What makes Launceston, Launceston?

Our Place DNA

Tracey Mallett

28 November 2019
Tonight’s presentation

- Why do we need a brand?
- What is Place DNA?
- How did we find out what makes Launceston, Launceston?
- What are we going to do with the findings?
- How is this going to contribute to Launceston being a Unique and Prosperous City?
Why do we need a brand?

• The power of Word-of-Mouth: Your brand is what other’s say it is when you aren’t in the room. (Jeff Bezos)

• So we can market ourselves correctly:
  – to visitors (tourism is our 3rd biggest industry)
  – to new residents – we need to grow our population
  – to students – UTAS needs more international students

• So we tell the true story.
What is Place DNA?

DNA

Projected

Perceived
What is DNA?

1. The core identity of your place.
2. The sense of place.
3. The epicenter of all experiences and stories that your place generates.
The more alignment, the stronger your reputation.
How did we do the research?

- Resident Survey
- Stakeholder Workshops

Analysis of online traffic

DNA

Projected
Perceived

Quantitative
Qualitative
Our DNA results

How do people who live in Launceston experience Launceston?

What makes Launceston, Launceston?

Who is Launceston?
Resident Survey

Residents of Launceston were asked for their opinions on Launceston through an online survey (live from June 2018).

In total, 674 residents responded to the survey. This met the quota that was set for 383 responses, assuming a normal division of 50%, a margin error of 5% and a confidence level of 95%. The high number of responses brought the confidence level to 99% that makes the survey extremely significant.

Good range of respondent ages and suburb representation.

Majority (73%) of respondents have lived in Launceston for more than 10 years.
Resident Survey – themes of questions
What makes Launceston Launceston?
Place DNA™ elements

Environment
The impact of all living species, climate, weather, and natural resources on a place.

Infrastructure
The impact of physical structures and facilities built by humans on a place.

Society
The impact of people’s values, history, norms and behaviors on a place.
What makes Launceston Launceston?

- Environment: 50%
- Society: 30%
- Infrastructure: 10%
What is Launceston for our residents?

- Slow paced: 97%
- Classic: 95%
- Tasmanian: 94%
- Authentic: 90%
- Friendly: 89%
- Beautiful: 88%
- Honest: 88%
- Safe: 80%
- Happy: 79%
- Unspoiled: 76%
- In transition: 76%
- Introvert: 74%
- Quiet: 74%
- Non-spiritual: 72%
- Conservative: 71%
- Strong community ties: 71%
- Social: 70%
- Blue collar: 68%
- Developing: 66%
- Place of the past: 64%
- Diverse: 62%
- Serious: 59%
- Closed minded: 52%
- Urban: 52%
- 3% Fast paced
- 5% Modern
- 6% Australian
- 10% Fake
- 11% Unfriendly
- 12% Ugly
- 12% Dishonest
- 20% Unsafe
- 21% Unhappy
- 24% Touristy
- 24% Idle
- 26% Extrovert
- 26% Vibrant
- 28% Spiritual
- 29% Liberal
- 29% Weak community ties
- 30% Individual
- 32% White collar
- 34% Establish
- 36% Place of the future
- 38% Uniform
- 41% Young at heart
- 48% Open minded
- 48% Rural
## Analysing influencing attributes

### Launceston’s decisive attributes

<table>
<thead>
<tr>
<th>Result</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Developing</td>
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<tr>
<td>Established</td>
<td>34%</td>
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<tr>
<td>Quiet</td>
<td>74%</td>
</tr>
<tr>
<td>Vibrant</td>
<td>26%</td>
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</table>

### Launceston’s less decisive attributes

<table>
<thead>
<tr>
<th>Result</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Strong community ties</td>
<td>71%</td>
</tr>
<tr>
<td>Weak community ties</td>
<td>29%</td>
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</tbody>
</table>

### Result

<table>
<thead>
<tr>
<th>Diverse</th>
<th>62%</th>
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<tbody>
<tr>
<td>Uniform</td>
<td>38%</td>
</tr>
<tr>
<td>Open-minded</td>
<td>48%</td>
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<tr>
<td>Closed-minded</td>
<td>52%</td>
</tr>
<tr>
<td>Urban</td>
<td>52%</td>
</tr>
<tr>
<td>Rural</td>
<td>48%</td>
</tr>
<tr>
<td>Young at heart</td>
<td>41%</td>
</tr>
<tr>
<td>Serious</td>
<td>59%</td>
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</tbody>
</table>
How does this define our place personality?

