

west > east

ecotourism across global cultures

@matt sykes_tas
ecotourism specialist



projects

strategic planning & product development

landscape architecture & masterplanning

graphic illustration & signage

experience

peninsula hot springs > tasmanian walking company

norway > new zealand

june
2017

study tour

iceland
norway
finland
japan



6.6.17
FLYING INTO

place

community, culture, ecology

brand
identity







journey



architecture



interiors



landscape



merchandise



food & drink



marketing/comms



storytelling

elements

case studies

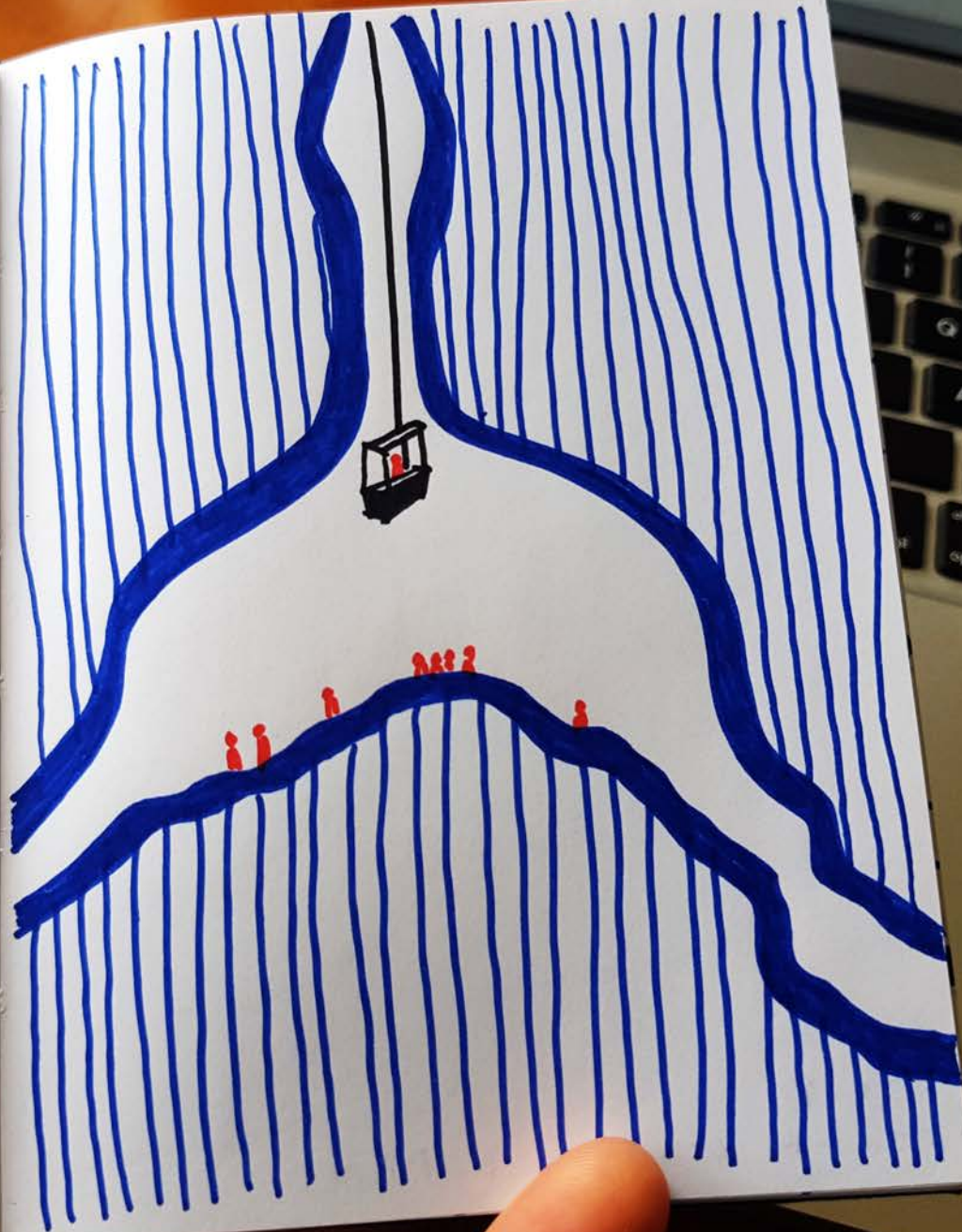
memorable

clearest brand identities = most authentic & memorable experience

(recognisable > easily spread through word of mouth/social media)

iceland

inside the volcano





journey



food studio





finland

sauna



sacred ritual



japan

kumano kodo



DAY 2 - KK

OF THE 1A



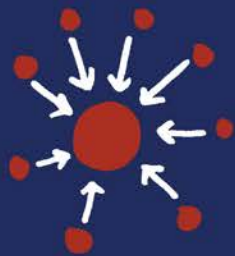
humanity
& hospitality



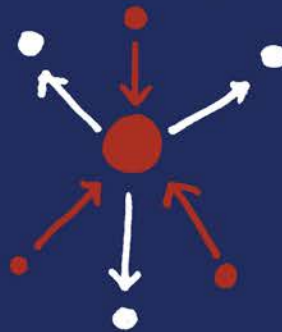
strategies

?

