Townsville North Queensland
Brand Operator Manual
Welcome to your brand operator manual.

Here’s where you’ll discover the elements that we’ve created to tell the world about Townsville North Queensland, Alive with curiosity.

As an operator in Townsville North Queensland you are part of something bigger. You are part of the region’s brand.

The inspiring products within the region have helped form this brand. They are what makes it true and what will bring the brand to life. As an operator, you can leverage this brand for promotion of your product.

Together, using this toolkit, we will ignite the imagination of curious travellers everywhere.

We want to prove to prospective travellers that taking a holiday in Townsville North Queensland will enrich their lives.

That’s why, when we set our to create this brand, we looked at uncovering the heart and soul of our region to inspire people to consider, book and visit Townsville North Queensland.
Marketing Experiences

Communicating a tourism experience is very different from marketing a tourism product. When you promote a product, you talk about what you have to offer. When you communicate an experience, you talk about what the consumer wants to feel and what they will remember. Research shows that experiences are what motivates people to travel and provides a more engaging way of communicating your product and the destination.

Our promise to the traveller is that when they visit Townsville North Queensland, they have the freedom to create their own unique, engaging, enriching and authentic moments.

Marketing products

Getaway Weekend! Two nights accommodation: a five-course dinner for two featuring local food and wine. A Townsville City Sights Tour and a Townsville Military Tour included $350 per couple.

Explore, roam and discover Townsville North Queensland to satisfy your curiosity. Spend a morning learning about Australia’s history while hearing first hand from a war veteran about the stories of our military past. Leave ready to plan your next holiday to discover more about the Townsville North Queensland region! Book your package including overnight accommodation at Jupiters Casino, breakfast, dinner, Townsville City Sights Tour and Townsville Military Tour. $350 per couple.

The Hero Experience Spectrum

This diagram illustrates the process of moving from offering individual commodities, products and services to delivering compelling and engaging experiences.

- Commodity: Turtles
- Product: Turtles on Display
- Service: Turtle Rehabilitation, Community Awareness Raising, High Level Reef Education and Interpretation
- Experience: Visit to the Turtle Hospital

Greater potential for positive environmental behavioural change Value Proposition.
Townsville North Queensland Experiences

We want Townsville North Queensland to be a destination of choice for travellers. In the past, we tried to represent Townsville North Queensland as all things to all people. Now, we focus on what makes us special under each of our Hero Experiences Themes.

Our Hero Experience Themes:
- Magnetic Island – a special place in nature
- Great Barrier Reef Centre of Excellence
- Culture and Heritage
- Eventful life in the tropics

Through our Hero Experience Themes, our visitors are lucky enough to:
- Engage with nature and a vibrant, thriving community on a tropical Great Barrier Reef Island
- Embark on personal journeys to discover, explore and learn about the Great Barrier Reef
- Explore our accessible outback to discover Australia’s Heritage and experience our arts and culture through award winning galleries theaters and events
- Engage with local communities through authentic, local events in the tropics

Understanding our consumers

The idea behind Alive with Curiosity is to speak to the curious traveller, inviting them to explore a region defined by it’s ability to deliver engaging and enriching experiences. In addition to traditional demographic tools, we have developed a model based on the needs and wants of our audience.

This model allows us to understand how people travel, and even more crucial, why they travel. The consumer segmentation model segments our audience into 6 different types based on their wants and needs.

Each type has it’s own psychographic profile, giving us much richer insights into consumer behaviours and preferences compared to demographic-based models. Using this model, we can talk to travellers in their own language, matching their needs and desires with truly unforgettable and relevant Townsville North Queensland Experiences.
Our target consumers

Consumer segmentation
Another way of seeing our consumers is by understanding their needs and wants, not just looking at age and income. By dividing the market into six segments based on their needs and wants, we can discover valuable insights into consumers’ emotional connection to what they expect from a holiday.

This groundbreaking way of looking at the domestic tourism market in these segments is the new benchmark for understanding our consumers in more depth. The six segments identified are Connectors, Active Explorers, Self Discoverers, Unwinders and Social Fun-seekers. To find out more visit www.teq.queensland.com.

