**, how can you help us roll out the new brand?

- Engage with the new tourism brand by using the branding and tagline in your own marketing campaigns (style guide available)
- Create memorable experiences for visitors (including visiting friends and family)
- Display new branding assets in your business (stickers, flyers)
- Encourage local pride by engaging with the brand.

### OUR BRAND IS

Spirited | Charming | Down to earth | Outdoorsy | Hard working