

Tasmanian tourism operators are important for the ongoing success of the brand by the delivery of the brand promise through our quality visitor experiences and messaging.

COME DOWN FOR AIR

INFORMATION SHEET
FOR TOURISM INDUSTRY

TASMANIA
COME DOWN FOR AIR



Our brand

Tasmania is a place where the uncommon is common. Where you can throw off the shackles and feel everything deeply. It is the antidote to the straitjacket of modern life. Tasmania is no ordinary place and Tasmanians are no ordinary people.

It is a place that finds joy in non-conformity and our visitors can discover soul-enriching experiences that are raw, beautiful and honest.

Come Down For Air is an invitation to get air in both a literal and metaphorical sense. It is about harnessing the power of place and our people, and creating a moment of calm for travellers.

How to (and how not to) leverage Come Down For Air

Tourism Tasmania's role is to lead and activate the state's tourism brand and generate demand for travel through marketing campaigns. To maintain the integrity of the brand, the use of the tagline and logo must be approved by Tourism Tasmania.

From a traveller's perspective, what makes Tassie distinctive is the space and place to disconnect from their daily pressures and reconnect with what's important to them.

The Come Down For Air brand is a platform for communicating what makes Tasmania a distinct destination. The opportunity for you lies in understanding our audience needs, delivering quality experiences and telling Tasmanian stories.

Everyone has a distinctive offering. The key is to understand what kind of 'air' your customers are seeking – it could be kayaking on clear waters, expanding their minds at a gallery, eating fish and chips by the sea, or meeting friendly and helpful locals that always have time for a chat.

We encourage you to share your Come Down For Air moments on your social media channels. Tag **@Tasmania** or include the hashtag **#DiscoverTasmania** on Instagram, Twitter or to the Discover Tasmania Facebook page.

Be brand ambassadors

FEEL IT IN YOUR HEART – believe in our promise that Tasmania is the antidote to the straitjacket of modern life.

WALK THE WALK – think, behave and communicate in a way that is consistent with the brand's tone and essence of Tassie.

Use our tone of voice

Think of our tone of voice as part of Tasmania's personality. It's less about what we say and more about how we say it.

ANTI-ORDINARY

What it means: We focus on the difference, the thing that people don't usually see or think about. Praise unusual. Celebrate simple and imperfect.

What it doesn't mean: Being provocative for the sake of it. Going too abstract or exclusionary.

AUTHENTIC

What it means: We don't present a polished image, we are raw and real in the way we talk. We are conversational and casual. We tell it like it is.

What it doesn't mean: We avoid formality but we do iron our shirts and take our hats off when we talk in more serious situations. We don't talk in slang or try too hard to be familial.

GROUNDED

What it means: We're unpretentious. We don't beat our chests. We don't sugar-coat. Keep it humble. Keep it truthful.

What it doesn't mean: Don't talk anything down. Don't make it meek or turn everything bland.

WRY

What it means: There's a little wink to what we say. We're not big fans of being too serious. We like to add a dry drop of humour.

What it doesn't mean: We don't want to make everything a joke. Don't mock.

More information

Keep an eye out for updates in [Tourism Talk](#) or via your local regional tourism organisation.

Generic
Predictable
Anti-ordinary

Provocative
Abstract

Technical
Formal
Authentic
Chummy
Familial

Bland
Meek
Grounded
Braggy
Hyperbolic

Stern
Serious
Wry
Cheeky
Try-hard