

Destination Lithgow: MARKETING STRATEGY 2021 - 2024



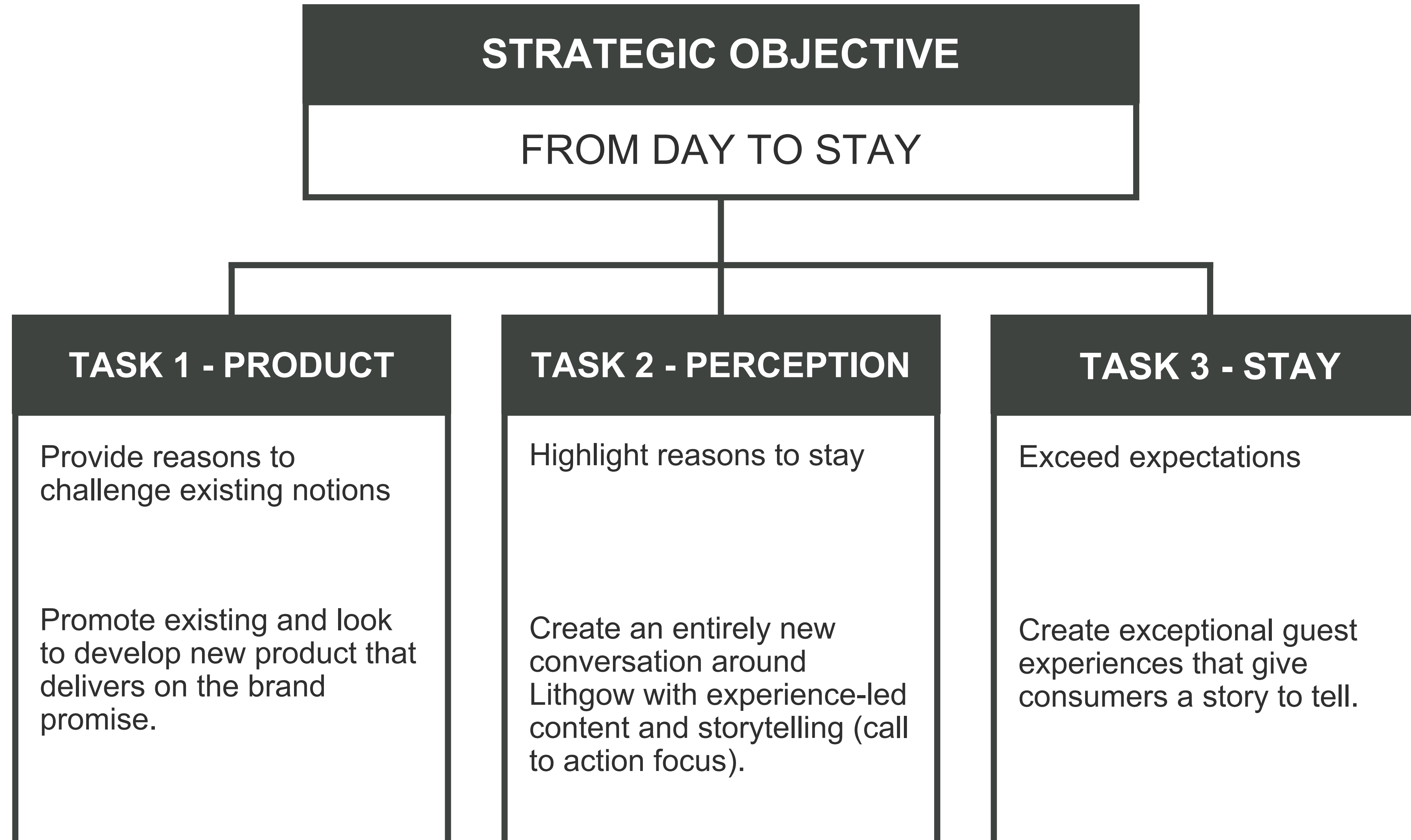


THE STRATEGY

STRATEGIC DIRECTION/OUTCOME

- Lithgow needs to have consistent, on brand, on trend messaging – with uniformity across the tourism industry.
 - We are, at the same time, overshadowed by the Blue Mountains and also very lucky to have such a significant brand destination as our neighbouring LGA. In fact we are surrounded by 3 pretty big brand destinations – the Blue Mountains, Bathurst and Mudgee.
 - So...the challenge and opportunity is to very clearly grow, develop and get the Lithgow Brand Destination to a space where it is very clearly (and positively) positioned / defined – driven by ownable, consistent and enduring brand messaging.
 - We have identified that the Lithgow brand must not only be compelling and unique (in a sea of sameness when it comes to regional tourism destinations); it also needs to link to the heritage and history of Lithgow to be truly authentic.
 - Research from Tourism Australia shows that Lithgow's current domestic visitor economy is worth \$98 million per year. With an average spend per trip of \$312 for overnights and \$77 for day-trippers.
 - The insight from research reviewed was that of those visiting Lithgow, domestic day trips dominate versus domestic overnight stays, with day-trippers being 2/3rds of all day visitors (and day-trippers are lower yield spending significantly less)
- To turn this opportunity into the business challenge a marketing strategy can deliver on, we believe the key outcome of this strategy should be to get visitors to demonstrate a radical SHIFT in behavior, moving from: “**DAY to STAY**”.

STRATEGIC OUTCOME



THE BRAND STORY