In Place DNA, there are 5 types of place personality:

- **Agreeable**: Eg. Dublin
- **Neurotic**: Eg. Hong Kong
- **Extrovert**: Eg. Amsterdam
- **Open to experience**: Eg. Montreal
- **Conscientious**: Eg. Vancouver
Launceston’s personality type

- Agreeable: 40%
- Neurotic: 20%
- Extravert: 20%
- Open to experience: 10%
- Conscientious: 10%
Launceston’s dominant personality = Agreeable

“Most people in Launceston value getting along with others. They are generally considerate, kind, generous, trusting and trustworthy, helpful, and willing to compromise their interests with others. Residents of Launceston also have an optimistic view of human nature.”
Resident Survey results

• What our residents say about Launceston:
  – We were the most passionate in describing our place in Destination Think! (our consultants)’s experience
  – Our residents were quite outspoken, and very clear with our answers
  – Our answers were mostly very black and white
  – There was a lot of free speech in the open questions.
What would people miss?
(if Launceston didn’t exist)
Launceston adds immeasurably to Tasmania - far more intact valued heritage plus modern and modern business and residential areas. Wonderful parks and gardens, a vibrant and diverse arts, theatre and cultural scene and a brilliant mix of residents from all over the world.

An important part of Australia’s history. Beautiful buildings that some want demolished. Great lifestyle.

Launceston balances Hobart’s domination of Tasmania. We have a rich history and a potentially vibrant future.

A special city/rural lifestyle in a comfortably-sized city urbanised around the confluence of three rivers, with a rich colonial heritage and beautiful public and private buildings across a range of architectural styles.

I am extremely proud of Launceston’s potential, however I feel sad that so many opportunities are wasted or mismanaged.

It would miss the interface between the anonymity of a capital city (Hobart is rapidly losing its identity, which is now replaced with MONA), and the rest of Tasmania. It is the link between the urban and the rural, the inland and the coast, the island and the mainland.

A most interesting city in terms of its historical beauty with modern facilities on a fabulous river. To have the magnificent gorge as a respite from the busier city within short walking distance is an asset that cannot be overestimated.

Nothing. This is an arrogant question.
How does it feel to live in Launceston?
We are the ‘Small Easy.’ A very pleasant escape from big cities. Manageable, comfortable, convenient.

I feel very proud to live in Launceston. I often wonder how the thousands of Tourists from around the world I see enjoying our beautiful Cataract Gorge know about us. Right now with all the improvements being made around Launceston I feel very excited about our future.

Early in the day, it is just beautiful, listening to the morning chorus of multitudes of native birds as the sun peeps over Ben Lomond. There are so many activities and sites to visit and as the sun sets over the gorge, you can find me sitting listening to the evening chorus as the waters weave their way back through the valley and out to sea.

Lucky, proud, happy, great music and art, great festivals - best place ever. It is exciting to live in a city that is working towards being a city of the future (both online and environmentally sustainable).

Frustrating. The Launcestonian outlook is one of self-deprecation and refusal to accept change, at the expense of the younger generation.

Disappointing now. I have lived here 65 years. Last 10-12 years have been seeing Launcestons heritage eroded by the councils.

Depressing. I feel that we seem to just be blundering along. There never seems to be a plan or vision. The arm is doing something to the leg and no-one is pulling it all together.
How is Launceston changing?
‘Too fast’
‘Growing at a rapid rate’
‘Only been here 2 years but I love the city upgrades’
‘it is starting to be more adventurous’

It is becoming more multicultural which is a good thing as in the past Launceston was very conservative and scared of change. The only thing that worries me is the amount of concrete in the new developments, malls etc and the boring plantings.

‘Is it ?’
‘It’s not’
‘Not’
‘X’
‘Too slowly’
‘Empty shops’
‘Minimal’

Launceston sometimes seems to try too hard to be something it is not, rather than saying “hey, we are Launceston, and we are NOT like every other mid-sized, regional city in Australia”. We want to be US - low-rise, historic, friendly, …

It is becoming a more accepting city despite the old conservatives in power the young hipsters are awesome and make this town a safer place emotionally and physically ... thoughtful emotionally intelligent and progressive without wanting to destroy the beautiful nature and history of the city

Ugly glass & steel boxy buildings with no regard to the beauty of the man fine public buildings that were erected in the late 1800's - early 1900's.

more cosmopolitan
more clean
more picturesque
more people friendly
more festive
more diverse
more contemporary
more open minded
more entrepreneurial

I do hope Launceston doesn’t change too much that loses the ‘old world’ charm that has existed for so long and been an attraction. The addition of more cafes, modern retail outlets is always welcome.