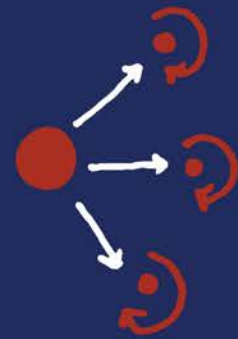
what is the state of your brand identity



cohesive



confused



repetition

essence

A brand identity is something that you ...



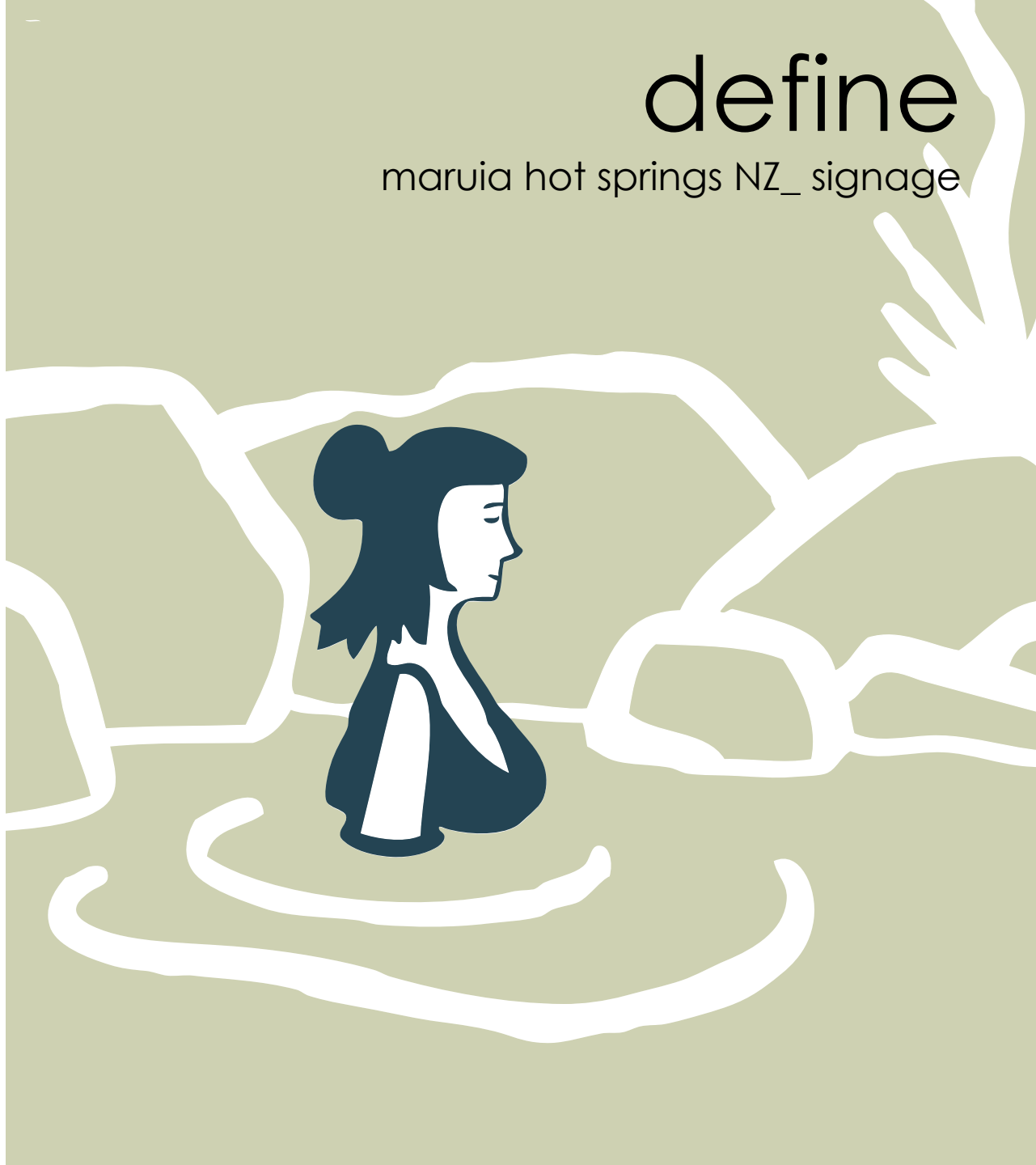
explore


peninsula hot springs_ cultural spaces




define





maruia hot springs NZ_ signage










mattsykes_tas
 Tasmanian Wilderness World Heritage Area



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mattsykes_tas "This must be a national park for the people of all time." Austrian Gustav Weindorfer's famous words from when he first sat on the summit of Cradle Mountain in 1910. Cradle Mountain Huts is privileged to share in the legacy of early European

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Tasmanian Walking Company
 2 Oct. at 3:06pm •



greatwalksofoz








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cradle mountain huts_ social media



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