AUDIENCE

Our target audience is not defined by age, occupation or other traditional demographics. They are 'experience seekers' and as such are defined by the type of experience they are after.

This may be 'Adventurous' (bushwalking, horse riding, water-skiing, etc)

They may want to learn more about Australia's history (Small Arms Factory, Blast Furnace, etc)

They may want family-friendly experiences (Lakes Lyell and Wallace, camping, etc)

They may want an artistic experience (The Foundations, Gang-Gang, Talisman, etc)

They might want an 'out there' experience (Lithgow Halloween, Ironfest)

They may just want to get away from it all and stay somewhere different/luxurious/secluded (accommodation alternatives).

And amongst the audience, there could be any mixture of these experiences that they are looking for and therefore want to visit somewhere which has multiple and varied experiences to offer.

All advertising/marketing should be geared towards these experiences and targeted accordingly.



BRAND PROPOSITION

Built on a pioneering industrial heritage, Lithgow City is the heart of a region full of unexpected experiences. It is a region where you can explore amazing natural wonders of Australia, like the majestic Wolgan and Capertee Valleys, discover the entrepreneurial spirit that made Australia what it is today, and enjoy annual events like no other. Lithgow is much more than you expected

MANIFESTO

What if you knew of a place where normal is not that?

It's a town forged from steel.

And reborn by fire.

A place that's home

A home made by its people.

A community who embrace the unusual.

The different.

And the unique and extraordinary.

It's a place where you can come as you are.