Connectors
Connectors have been identified as Townsville North Queensland’s primary target market as their needs and wants are best suited to the experiences and products of Townsville North Queensland. They are a valuable target market as they represent a sizable group of Australians whose holiday needs, wants and preferences suit the region’s holiday experience. Through identifying this target market the Townsville North Queensland tourism industry can tailor campaigns and messaging to better engage with potential holiday makers and strengthen the region’s competitive advantage. The habits, travel patterns and holiday preferences of Connectors are tracked continuously through studies such as Roy Morgan Research’s Holiday Tracking Survey. This monitoring of Connectors confirms that they are a strong, measurable, sizable and stable target market.

Who are connectors?
Connectors can be families, grey nomads, couples or backpackers, but they are defined by their wants and needs – specifically by the way in which they want to connect with the people they care about most. They often compromise their own references to make sure everyone has a good time. Connectors are friendly, down-to-earth and easy going. They are social and relish sharing time with loved ones – it is the sense of togetherness that they enjoy most.

Connectors want to be seen as friendly, supportive and reliable and want to feel sharing, warm and a part of things.

To view case studies and videos on the connector market visit www.teq.queensland.com.

Social overview
Social media provides an opportunity for us to engage directly with brand advocates and potential travellers on a personal level. Unlike traditional brand platforms such as television or radio, it creates a two-way dialogue where our consumers have equal access to publishing and/or broadcasting capabilities.

Tone and voice
When engaging on social channels be friendly, but professional. Keep away from corporate and/or marketing jargon; speak to online contacts with the same voice as you would a colleague or friend. Be approachable, but avoid being overly familiar. It’s easy to cross a line into the inappropriate. Don’t just publish – listen, engage and respond – because our customers will freely give you some valuable insights.

Don’t keep people waiting – answer their questions as soon as you can. Keep in mind that these are conversations. Don’t interrupt or talk over top of people. And don’t bore them. When joining conversations, make sure your comments are relevant and to the point.

Use #TownsvilleShines so that other fans can jump in and contribute to conversations and provide their own opinions, insights and travel tips.
3 ways to strike up a conversation

Post a Townsville North Queensland photo to the Visit Townsville North Queensland and Visit Queensland, Australia Facebook page. This is one of the places where the social media teams looks for new content to post. When a photo is reposted a credit will be given by tagging the Facebook page of the photo owner.

Use the #TownsvilleShines and #thisisqueensland hashtag in Twitter, Instagram, Facebook, Google + and Pinterest. This hashtag is one of the tools TEL and TEQ use to collect community photos and stories for retweeting or resharining.

Mention @TownsvilleAUS and @queensland on Twitter and Instagram to lets us know what’s happening.

Photos worth sharing

<table>
<thead>
<tr>
<th>Landscapes</th>
<th>Surprise</th>
<th>Sunshine</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inviting slices of paradise</td>
<td>Surprising Townsville North Queensland Experiences</td>
<td>Sunrises and Sunsets</td>
</tr>
<tr>
<td>Image Wallaman Falls</td>
<td>Image from Bungalow Bay Koala Village</td>
<td>Image Townsville Strand</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Cute</th>
<th>Envious</th>
<th>Entertaining</th>
</tr>
</thead>
<tbody>
<tr>
<td>Animals doing cute things</td>
<td>From where you’d rather be</td>
<td>Exciting events</td>
</tr>
<tr>
<td>Image from Billabong Sanctuary</td>
<td>Image from Magnetic Island</td>
<td>Image from Jupiters Casino</td>
</tr>
</tbody>
</table>
User Generated Content

User Generated Content is a valuable asset, as it empowers advocates and fans to share Townsville North Queensland experiences and stories on behalf of the brand.

The production of negative user generated content can’t be controlled, however we can choose to feature, reward and share positive content.

Social media helps spread our message through advocacy. It works because it’s authentic and consumers trust peer reviews.

