



Tourism Tasmania

Writing for the Digital Environment

Editorial Style Guide

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General Tourism Tasmania Style Guide Rules

Tourism Tasmania and the Australian Tourism Data Warehouse use *Macquarie Dictionary* as their spelling guide.

Simple is Always Best

Because your work will be read by an uncontrolled audience that differs from an educational, cultural and demographic standpoint, it is important your copy is written simply. The copy needs to be clear, concise and avoid ambiguity. Write simple sentences. Keep sentences short and concise. If necessary, break up long sentences into shorter ones.

Length

The first and most important style consideration for web content is length. Nowhere is tight copy more important. Avoid big words or long sentences when you can use shorter ones. Don't waffle even in short paragraphs. Make your point clear and concise. The combination of length and relevance is key to maintaining reader interest.

Remember that length can be taken to the other extreme. Your point is lost if your copy has been edited to where it becomes choppy or difficult to understand.

Relevance

Copy must be relevant to a global audience, so you must give a good reason why an international tourist should visit the area. Highlight attractions, events or activities that are unique and worth experiencing. Include the most important information in the first sentence and then in descending order of priority. The user scans web content from the top of each paragraph down. They will not read every word on a page, but rather look for headings and scan content.

Orientation

Because a reader can enter a website at any point, it makes sense to include some basic orientation text at the beginning of a paragraph. Ensure the reader knows the geographic location of the place being described. As each piece of copy can stand alone, it is important the user knows where they can find or do what is described. Ensure place names are accompanied by a State/Territory or icon status location description. For example – Bungle Bungles in Western Australia, Cradle Mountain in northwest Tasmania, etc.

Editing Text

Web copy generally requires ruthless editing. Given the limited space available, you need to generate the greatest meaning in the shortest amount of text. Also, avoid a reliance on your computer spell-checker. While it may pick up obvious spelling mistakes, it cannot distinguish between such words as 'there' and 'their,' which can result in embarrassing mistakes. Keep sentences short and concise.

Summary

A key difference between the web and traditional print is that the web offers readers access to information in a non-sequential manner. Once again, it's important to get your message across at the start. Use the text highlight as a 'summary' of the article with the following main text field addressing the specific information. The first couple of sentences are critical in communicating to your audience what the content contains.

Copy guidelines

Aussie Words

While Australians are familiar with words such as clobber and mate or references to RSL or fortnight, an international audience may not understand them. Avoid the use of colloquial or slang words. Please also avoid industry jargon such as stakeholders or product

Keep it Simple

Plain, clear English is always the best option. Remember, the whole world is your audience. Statements about destinations must be factual. Resist superlatives and references to local heroes and landmarks that international audiences are unfamiliar with.

Simple Words

Avoid the trap of trying to sound impressive. 'Start' is better than 'commence,' 'yes' is better than 'absolutely.' Your message will be just as effective with simple, easy to understand words. Remember your audience. Web readers do not like 'fluffy' copy.

Precise Words

Ambiguity in text can result in readers picking up a completely different meaning from the meaning that you originally intended. Choose your words carefully. For example - among / between and fewer / less have different meanings.

Simple Sentences

Simple sentences generally convey your meaning in the most effective manner. Keep sentences short and concise. Break long sentences into two.

Be Consistent

Adopt a consistent approach to writing style, format, place names, etc.

Use Correct Names

Ensure the correct names are used for people, titles, places, organisations, business names, products, etc. Always check that people's names and titles are correct and not misspelt.

Clichés

Avoid them. Clichés show laziness or lack of imagination on the part of the writer. Avoid clichés and your copy will look stronger and more professional.

Avoid Buzz Words

Like clichés, industry buzzwords etc should also to be avoided. For example 'prioritise' or 'downsizing' will make no sense to certain readers. If you must, use them sparingly.

Avoid Jargon

There is a tendency to overuse tourism and marketing jargon in the tourism industry. This can make it difficult for external readers to understand what you are trying to say. Once again - simplicity is the key.