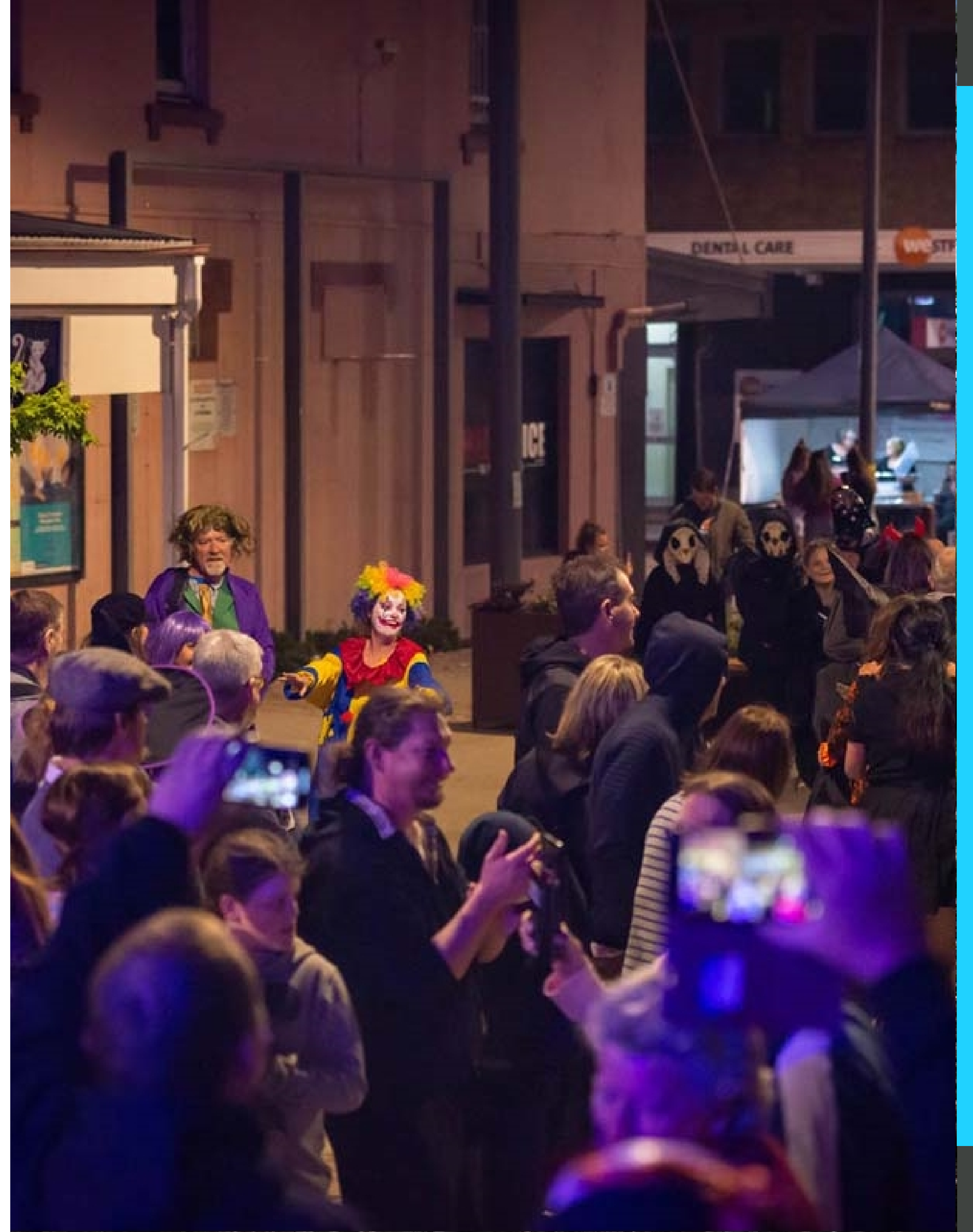
To put down the mask

Or pick one up that fits a little better.

Wherever you turn in Lithgow

You're certain to meet a friendly face

...And maybe even adventure



OUR STORY

Established in the 1870s, Lithgow is an industrial city forged from steel and coal. This small city built the backbone of Australia, the Great Western Railway, and now lives on as the cultural centre of the Blue Mountains Hinterland, delivering events such as Ironfest, LithGlow and Australia's biggest Halloween Festival that bring the free spirited and unconventional to Lithgow.

- And sometimes, they never leave.

LITHGOW: NEW SOUTH WALES

Leading with creativity and uniqueness is an acknowledgement and acceptance that Lithgow and its people aren't governed by the status quo.

In fact, they embrace creativity and uniqueness with unwavering enthusiasm. It's a town of free-spirits who welcome those seeking a more authentic and unadulterated version of themselves.