* Many people used capitals for this question
How proud are people to live in Launceston?

<table>
<thead>
<tr>
<th>Result</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Extremely proud</td>
<td>24%</td>
</tr>
<tr>
<td>Very proud</td>
<td>29%</td>
</tr>
<tr>
<td>Proud</td>
<td>34%</td>
</tr>
<tr>
<td>Not at all proud</td>
<td>11%</td>
</tr>
<tr>
<td>Ashamed</td>
<td>2%</td>
</tr>
</tbody>
</table>

- There is no significant difference between newcomers and people who have lived in Launceston for more than 10 years.
Stakeholder workshop results

• Stakeholders from the tourism industry, local business, state government, community and many other organisations participated in a series of workshops.

• Participants were divided into random groups to work on topics such as elevator pitch, brand personality, product experiences and positioning.
How does Launceston look?

Beautiful small city: architecture, heritage well preserved, …

“Launceston's history is enough to keep you occupied for a few days. It is the third oldest city in Australia, after Sydney and Hobart, and has preserved much more of its heritage – especially its architecture.”

Beautiful nature: Gorge, rivers, parks, flowers,….

“Launceston is white because of the blossom on the trees and the boats in the harbour’

“To get even closer to nature, drive north of the city for about 10 minutes to the Tamar Island Wetlands Conservation Area. Keep a lookout for eastern banjo frogs, Tasmanian tree skinks and, if you're lucky, an echidna snuffling around on the boardwalk.”
How does Launceston feel?

RELAXING
“our businesses are family run, boutique, full of local produce, embedded in community”

“The ethos in Launceston is to try to surround yourself with nature even in the city centre – which is why it's the perfect spot for a restaurant celebrating Tasmania's countless gourmet delicacies.”

“the city is like a pinot noir, a bit conservative but with an element of refinement and sophistication”

“It has a city address with a country heartbeat”

“A real treat is a leisurely stroll up the Cataract Gorge in the cool of the evening when the water is as clear as glass. This is the same water that goes into Boag's beer, so it's no wonder it tastes so good.”
How is Launceston changing?

• CULTURALLY
  “New people bring new ideas” vs “we’re Tasmanians and we don’t need Melburnian megalomania”

• SOCIALLY
  “We are like a bottle of gin. It’s about the essence but also very boutique and entrepreneurial. And delicious.”

  “We invite people from all over the world to add colour to the local community that we are building here”

  “The gentrification has also seen an influx of restaurants and cafes, which has made it Launceston's hip place to be.”

• ECONOMICALLY
  “New businesses are finding new ways, yet people are rooted in values.”
Who is Launceston?

“We are practical, reliable and want to enjoy life”

“We are like “Judy Dench”, “Cate Blanchett”, “Helen Mirren”, “Nigella Lawson” – sophisticated, classy, strong, intelligent, mindful, full sense of humour and... a woman*.

“We are like the spotted quoll – a bit naughty, a bit on our own, resourceful”

“a spotted quoll: not showy but beautiful, feisty !”

What shapes Launceston?

**Heritage**

“We are one of the oldest towns in Australia”

“Victorian, Georgian – we live in style”

“Heritage Heart”

**Demographics**

Aging population

Newcomers and diversifying
Launceston’s Place DNA

<table>
<thead>
<tr>
<th>Environment</th>
<th>Infrastructure</th>
<th>Society</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rivers</td>
<td>Heritage Wineries</td>
<td>Relaxed Classic</td>
</tr>
<tr>
<td>Parks</td>
<td>Architecture</td>
<td>Conservative</td>
</tr>
<tr>
<td>Tamar River</td>
<td>Restaurants</td>
<td>Slow-paced</td>
</tr>
<tr>
<td><strong>Cataract Gorge</strong></td>
<td></td>
<td>Developing</td>
</tr>
<tr>
<td>Flowers</td>
<td></td>
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<tr>
<td>Mountains</td>
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</table>
How is Launceston perceived?
Methodology

Rationale

This was to be the most rigorous component of the data analysis. It was important to consider Launceston (and how it relates) in the wider context of its relationship with Hobart and Tasmania. This was particularly useful as online conversation about Launceston alone were low.