Spelling Guidelines

Applicable to both web and standard document writing, the following spelling guidelines should apply to all web copy. The *Macquarie Dictionary of Australia* is the official guide for spelling of words.

Abbreviations

Readership of the web is broad and abbreviations can lead to confusion. Some simple rules apply. With companies or organisations, spell the names out in full in the first instance in each piece of content/copy and do not use full stops between initials in the abbreviated form. For example, use 'The Tourism Australia (TA)' in the first instance, and the initials TA after that.

Except for common abbreviations such as Mr, Mrs, or Dr, you should spell out titles and ranks when referring to people. For example, write Colonel Jones, not Col. Jones. Do not use full stops between initials in USA, UK or Mr, Mrs, Ms, Dr, etc.

Correct ✓	Incorrect X
Bathurst Street	Bathurst St
Corner of Oak Street and Elm Road	Cnr of Oak Street and Elm Road
central business district	CBD
barbecue	bbq, BBQ
etcetera	etc
kilometres	kms
metres	mtrs
television	tv
four wheel drive	4WD

The only abbreviations accepted for use in TigerTOUR database are the following:

- Mr, Mrs, Ms
- Dr
- DVD
- CD
- VCR
- GPS
- ABS brakes

Alternative Spelling

Remember that many words have alternative spellings. As with all guidelines that apply style and content, consistency is the key. Some examples include -

Correct ✓	Incorrect X
Program	programme
colour	color
organise	organize
focused	focussed

Also, beware the spell checker that has a default to 'American' English.

Use of And or & (Ampersands)

Use the word 'and' in all headings and copy where appropriate. Do not use '&' in headings or copy. Note that headings have a character limit of 35 so should be kept short.

Capital Letters

Capital letters should be used only where appropriate. This includes the beginning of a sentence, for names of people or businesses, and for titles and ranks for example, Prime Minister.

Lower case should be used when referring to positions, for example, chairman, president or general manager. Also, use lower case for plants and animals as well as geographic descriptions, for example, north-west or northwest Tasmania. For seasons, lower case also applies.

Capital letters are to be used for place names.

Correct ✓	Incorrect X
Forester kangaroo	Forester Kangaroo
Tasmanian devil	Tasmanian Devil
pinot noir	Pinot Noir
chardonnay	Chardonnay
riesling	Riesling
north-west or northeast	North West, North East

Currency

With the dollar, make sure the reader knows which dollar you are talking about. For example - AUD= Australian, USD = American and SD\$\$ = Singapore. Also, because prices change, always indicate a 'from' price where possible for example, 'from AUD10'. In tables you may indicate 'approximate price guide'. Feature dollar amounts. Do not feature cents but instead round up the dollar figure.

Dates

These should be written in full dd/mm/yy with no punctuation – for example, 27 October 2005. It is important not to abbreviate dates as North American users are used to dates in a reverse order to other countries. For example – 3/11/05 for American users would be 11 March 2005, whereas for British users 3 November 2005.

Indigenous Names

When referring to attractions/landforms, which have indigenous names, always refer to the indigenous name first. If necessary, include the English translation immediately after in brackets in the first instance only, and after this use the indigenous name only.

For example - Uluru (Ayers Rock), or Kata Tjuta (The Olgas) in the first instance, followed by Uluru and Kata Tjuta only in every other instance.

Indigenous Peoples

The Aboriginal and Torres Strait Islander Commission (ATSIC) previously recommended that the following forms be used to designate the original inhabitants of Australia and their descendants:

- Aboriginal and Torres Strait Islander Australians
- Aboriginal and Torres Strait Islander peoples
- Indigenous Australians
- Indigenous peoples

These terms take into account the fact that there are two groups of indigenous Australians, both racially and culturally different.

You may wish to check with the local Aboriginal community as to the correct name or terms to use for Aboriginal people in the region.