Examples of User Generated Content from Townsville North Queensland

Queensland Brand

Queensland, Where Australia Shines, encompasses Queensland as a whole and captures Queensland’s incredible diversity and uniqueness throughout Queensland under four key themes; Queensland Lifestyle; Islands and Beaches; Natural Encounters; and Adventure.

Born from the core promise Where Australia Feels Most Alive, it gives people a feeling of why they should holiday in Queensland. It’s a feeling of warmth and friendliness; and, most importantly, a feeling of being invigorated and alive.

The Queensland brand platform includes 11 regional marketing brands, including Townsville North Queensland. Differentiated through individual brand platforms, each region maintains creative continuity with the Queensland brand to build an integrated brand family.
The Townsville North Queensland Brand
Townsville North Queensland, Alive with curiosity
The brand journey

Tourism and Events Queensland worked closely with Townsville Enterprise Limited and the region’s tourism industry to conceive Townsville North Queensland’s brand platform, **Townsville North Queensland, Alive with curiosity.**

The new brand platform was developed after extensive research and consultation and drew on the expertise of our industry partners. Workshops were held in the region to derive the brand summary for Townsville North Queensland and to determine the industry’s vision for the destination.

The new brand platform, **Townsville North Queensland, Alive with curiosity,** is the result of a shift in Queensland’s marketing approach to focus on the tourism experience and the consumer’s emotional response rather than just focusing on Queensland’s attributes.

Townsville North Queensland Core Brand Promise

**2. What We Do**

- **‘FEEL’**
  - Engaged, involved
  - Connected, immersed
  - Enriched, satisfied

- **‘DO’**
  - Reef HQ, Magnetic Island for snorkeling trail, coral spawning, Clam experience, etc.
  - Hinchinbrook for Tyto wetlands, Charters Towers for history, outback culture, architecture, etc.
  - Wallaman Falls; Birding; Fishing

**3. Who We Are**

- **‘SEEN AS’**
  - Curious, inquisitive, like to learn new things
  - Engaged, involved, active
  - Proud Australian/Queenslander

- **Brand Values**
  - Pride in Australia
  - Pride in Queensland
  - Authenticity
  - Hospitality
  - Genuine desire to share what we know

**4. What We Promise**

- **IMMERSE YOURSELF IN HANDS-ON LEARNING ABOUT NATURE IN THE TROPICS**

They tend to be in the region either as part of a longer itinerary or because they are visiting someone in the region. The ones we can convince to stay longer and explore more are those who have a taste for learning and want a more hands-on experience of a place that expands their understanding of the world around them.

**1. Who We Target**

- **Customer Target**
  - VFR
  - Mainly Intrastate
  - Tourism

**Category Definition**

**Attributes**

**Brand Personality**

**Engaging. Alive. Warm. Friendly.**

Our brand personality is a direct reflection of Townsville North Queensland’s unique culture, and subsequently, what visitors experience when they travel here. We hope our personality shines through in every word and image we use to represent Townsville North Queensland to the world.

Born from the core brand promise of ‘Immerse yourself in hands-on learning about nature in the tropics’, the brand gives people a feeling of why they should holiday in Townsville North Queensland. Townsville North Queensland is immersive, satisfying, warm and friendly. We want to make visitors feel welcome when we share our home with them. Most of all, our region is surprising, engaging and teaches you something new. Townsville North Queensland gives you a feeling of invigoration and delight, of being alive. This feeling should be presented through our brand in all marketing for our region.
Photography

Photography should dominate any piece of communication. Inspirational images that surprise consumers – let them know that the region has more to offer than they might expect – intriguing places and experiences that will inspire the curious traveller to visit Townsville North Queensland on their next holiday.

Where possible, images should capture real moments in time so consumers can visualise the variety of Townsville North Queensland Experiences.

Images should entice the traveller to experience Townsville North Queensland, motivating them to document and share their own Townsville North Queensland adventures.