The Numbers

This analysis was completed using a custom, text-based algorithm focused on conversations around Launceston, Hobart and Tasmania. For each destination we analysed the following number of online conversations:

Launceston: 120,247  
Hobart: 670,148  
Tasmania: 2,123,483  

Total conversations analysed for this report: 2,913,878

Sources

More than 500,000 different sources were included in the analysis, including online media sites, forums, reviews and social media networks (Twitter, Facebook, Instagram, Tumblr, YouTube and TripAdvisor).
Size and scale

In general, we see that the Tasmania overall conversation is approximately 17x larger than that of Launceston and 3x that of Hobart.

Approximately 37% of all Launceston based conversations mention Tasmania, compared to the 27% of Hobart conversations mentioned on conjunction with Tasmania.

We can see from these numbers, that the Tasmania overall brand will have an impact on how visitors perceive Launceston.

We see an intersection where all three destinations are mentioned in conjunction with one another. This accounts for approximately 7,000 conversations a year.
Calculating our sentiment score

Gathering sentiments

The Sentiment score allows us to understand in a single snapshot the overall attitude of conversations around your destination through the eyes of its visitors, and provide a performance benchmark to track over time. Throughout the report, attitudes will be marked as promoter, passive or detractor.

**Place Promoter**
Those actively recommending or speaking positively about your place to others.

**Place Passive**
Those speaking about your place from an indifferent point of view.

**Place detractor**
Those actively discouraging or speaking negatively about your place to others.
To better understand who is driving online conversations around Launceston and where they are having the conversations, we analysed the user data from 25,809 unique online users across the world. Geographically they are distributed as follows:

- Hobart 16.27%
- Melbourne 16.23%
- Sydney 12.6%
- Brisbane 2.5%
- Adelaide 2.5%
- Canberra 1.8%
A “good” sentiment score:
- Scores in the 10s – concerning
- Scores in the 20s – fine
- Scores in the 30s – good (eg. Launceston, Auckland)
- Scores in the 40s – great (eg. Sydney, Melbourne)
Through isolating the IP addresses of the conversations around Launceston, we are able to calculate the variance in sentiment by user location.

<table>
<thead>
<tr>
<th>Location</th>
<th>Promoter</th>
<th>Neutral</th>
<th>Detractor</th>
<th>Sentiment Score</th>
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</thead>
<tbody>
<tr>
<td>Canberra</td>
<td></td>
<td></td>
<td></td>
<td>16</td>
</tr>
<tr>
<td>Adelaide</td>
<td></td>
<td></td>
<td></td>
<td>17</td>
</tr>
<tr>
<td>Brisbane</td>
<td></td>
<td></td>
<td></td>
<td>16</td>
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<tr>
<td>Sydney</td>
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<td>20</td>
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<tr>
<td>Melbourne</td>
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<td></td>
<td>10</td>
</tr>
<tr>
<td>Hobart</td>
<td></td>
<td></td>
<td></td>
<td>15</td>
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</tbody>
</table>
Melbourne (sentiment score of 10)

As Melbourne is an important market for Launceston, to better understand what is driving the negative sentiment, we took a closer look specifically at conversations that originated from IP addresses from that location.

The top three conversation drivers of negative sentiment stemming from Melbourne can be distilled down to:

1. Flight delays and/or airline availability
2. Road conditions, roadworks and driver behaviour
3. The Tassie Hawks

 Seriously #Tasmania drivers. I've just done the Hobart-Launceston drive. What the fuck is with driving at 80kmh in a 110kmh zone? Had to pass three people doing that plus plenty more creeping along at 90-100kmh. Bright sunny dry day as well.

So annoying.
8:00 PM - Feb 6, 2018
Negative Sentiment considered

1. Flight delays and/or airline availability
   – High volume of flight cancellations and delays
   – Lack of scheduled flight services and variety of route

2. Road conditions, roadworks and driver behaviour
   – Road network not at the same standard as mainland Australia (narrow, single lane)
   – Volume of tourists (unfamiliar drivers) on the road
   – Regional driver behaviour different to large cities

3. The Tassie Hawks
   – Possibly Melbourne based disappointment with Hawthorn home games in Tasmania (tied to flight availability)
What are our Destination Assets?

