

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:

- Grow overall tourism spend in region and encourage staycations.
- Reduce the number of residents leaving the region for recreation and keep money in the region
- Attract more visitors with the aim of retaining travellers in the region for longer
- Build an evergreen tourism brand which can be used for 10+ years

How did we decide on a new tourism brand?

- 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 Local**, how can you help us roll out the new brand?

- Be a positive voice for tourism and staycations in the Western Downs
- Become familiar with the tourist attractions across the whole Western Downs region to encourage visitors to Experience Western Downs, not just a portion of it
- Encourage local pride by engaging with the brand
- Increase length of stay in the region by encouraging participation in local experiences for visitors, as well as visiting friends and family

OUR BRAND IS

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