Photography tips

These tips will help to reflect our brand and will help to appeal to our audience to entice travellers to come to Townsville North Queensland

- Always have a traveller in the photos experiencing your product capture moments of hands on learning and engagement with the region
- Captures real and genuine moments
- More observational than posed/staged
- Captures emotion
- Want the outtake to be ‘I want to feel how they feel’
- All about emphasising on the people, their faces and the moment
- The lighting should be warm and natural
- Try to take hero images with plenty of space for headlines if possible

Writing

Our personality comes across in how we speak. This section will give you an introduction to writing to align with Alive with curiosity in a way that gives all Townsville North Queensland tourism communications a consistent and inspiring voice.

We want to have a casual, personal and evocative writing style which is conversational and conveys emotions

Writing tips

- Use dynamic words like ‘explore’ and ‘embrace’
- Make it personal by saying ‘you’ and ‘we’
- Convey the feeling of being in our region and how that distinguishes us from everywhere else.
- Make it sound as though you are telling a good friend about the unique experiences in Townsville North Queensland – exactly how you felt it.
- Sound personal, natural and intimate
- Try to describe the experience so our audience can visualise it in their heads
- Make the experience you’re describing sound unique, engaging, enriching and friendly
- Keep it simple
- Say it with feeling
Alive with curiosity overview

The Townsville North Queensland marketing platform is Alive with curiosity.

Alive with curiosity is about enticing travellers to visit our region by evoking and harnessing the curious nature of our audience through promotion of enriching and immersive experiences. How? By giving consumers a more complete understanding of what Townsville North Queensland travel experiences can be.

We have provided a framework and toolbox of creative elements that we invite our industry to use to provide a unified and consistent voice through our brand messaging in all consumer facing content for Townsville North Queensland.

The following section deals with consumer facing applications of Townsville North Queensland, Alive with Curiosity.
Townsville
North Queensland
Alive with curiosity
Townsville North Queensland

Descriptions have been developed to represent our region through our brand.

As members of the tourism industry, you are invited to use these words on your website and in your assets so we can speak in one united voice to inspire people to consider, book and visit Townsville North Queensland.

Destination description

The best holidays are the ones that leave you feeling energised and alive. Townsville North Queensland gives you that feeling with a collection of destinations and attractions to spark anyone’s curiosity.

The best place to begin your exploration is Townsville city. Beneath the protective presence of Castle Hill, Townsville City combines federation architecture with modern fine dining like no other Queensland city. Stroll down the Strand and look over the breathtaking Great Barrier Reef, or better understand its beauty with a visit to Reef HQ Aquarium.

If it’s nature you like, don’t miss a walk through Northern Australia’s largest colony of wild koalas on Magnetic Island. The remarkable Forts Walk is the best vantage point for wildlife, spectacular rocky coves, and historic military sites.

Your history lesson continues with a short drive to iconic Charters Towers. Feel the fervour of the gold rush with a trip to The Miner’s Cottage where you might just strike it lucky yourself when panning for gold. Or just wander the streets of this celebrated Australian town and sample billy tea and damper straight from the camp oven.

A little further south is the Burdekin, the sugar capital of Australia. Sample the legendary Burdekin produce or try your hand at barramundi fishing in the Burdekin River estuaries! Or get even closer to marine life with a scuba dive on the S.S. Yongala shipwreck – one of the top ten dive sites in the world.

The last destinations to explore are the ancient and awe-inspiring rainforests of Townsville North Queensland. Swim in the crystal clear waterholes of Crystal Creek, stare with amazement at Wallaman Falls in the Hinchinbrook region – the largest single-drop waterfall in Australia – or play hide ‘n’ seek in the world’s oldest continually-living rainforest in Paluma National Park.

Townsville North Queensland rewards your curiosity. Wander, ramble, peer and unearth, and you’ll leave with something more precious than gold: the feeling of being alive.
**Logo Overview**

Alive with Curiosity consistently uses the one logo across all platforms and in all mediums. The logo incorporates the region, with its tagline consistently under the brand Queensland family.