PLAYBOOK

THE PLAYBOOK

THE KEY COMMUNICATIONS PILLARS THAT POWER OUR MARKETING.

PILLARS

PEOPLE

People who Make it Happen.
The characters of Lithgow and characters who go to Lithgow.

PROVISIONS

Food & Drink
Set the scene for something to take your fancy.

PLACE

Nature & the Cosmos
The best background there is for something epic to happen. Show the landscape, as the backdrop to adventure.

PHENOMENON

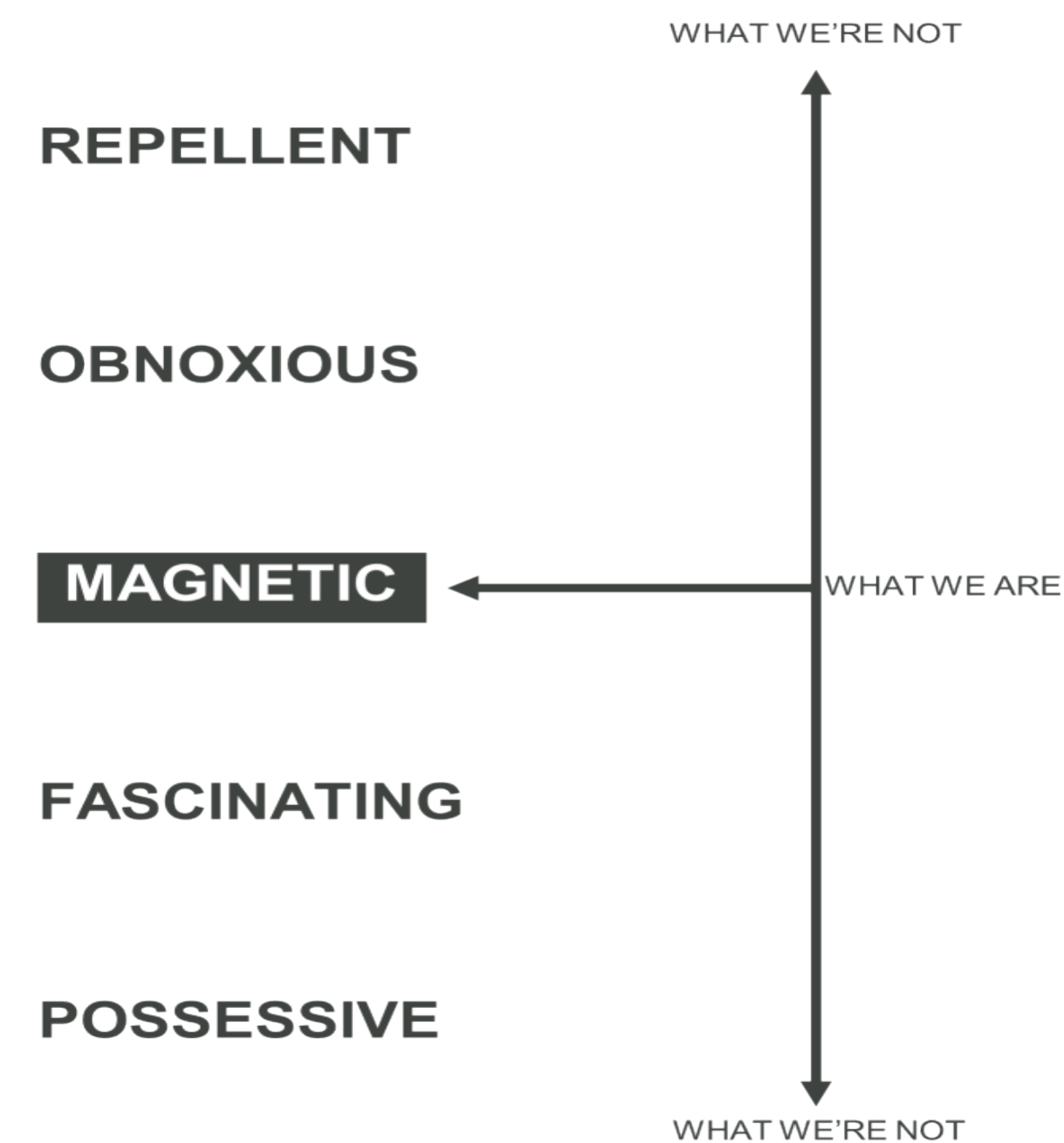
Events, Culture & Attractions
That you can only do, see and be in Lithgow.