(core assets driving Launceston, Hobart and Tasmania’s online brand reputations)

In this section we focus on discovering which aspects of Launceston visitors feel are share-worthy. These shareworthy moments within the place give us insight into what people see as unique, special or distinctive to the place they are in.

Using a custom keyword/image analysis framework, we pulled the most shared assets within Launceston that are driving the online brand reputation.
How respondents value our Destination Assets?

- Restaurants
- Rivers + Lakes
- Ocean
- Flowers + Fauna
- Parks
- Festivals, Events + Parades
- Accommodation
- Beach
- Wildlife
- Mountains
- Forest + Wilderness
- Architecture
- Attractions + Landmarks
- Sporting Events
- Music + Performance Art
- Wineries
- Breweries
- Museums + Galleries
- Residential Neighborhoods
- Nightlife
- Public + Street Art
- Transportation
- Community Spirit
- Paths + Cycling
- Distilleries
- Aboriginal Culture
- Cruises
Asset Comparison: Competitive Average

To gain context of the performance of Launceston’s brand assets that are relative to Hobart, we compared and contrasted the share of conversations of both destinations.

From this analysis, we see that both Launceston and Hobart have a strong connection to nature and we can see that Launceston’s strengths come from its connection to Rivers & Lakes, Flowers & Fauna, Parks and Forests.

As well, from a culinary stand point, we see the Launceston’s Wineries stand out when compared to Hobart.

Launceston is also generating a higher share of voice stemming from its unique Architecture.
Asset Sentiment: Comparative Destinations

<table>
<thead>
<tr>
<th>Destination</th>
<th>Promoters</th>
<th>Passive</th>
<th>Detractors</th>
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<tbody>
<tr>
<td>Restaurants</td>
<td>58</td>
<td>61</td>
<td></td>
</tr>
<tr>
<td>Rivers + Lakes</td>
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<td>33</td>
<td></td>
</tr>
<tr>
<td>Ocean</td>
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<td>45</td>
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<tr>
<td>Flowers + Fauna</td>
<td>66</td>
<td>58</td>
<td></td>
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<tr>
<td>Parks</td>
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<td>25</td>
<td></td>
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<tr>
<td>Festivals, Events + Parades</td>
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<tr>
<td>Accommodation</td>
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<tr>
<td>Beach</td>
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<td>57</td>
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<tr>
<td>Wildlife</td>
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<td>Mountains</td>
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<td>Forest + Wilderness</td>
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<td>Attractions + Landmarks</td>
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<td>Sporting Events</td>
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<td>29</td>
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<tr>
<td>Music + Performance Art</td>
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<tr>
<td>Wineries</td>
<td>49</td>
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<td>Paths + Cycling</td>
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<td>Distilleries</td>
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<td>Aboriginal Culture</td>
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<tr>
<td>Cruises</td>
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Asset Sentiment: Launceston vs Hobart

• To gain context of the performance of Launceston’s brand assets that are relative to Hobart, we compared and contrasted the share of conversations of both destinations.

• From this analysis, we see that both Launceston and Hobart have a strong connection to nature and we can see that Launceston’s strengths come from its connection to Rivers + Lakes, Flowers + Fauna, Parks and Forests.

• As well, from a culinary stand point, we see the Launceston’s Wineries stand out when compared to Hobart.

• Launceston is also generating a higher share of voice stemming from its unique Architecture.
Accounting for approximately 4% of all imagery associated with Launceston and a positive sentiment score of +49, the classic architecture and design of the buildings are a unique competitive advantage for the destination.
The North Esk River and the Cataract Gorge are both significant contributors to conversation volume around Launceston, accounting for approximately 5,600 conversations from travellers a year, making it the second largest contributor to destination conversation.
Wineries: A closer look

The wineries and vineyards of the Tamar Valley drive a significant volume of conversation and prove to be a strong tourism asset for Launceston and sets them apart.
Launceston, Tasmania

• What stands out most in the conversations around Launceston, is where they contrast to Tasmanian conversations overall. Whereas Tasmania is strong in the active adventure driven by the natural landscape of the region (wilderness, mountains), Launceston is strong in the cultural aspects of the destination (Architecture, Wine).
• As Tasmania conversation volume is 17x larger than that of Launceston, Launceston could face a challenge in shifting perceptions of Tasmania being solely adventurous nature compared to that of a destination for the cultural explorer.
• Launceston: River (9%), Architecture (3%), Wineries (2%)
• Hobart: Restaurants (11%), Festivals & Events (7%), Sporting Events (5%)
• Tasmania: Ocean (16%), Beach (12%), Wildlife (10%) Wilderness & Mountains (9%)
What are our Destination Attributes?