**Colour variations**

Four distinct colour variations of our logo are available allowing flexibility with different types of backgrounds and media. You have a choice of CMYK, Black, Grey and White, however no other colour variations can be used.
## Brand colours

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<thead>
<tr>
<th>Colour</th>
<th>Pantone Code</th>
<th>CMYK (Coated)</th>
<th>Hex Value</th>
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<td>Queensland Aqua</td>
<td>7466C</td>
<td>C: 71 M: 0 Y: 20 K: 0</td>
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</tr>
<tr>
<td>Queensland Where Australia Shines</td>
<td></td>
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<tr>
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Note: Pantone colours are specified for coated printing.
## Secondary colour palette

The secondary colour palette adds additional depth to the Brand colours of Queensland. The muted tones are based on the primary colour palette and create warmth and a sense of relaxation. This palette can be used individually or in conjunction with the primary palette.

*Note: The colour schemes of the Queensland creative allow for colours from the primary and secondary palettes to be interchangeable.*

<table>
<thead>
<tr>
<th>Colour</th>
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<th>Hex Value</th>
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<tr>
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<td>Pantone 319C</td>
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<td></td>
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<tr>
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<td>8778ae</td>
</tr>
<tr>
<td>Pantone 265C</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Secondary Colour Palette**

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*Note: The colour schemes of the Queensland creative allow for colours from the primary and secondary palettes to be interchangeable.*
Brand Fonts

Primary headline font - ALIVE (Regular)
The Alive font represents the strength and boldness of our claim - the pride behind our names and what we say. The Alive font can be used in all upper case or upper-lower case.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Primary headline font - ALIVE (Web)
A more online and web friendly version of the Alive font was developed to solve the issues of the dot joining the stem for the letters “i” and “j” when used at small point sizes. This font is to be used only in online applications. You can download the font from www.teq.queensland.com/branddepot.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary headline font - SHINE
The Shine font is our personality font - brings out the carefree and playful personality of Queensland - the people, places and experiences. The Shine font is only to be used in upper-lower case.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Example of Primary and Secondary Headline fonts used together

Townsville North Queensland
Alive with curiosity

For further information on fonts, tone of voice and visual treatments, please see the Queensland Brand Style Guide as found in BrandDepot www.teq.queensland.com/branddepot
**Body copy font - SANSATION**

The Sansation font is our body copy font for print. It’s clean, modern, easy to read and works well with the brand fonts. Sansation Regular is most commonly used, where there is a need to highlight text, the alternate versions of Sansation are available for use. Recommended size for body copy is 10 point, leading 14 point.

Sansation Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sansation Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sansation Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sansation Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sansation Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sansation Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Examples of body copy set at 10 point with 14 point leading

It’s the most natural place in Australia to give you the freedom to let the real you shine through! It’s where you’ll feel welcome, connected and alive. It’s Where Australia Shines. And you’ll shine too, from the moment you arrive.

Sansation Regular 10/14pt

For further information on fonts, tone of voice and visual treatments, please see the Queensland Brand Style Guide as found in BrandDepot [www.teq.queensland.com/branddepot](http://www.teq.queensland.com/branddepot)
Question application

Curiosity is built from wanting to discover many things about a region, not just one.
That’s why we have chosen a Q&A Brand Execution to deliver Alive with curiosity to the world.
Destination brand in action

WHAT’S THE NAME OF THE HIGHEST SINGLE DROP WATERFALL IN AUSTRALIA?
- Wallaman Falls
- Manawall Falls
- Yowie Falls
- Mungoingbourra Falls

WHICH JURASSIC ISLAND CAN ONLY 40 PEOPLE EXPLORE AT ANY ONE TIME?
- Palm Island
- Tasmania
- Hinchinbrook Island
- Bribie Island

WHERE CAN YOU FIND NORTHERN AUSTRALIA’S LARGEST COLONY OF WILD KOALAS?
- Billabong Sanctuary
- Koala Land
- Gairol
- Magnetic Island

WHICH SHIP SANK ON THE GREAT BARRIER REEF AND IS NOW A WORLD TOP 10 DIVE SITE?
- Titanic
- SS Yongala
- The Black Pearl
- Jolly Roger