TONE OF VOICE - When talking about Lithgow use these 4 tone elements to guide and craft writing.

MAGNETIC

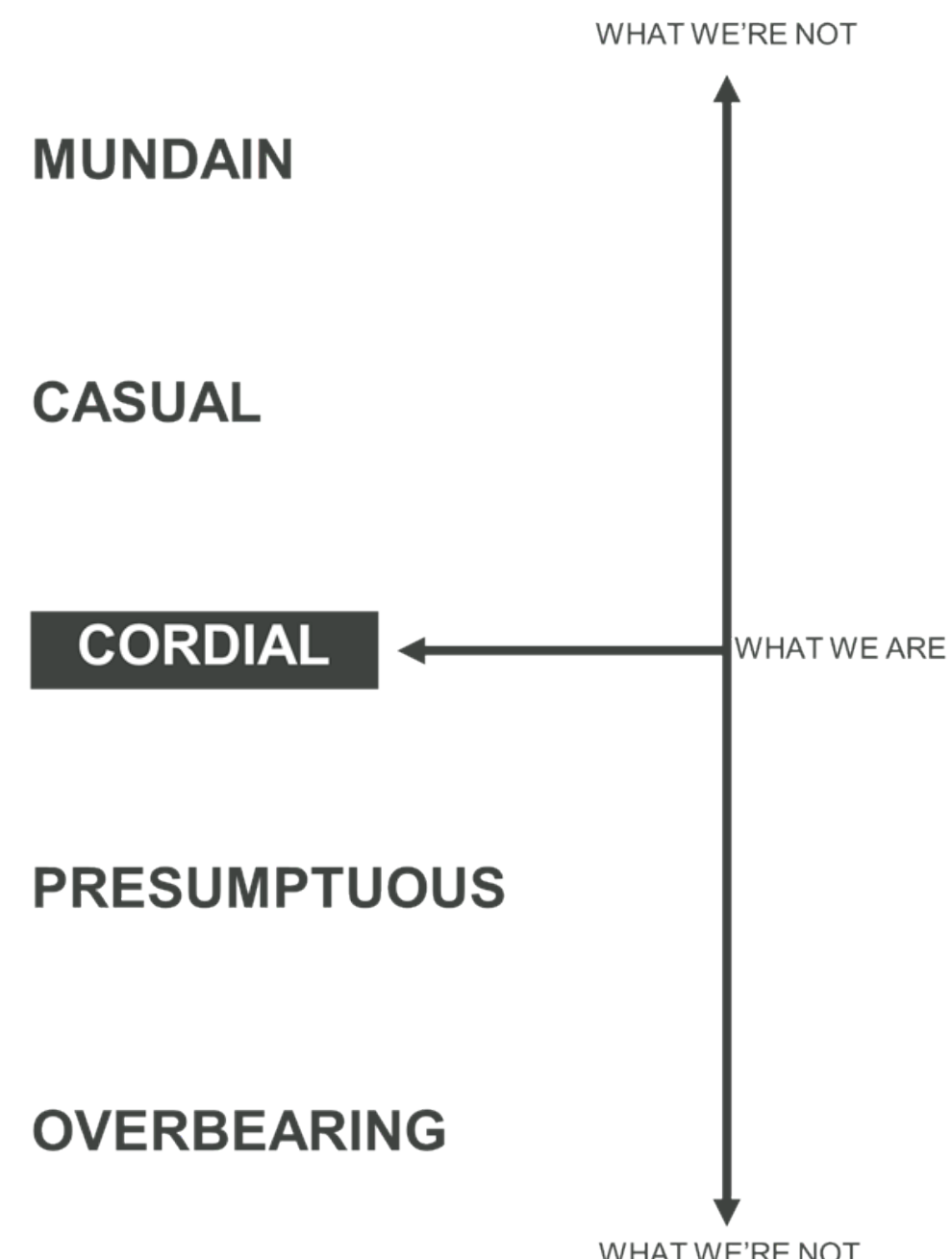
We're here to attract visitors to our sculptured slice of country. What we offer is a culture; a community of acceptance tucked away behind the Blue Mountains.

