



# ADELAIDE HILLS

Retreat.

Brand Story & Messaging

## BRAND STORY

Listen. There is a land beyond the realm of reality that beckons. It's close enough to wander off to, yet far enough away from what you'd ever imagine it to be.

Venture there, and at every twist and turn, winding corner and unwinding pathway, you'll find yourself ... enchanted.

You'll wonder how the hills roll with such grace and majesty; bouncing off clouds, transforming into fascinating forests, disappearing under streams, and huddling into quaint little villages.

The farther you traverse across the land, the more you'll be swept away by it.

You'll be intrigued by our people, their connection with the natural world, down-to-earth spirit and progressive approach to life. You'll lose yourself in their scrumptious food and fine wines; in their cideries, distilleries and breweries.

You'll ponder about how nature can speak to you in conversations of greens and scarlets, ochres and golds. Or how the silent songs of a forest can leave you feeling calm, relaxed and recharged.

Here, time dances between the old and the new - the instant and the indulgent. Live a life of royalty at one of our luxury lodges over a weekend or reconnect with nature at one of our eco-friendly stays over a week.

Drift into the past as you step into Australia's oldest open art gallery or pause time altogether under the great canopies of our forests. Ignite your spirit with classical performances, contemporary art, wildlife encounters or fruit-foraging adventures.

Rain, hail or shine, this storybook getaway has so much to give. Whether a summer stroll down endless trails or cozying up around a fireplace in winter - the Adelaide Hills is truly nothing like you've ever experienced.

From wellness and dining and beverage experiences, to family adventures and luxury getaways, to the colours of every season, there's a million moments of wonder waiting to be unravelled.

So, retreat from your everyday—for a breather or an adventure. Retreat to another world. Retreat to another you. But tread with care so that we can keep the Adelaide Hills a retreat for generations to come.

### The Adelaide Hills. Retreat.

## THE ELEVATOR PITCH

# Retreat to another world. Retreat to another you.

From nature and wellness, to romantic getaways and family adventures, there's an enchanting world waiting to be discovered around every twist, turn and corner in the Adelaide Hills.

## TONE OF VOICE

The Adelaide Hills is truly a magical retreat, and while we allude to it in context and language, we don't overplay it or overtly state it. It's a subtle subtext that paints an enchanting world for the reader; a world that is rooted in reality. This isn't Narnia.

We are telling people a story. Imagine yourself as your favourite author reciting your favourite book to you. That's us. We're conversational and welcoming. We mix fact with imagination to give people a glimpse of what awaits them. We're intriguing, prompting people to discover our stunning region. We're informative, ever ready to tell people of all the wonderful experiences we have to offer. We're a positive breath of fresh air to people's mundanity.

## WORDS WE LIKE

Positive language

Inclusive language

Characteristic words that bring our surroundings to life

Retreat

Enchanting, fascinating, captivating

Vivid colours—  
greens, scarlets, ochres, golds

Natural, nature

Twists, turn, winding roads, just around the corner

## WORDS WE DON'T LIKE

Magic, magical

Fantasy

Fairytale