(the core descriptors used to describe Launceston)

- In this section we focus not on the conversation people are having about Launceston, but how they are describing it. These descriptors provide insight into how visitors perceive the personality of Launceston.
- Using a custom text-based analysis, we pulled the most frequently mentioned adjectives used to describe Launceston.
Attribute Pairings

All destination descriptors were sorted, categorized and assigned across seven distinct attribute pairings. Each attribute set allows us to gain insight into the overall perception of Launceston’s brand personality.

**Modern:**
- Contemporary
- State-of-the-Art
- Leading Edge
- Avant Garde

**Classic:**
- Historic
- Victorian
- Colonialist-Design

[Comparative Average Chart]

City of Launceston
Combining the scores from all seven attribute pairings, we are able to plot Launceston’s unique destination attribute profile and determine its relative strengths in comparison to the Comparative Destination Average.
Launceston: Classic

67% of the content driving Launceston’s attribute of Classic is being driven by Architecture and Building based imagery.

The visual ecstatic of the classic architecture in Launceston has an overall impact on the type of descriptors used in describing the city overall.

In view of this, Launceston is described as classic.

Launceston: Relaxed

The natural landscapes surrounding Launceston are core contributors to its attribute of Relaxing. This is comprised mainly of imagery featuring:

- 15% River
- 14% Beach
- 10% Trees and Forest

Launceston: Friendly

The service industry is the core of Launceston’s attribute of Friendly. When compared to Hobart and Tasmania’s Friendliness scores, Launceston scores +5% above.

This is a strong indicator that travellers to Launceston have a positive experiences when encountering service-staff on their trip.
Launceston’s Attributes

Our core attributes from the online sentiment:

• **Classic (stemming from architecture)**
  From first glance, the history of the city is evident. The architecture of Launceston is a bright contrast to the modern cities of Australia. This gives a distinct look and feel to the personality of Launceston.

• **Relaxed (stemming from natural environment)**
  In contrast to the active-adventurous nature of Tasmania, Launceston comes across as very relaxed and calm.

• **Friendly (people and service industry)**
  Tasmania as a whole scores quite high in friendliness. However, we see that Launceston skews slightly above both Tasmania and Hobart. This stems from the service provided by the frontline staff and service industry.
How Launceston Projects itself

DNA

Projected

Perceived
Launceston is...

- Friendly
- Wine-region
- Abundance
- Laid-back
- Welcoming
- Down-to-earth
- One of Australia’s oldest cities
- Heritage
- Natural beauty
- Recreation
- The heart of Tasmania
- Community focused

- Boutiques
- Architecture
- Basecamp/springboard for adventure
- Pastoral
- Accessible
- Scenic
- Relaxing
- Pure/natural
- Walking and biking trails
- Family oriented
Projection Summary

• Launceston is a ‘place of plenty’ but **no distinct** image at all. We try to be everything to everyone, everywhere.

• No prioritization of experiences. **Architecture, nature/parks, rivers** and **wineries** do not stand out.

• **Information overload** but no stories.

Low volume + no choices = low awareness
Observations & Challenges

Tasmania
- Promotion tries to cover all experiences but imagery attracts the *outdoor adventurer* – people that actively want to be stunned by nature, look for rare animals, love their sports etc.

Launceston
- DNA indicates that Launceston could benefit from being known to *cultural explorers* – people that love to discover architecture, heritage, history and will enjoy the story behind the good life that people experience while enjoying a glass of wine.