Whenever we speak, we talk of an energy that people find alluring. An attraction; this magnetism. In fact, sometimes it's best we don't talk and we let our people do the talking. For they are the ones' who give Lithgow this magic.



CORDIAL

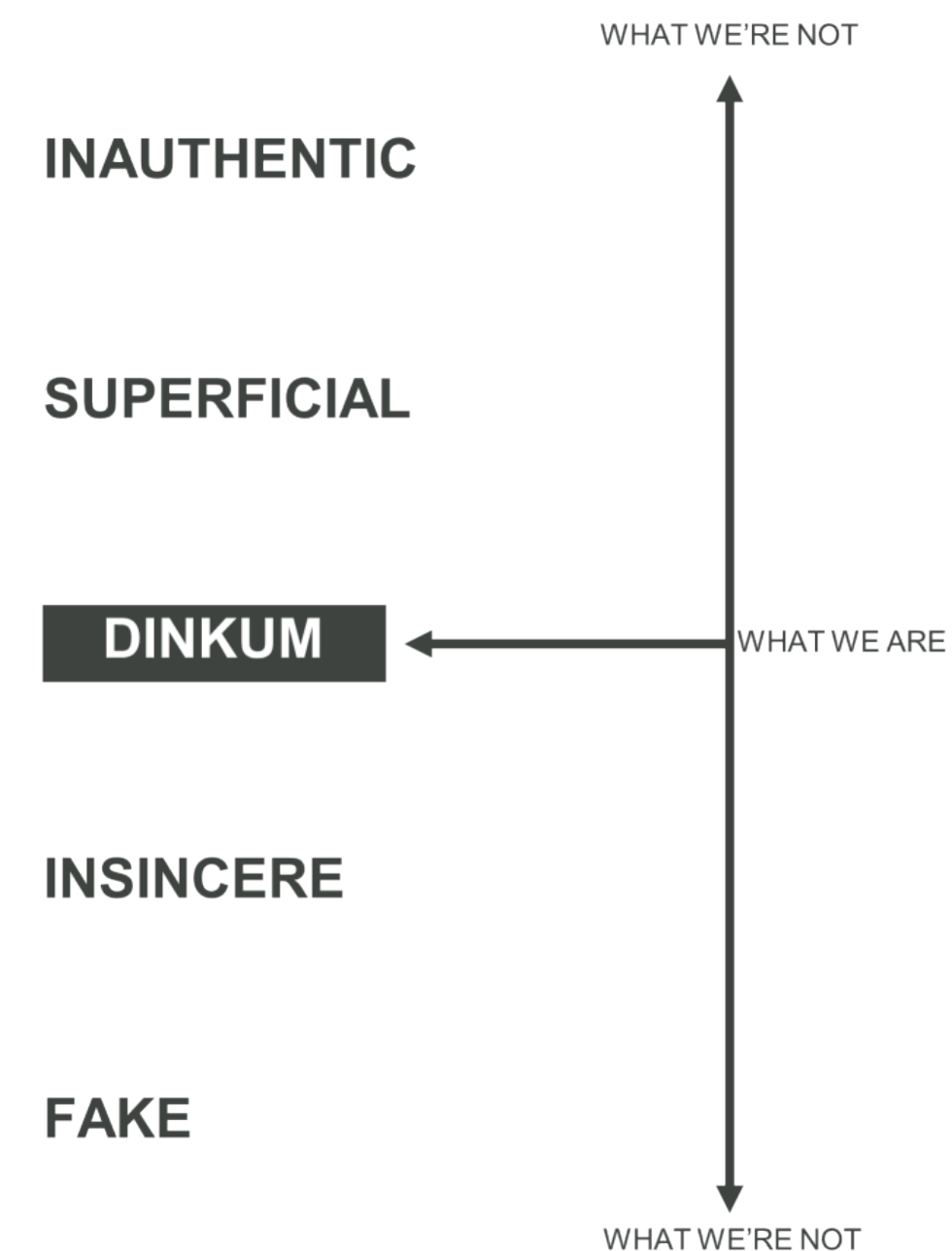
Whether it's a nod, a g'day or asking how you are, the people of Lithgow are a hospitable bunch. So, when we speak, it's of a tone that you'd refer to good neighbour with; positive, hopeful and encouraging. We're not distant, but at the same time, we're not overbearing. Honestly, we're just human.



