



A QUIET LITTLE... #TassieStyle

After the Sydney to Hobart yacht race in 1969, two sailors wandered into a Hobart pub for a 'quiet little get-together' and ordered 200 beers! It quickly became an annual tradition, and for 30 years the Quiet Little Drink was where salts young and old would head post-race to raise three sheets to the wind.

Inspired by the event's generosity of spirit and community celebration, coupled with insights and learnings from #TassieStyle, Tourism Tasmania has developed a summer advocacy campaign that encourages locals and visitors to share their quiet little moments. Word of Mouth and Advocacy play an essential role in promoting Tasmania as a must-see destination, and the summer period provides the ideal opportunity to encourage locals, industry and visitors alike to share their own Tasmanian moments.

A Quiet Little... #TassieStyle has a humble cheekiness of tone which can be dialled up through creative execution.

It is a subtle message that speaks to a real Tasmanian-ness – it is how we do our thing. It touches on our unique heritage, stays true to our authentic Tassie-first edict and embodies what is different about Tasmania and our way of life.

Tourism Tasmania will activate the campaign from January to March 2019 with marketing activities that encourage locals and visitors to become advocates for the state and share the special moments of their Tassie holiday through their social media accounts #TassieStyle.

Tasmania
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HOW TO GET INVOLVED...

Our tourism industry is full of people who are genuine, hardworking and passionate about their products, people and Tasmania.

Involvement in the campaign provides an opportunity to raise the profile of local businesses, products and regions and leverage off the Tourism Tasmania brand and social following.

We think *A Quiet Little... #TassieStyle* provides a great platform to share what makes this place special and offers lots of room for interpretation. It's humble, but a little cheeky and provides a shared opportunity to reflect on the enriching, high quality experiences offered on our island.

As key ambassadors for the tourism industry, your involvement in the campaign will help build a community celebration and amplify messages that speak to a real Tasmanian experience.

We would like to invite you to share your quiet little Tassie moments that are authentic, unique or enriching on your social platforms this summer using "A Quiet Little [insert moment] #TassieStyle".