Measurement

Spell out units of measurement when used in text. For example - kilometres, square metres or hectares. Imperial measurements must be added in brackets where appropriate. See <http://www.metric-conversions.org/area/acres-to-hectares.htm> for conversions.

Contractions are permissible in tables and lists. Also, when temperatures are given in Fahrenheit, always convert to Celsius. Use the word: 'degree' instead of '°' e.g. the water temperature is 25 degrees Celsius (77 degrees Fahrenheit)

Non-Discriminatory Language

It is unlawful to discriminate on the grounds of race, colour, national or ethnic origin, sexual preference, marital status or physical or mental impairment. It is very important, particularly as Tourism Tasmania copy is widely read, to use language that does not discriminate against either groups or individuals.

Typically, language is discriminatory when it -

- Stereotypes individuals or groups;
- Singles people out – for example, ‘Three people, including one Aboriginal, were picked up for questioning’;
- Avoid use of gender – for example, ‘It was mans' greatest achievement’.

Disability Terminology

In recent years, the language of disability has moved away from medical jargon implying sickness and imperfection, to language that reflects the relationship between the person and his or her environment.

This should be reflected in our writing. For example, write:

- Person with a disability; not disabled person;
- Person with vision impairment, rather than blind person.
- People with a disability, rather than disabled people.

Numbers

In editorial content, spell out numbers from one to nine and use numerals for 10 and above. **An exception to this is if there is a series of numbers including any over 10, then all should be the same and represented as numerals.**

Avoid the use of numerals at the beginning of a sentence.

Percentages should be spelled out in full (per cent).

Use a comma to separate numbers in the thousands. For large numbers do not abbreviate or write in full.

Express all fractions as decimals.

Use numerals when referring to years.

Correct ✓	Incorrect X
six bookings, 66 travel agents	6 bookings, sixty-six travel agents.
There are 11 apples, 5 oranges and 18 bananas available.	There are 11 apples, five oranges and 18 bananas available.
Thirty per cent of readers like the book..	30% of readers like the book.
30 per cent	30 percent

1,000 and 10,000	1000 and 10000
10 million	10,000,000 or 10m
2.5 metres	2 ½ metres
1990s (note, there is no apostrophe)	1990's
21 st century	twenty-first century
More than 100 people	Over 100 people
Less than 100 people	Under 100 people.

Pronouns

As discussed, writing for Tourism Tasmania requires an active voice that uses pronouns. Use pronouns appropriately.

Sentence Fragments

A common mistake: make sure your sentence is complete by including a subject or verb. For example - 'Provides a great service to tourists', is incomplete. 'Tasmanian Visitor Information Services provide a great service to tourists', is complete.

Punctuation Guidelines

Apostrophes

Apostrophes are frequently misused. When indicating singular possession, the apostrophe comes before the 's' and for plural after the 's'. For example – 'The lion's den' (only one lion). 'The lions' den' (several lions)

Another common mistake is with the word 'its'. It's is a contraction of 'it is'. For example – 'it's raining today'. The possessive for of 'its' is used as follows – 'Its height is 20 metres'. No apostrophe is used with the possessive form of 'its'.

Bullets and numbers

Reading text on a computer screen is more difficult than reading the written word on a page. On a page we have become used to longer sentences and paragraphs. These blocks of information don't transfer well to the computer screen.

Colons (:)

These are not to be featured on tables, alt tags, forms, etc. Punctuation is to be kept to a minimum and site kept as clean as possible of all punctuation.

Hyphens

The hyphen is used to avoid ambiguity and typically where two or more words are combined to make an adjective. A good example: 'A man-eating tiger' as opposed to 'a man eating tiger'. The meaning is very different.