DINKUM

We speak in a real and genuine way. Our sentences are short. But the words pack a punch.

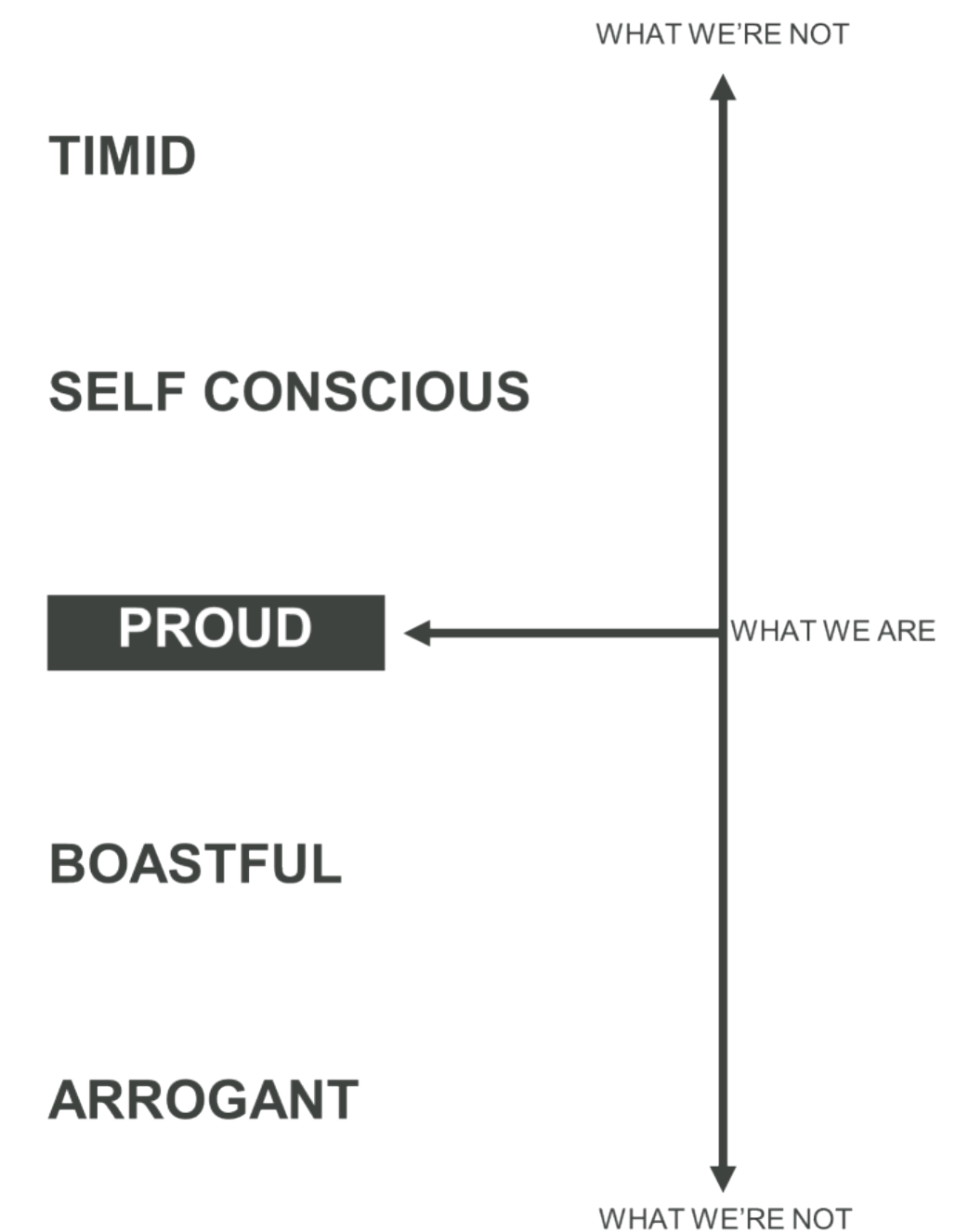
We never lie or use hyperbole. What we say is truthful and authentic. There's a personal connection to Lithgow so we speak with depth and understanding.