WHERE CAN YOU DISCOVER GOLD WITHIN 90 MINUTES OF A BOOMING CITY?
- Charters Towers
- Crystal Creek
- Yellow Canyon
- The Emerald City

NAME THE ROMANTIC VILLAGE NESTLED IN TOWNSVILLE’S HERITAGE LISTED RAINFOREST?
- Kuranda
- Palmira
- Romantika
- Huggankrissia

IN WHICH CITY IS THE WORLD HEADQUARTERS OF THE FAMOUS GREAT BARRIER REEF?
- Sydney
- Brisbane
- Townsville
- Birdsville

WHERE CAN YOU FEEL THE RUMBLE OF 19,500 HORSEPOWER IN ONE DAY?
- Townsville 600
- Townsville 500
- Townsville Grand Prix
- Townsville Derby

FROM WHICH POINT CAN YOU ENJOY 360 VIEWS OF TOWNSVILLE & MAGNETIC ISLAND?
- Mt Stewart
- Mt Kilimanjaro
- The Townsville Alpa
- Castle Hill
8 THINGS TO SPARK YOUR CURIOSITY

Townsville North Queensland’s exotic collection of destinations and attractions is enough to spark anyone’s curiosity. Wander, ramble, peer and unearth, and you’ll leave with something more precious than gold: the feeling of being alive.

Are you curious enough to win a $10,000 island adventure? Visit townsvillenorthqueensland.com.au/curiosity for your chance to win.

Book online at townsvillenorthqueensland.com.au

Oaks Hotels & Resorts
Live it up in North Queensland this winter with Oaks Hotels & Resorts from only $109* per night! Book online with promo code "NORTHQLD" to receive exclusive deals.

SeaLink Queensland
SeaLink Queensland can have you in tropical paradise in just 20 minutes! Let the SeaLink Travel Team help you with your Magnetic Island holiday and business booking requirements.

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Jupiters Townsville Hotel & Casino
Jupiters Townsville tailors packages that offer luxury hotel accommodation combined with a range of experiences that give you the best value possible.

Treat the family to a Townsville holiday, just a block from The Strand in a spacious 2 bedroom apartment with free WiFi and self-catering facilities.

FREE ACCOMMODATION UPGRADE

Museum of Tropical Queensland
Be inspired as you while away an hour or a day of art, culture, nature or knowledge at the award winning, multi dimensional TYTO.

Experience an interactive tour that connects with the rich history and culture that surrounds the Australian Military.

Located on Magnetic Island, Peppers Blue on Blue redefines the essence of island holidays. Hotel room from $152* per night. 2 night minimum stay $304*.

10% OFF FULL PRICED ADMISSION 2 FOR 1 WETLAND TOURS 20% OFF ALL TOURS STAY FOR TWO NIGHTS & SAVE!

*Visit www.townsvillenorthqueensland.com.au for terms and conditions
Point of Sale Applications for you to use

Our point of sale materials have been specifically designed for retail flexibility and impact.

Consistent with the Alive with curiosity platform, experiences are the key component of our POS pieces and are highlighted with full-bleed imagery and complemented with the modern look and feel of the campaign.
Brand checklist

When a communication is coming together, sometimes the details can get complicated. Fortunately, a few simple ideas rest at the core of our brand and Alive with Curiosity. You can use the questions below to make sure that your project will truly support those ideas to help give Townsville North Queensland a unique voice in the world.

- Am I showcasing engaging and enriching experiences?
- Am I creating new, positive perceptions of Townsville North Queensland?
- Am I highlighting our unique selling propositions?
- Am I speaking to connectors?
- Will I inspire travellers to visit Townsville North Queensland?
- Have you reviewed the Townsville North Queensland Brand Guidelines?

Questions?

Are you ready to use this information to tell the world about Townsville North Queensland?

Do you have a question or would you like to chat to someone about using the branding in your communications?

We would love to discuss this with you.

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