



MEDIA ANNOUNCEMENT

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A new identity revealed for Northern Tasmania Tourism

Tourism Northern Tasmania has launched a new look for Northern Tasmania as a visitor destination, designed to reinvigorate the marketing of the region. From tomorrow the organisation will also trade under a new name **Visit Northern Tasmania**, marketing northern destinations under the same name.

“The aim is to better align Northern Tasmania with the brand of Tasmania, while offering an invitation for future visitors to stay longer in our region.” said CEO Chris Griffin, “The use of the word visit is a call to action for prospective visitors, shifting the North from a bucket list destination to one people will look to travel to with more urgency.”

The new visitor destination brand has been designed around the concept of 'finding your bearings'—finding direction in your life, finding your 'True North'. “Referencing a compass pointing North, locating your True North can make a person feel more centered, something we all can relate to during the times we’re currently living through.” Said Jo Mohr, Marketing Manager for Visit Northern Tasmania.

“The invitation we want to share is that ‘you will grow here.’ Giving visitors to the North freedom to grow through close encounters with nature and wildlife, grow in their personal relationships, and grow in their ability to find time for themselves in the far reaches of our region. *You will grow here* may also have relevance for others including business investment, education, agritourism, arts & events” said Ms Mohr.

A campaign to launch the new identity across Tasmania includes advertising across a range of media channels. The campaign is designed and supported by a range of local creative agencies including; The Twenty, Clever Creative and Ideas Banq.

“The word visit also replaces tourism in our agency’s name which illustrates our perseverance in sustainably growing the visitor economy of all northern communities.” Said Mr Griffin.

The new look was released to one hundred of the region’s visitor industry at a special event held at The Star Theatre on Thursday afternoon.

Ends

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