THE PARADOX:
Launceston can’t be promoted as a stand alone (we have a unique product that sets us aside from Tasmania) because of the extremely low volume of conversations and low ‘Launceston’ awareness.
Summary: DNA Attributes

- wineries
- heritage
- rural
- Cataract Gorge
- Georgian houses
- flowers & forests
- traffic
- growing
- nature
- Tasmanian
- rural/urban
- rivers & lakes
- conservative
- slow-paced
- classic
- relaxed
- friendly
- easy
- Victorian architecture
- history
- parks
- old town
- traffic
- parks
- safe
What makes Launceston, Launceston?
Lonnie is a woman...
moreover a dame....
...a classy lady
she stays authentic.
...is a bit vintage
redefines classic

fermenting the future.
Place DNA Snapshot

**Launceston DNA Summary**

**What Makes Launceston Unique?**

- **Heritage**
- **Relaxed**
- **Lonnies**
- **Wineries**
- **Our Rivers**
- **Community Minded**
- **Cataract Gorge**
- **Benedict Local Produce**
- **Art**
- **History**
- **Vintage**
- **Scenic**
- **Award-winning restaurants**
- **Hartford**

**Country Heartbeat**

Launceston was founded on a historic site, and today, it is a city with a rich history and culture. Its history is evident in the architecture and landscapes that have been preserved over time. From the historic buildings to the beautiful parks and gardens, Launceston offers a glimpse into its past.

**Classic Culture**

Launceston has a unique and sophisticated style that reflects its history and culture. The city is known for its beautiful parks and gardens, historic buildings, and its rich cultural heritage. Launceston is a city that values its past and is proud of its history.

**Effortless Living**

Launceston is a city that values its past and is proud of its history. The city is known for its beautiful parks and gardens, historic buildings, and its rich cultural heritage. Launceston is a city that values its past and is proud of its history.

**Communication**

**Tone of Voice**

- **Launceston’s Promise**
  - In Launceston, heritage and tradition blend with nature’s beauty to nourish a way-going way of life.

- **Launceston’s Essence**
  - Lonnies live in style.

**Experiences**

- **A Place of Nature**
  - A place to get close to nature’s beauty, enjoy the beauty of the city and its natural surroundings, and experience the rich heritage and culture.

- **A Place of Easy Living**
  - A place to relax, unwind, and enjoy the beauty of Launceston.

- **Architecture & Heritage**
  - The city is home to many beautiful historic buildings and parks, offering a glimpse into its rich past.

- **The Wine Experience**
  - The city is home to many beautiful historic buildings and parks, offering a glimpse into its rich past.

**Actions**

- **Angling our product experience with our DNA**
  - Changing the tone of voice of our messaging (Clarity, Vintage)
  - Changing the language and format of our messaging (clarity, visual)
  - City-wide coordination of our experiences and their communication (Reputation Management)

**Launceston’s Story**

Launceston is a city with a great story. Launceston invites you to relax in nature, reflect on our heritage, and encourage you to take it easy. In Australia’s third-oldest city, you’re welcome to step back in time and admire the beautifully preserved Victorian buildings and streets. Colonial homes set amongst vibrant nature. Situated at the meeting of two rivers and an extraordinary waterfront, Launceston is the perfect place to explore nature and experience its natural beauty.

**Launceston’s Promise**

In Launceston, heritage and tradition blend with nature’s beauty to nourish a way-of-going-way of life.
What are we going to do with this?

• What is our brand framework?
• How do we connect our brand framework to others currently being developed (Brand Tasmania, UTAS)
• How do we encourage local ownership and consistent use and application of the brand?
• How do we position the brand to connect the broader community with the value of tourism?
Brand framework

Essence - the heart and soul of a brand.

Promise – a guiding commitment to providing a distinct experience that will positively impact a person’s life.

Story – a cohesive articulation of the holistic experience that a destination provides through a person’s interaction with the place that clearly conveys the distinctiveness.

DNA (Appearance/Personality) - the core identity, personality, and defining attributes of a place.
What outcomes do we want?

Consistent marketing of Launceston

What we know:

• Successful brands are those that mean something to visitors and residents and provide a sense of place
• Past messages that continually change are confusing to all involved
How is this going to contribute to Launceston being a Unique and Prosperous City?

• Grow the visitor economy – exceed visitor expectations, be authentic and friendly
• Attract more students – if Launceston delivers on what students want (in conjunction with UTAS), students will WANT to enrol/live here
• Attract investment – particularly if there is growth in the above
• Attract more people to live here – if we are true to our brand in how we project ourselves, people will want to live here
Conclusion

• Our Place DNA needs to be at the core of all our stories, images, messaging/marketing
• Ownership and advocacy by all stakeholders
• Tourism industry partners for destination marketing and promotion of the brand outwardly
• We need ambassadors to be telling these stories, sharing these images etc – that could be you!