PROUD

Lithgow is a proud city. Its people give it pride. They're free and expressive, there's no nervousness to feel here. It's a place where you should be proud to be well, you.

Yet, we're not self-congratulatory and we're definitely not arrogant. It's a calm pride; a welcoming invitation to visit our community.



IMAGERY - PRINCIPLES

ALLURING

There's magic in the destination. A palpable sense of surprise and awe that's contrast with the natural surrounds of Lithgow. It's this sense of mystery and magnetism that will capture the attention of our audience across social channels.

HUMAN

There's a human touch across all of our photography. We showcase the experience of Lithgow, not it's destinations. We want our photography to be natural and well suited to social channels.

INTIMATE

There should be a sense of intimacy to our photography. Our audience can reconnect with themselves, or whoever they're with. It should depict people exploring landscapes, and through that, learning more about themselves and their relationships. Intimacy allows us to explore macro photography and bring Lithgow's natural world to life.

CANDID

People come to Lithgow because it's filled with real characters. When it comes to our photography, we want the people to be captured candidly. It aids intimacy and allows people to be caught in a real, unadulterated way.



LOGO + COLOUR USAGE

Thick, bold, proud and defiant, this logo utilises heavy lettering and with a light texture that's reminiscent of traditional signwriting.

The master logo should only appear as monochrome - either black or white.

Depending on the background colour of your creative, you may need to use a different colour variation of the logo. Please get approval from the Lithgow tourism team.

WHEN TO USE THE STAMP LOGO

The STAMP may be used with certain print publications or when the logo sits with other brands as a sponsorship or partnership.

MASTER LOGO

LITHGOW
— **NEW SOUTH WALES** —

STAMP LOGO





TACTICAL ROLLOUT

Tactical Rollout

BRAND

LITHGOW – NEW SOUTH WALES

Phase

COLLEAGUES

COMMUNITY

CONSUMERS

Barrier

Resistance to APPROACH

Lack of trust in the LCC ability to drive tourism in droves

Sydneysiders might know Lithgow is close by, but are skeptical or unaware of what it has to offer

Comms Task

Demonstrate Lithgow’s fresh face to Industry, partners and stakeholders & the need to swim outside the sea of sameness!

Create excitement and buy in from our community

Make consumers crave Lithgow by showcasing unique places, people & phenomenaa