Correct ✓	Incorrect X
air-conditioning, air-conditioned	air conditioning, air conditioned
best-selling	best selling
check-in desk (adjective)	check in desk (adjective)
to check in	to check-in
drop-off point (adjective)	drop off point (adjective)
to drop off	to drop-off
en suite	en-suite, ensuite
left-handed	left handed
long-term	long term
to pick up	to pick-up
pickup truck (adjective)	pick up truck (adjective)
self-contained	self contained
sell-out	sellout
well-known	wellknown, well known

Quotation Marks

Always use double quotes (") at the start and end of a quotation and single quotes (') for a quotation within a quotation. For example - "We are delighted with the discovertasmania.com site as it has recently been voted 'the most outstanding' site of the year". Keep quotation marks to a minimum, as punctuation is difficult to read on screen.

Single quotation marks can be used around colloquial words, nicknames, slang, coined or humorous words and phrases and to describe a field on the website, for example, Enter in the 'email' box.

Sentence case

This is when the first letter is upper case and then all subsequent words are lower case with the exception of proper nouns.

Underline

Do not underline any of the copy. Underlined copy on the web indicates to the user there is a hyperlink attached to the words.

Hyperlinks

Hyperlinks in the destination copy are NOT permitted.

Guidelines for Metatags and Keywords

Metatags and keywords are web coding tools that identify important words or descriptions of content on each page. These words assist the user and search engines and browsers to search and find relevant content on the site. Metatags are embedded into the HTML script of a site. They are not apparent to the searcher or user of the site.

As you write and edit copy, it is important that you make a note of relevant keywords or topics that will need to be tagged. Metatags are required under OGO (Office of Government Online).

Principles of assigning metatag keywords -

- Choose keywords in descending order of importance. Search engines may only review the first eight words of the metatag field
- Tasmania should always be the first word in every metatag
- Review the copy. Include the most important keywords found in the text. Include each word only once. Think from a user's perspective of related topics or variations to the primary keywords, for example Australia, Tasmania, Tasmanian wilderness, world heritage, rainforests
- Use a maximum of eight to 10 words per page of content
- Separate keywords and keyword phrases with commas, with no spaces between keywords. However, use spaces between the words in each keyphrase for example, Australia, bushwalking, bush walking, tramping, hiking, trekking, national park
Enter metatags in one string, that is, no line breaks
- Use combinations of keywords or phrases, for example, bed and breakfast, b and b, etc
- Use lower case, except for place and real names, for example, Australia, Tasmania, adventure
- Remember to include spelling variations, for example, bungee jumping, bungy jumping
- Where appropriate include the plural version of some keywords for example, national park, national parks
- Metatags are used to help make up for lack of text.
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Some suggested metatags -

Accommodation	Activities	Culture	Environmental
B and B bed and breakfast backpacker camping caravan farmstay guesthouse homestay hostel hotel inn motel motor hotel pub resort self-contained	Aerosports abseiling ballooning bridge climb bungee jumping bushwalking camel trekking cycling diving fish feeding fishing gambling motorcross motorcycling rappelling scuba diving snorkelling snow skiing snowboarding whale watching	Aboriginal art art galleries ballroom dancing dance jazz museums music opera orchestra theatre	birdwatching bushwalking fauna flora islands marine national parks outback rainforests reefs whale watching wilderness wildlife world heritage area

	whitewater rafting		
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Remember to use the common formats of the above words in the metatag. For example – ski, skiing, etc.

Product Descriptions

Tourism Tasmania and all States and Territory tourism offices throughout the country have agreed on the following editorial style guide for **product descriptors**.

Word count:

All States and Territories have now agreed to the following minimum and maximum word counts for the following descriptors:

Category	Product Description		Motivation Content		Service Description	
	Minimum	Maximum	Minimum	Maximum	Minimum	Maximum
Accommodation	50	200	n/a	n/a	15	125
Hire	50	150	n/a	n/a	15	75
Attractions	50	200	n/a	n/a	n/a	n/a
Tour	50	200	n/a	n/a	15	200
Transport	50	150	n/a	n/a	15	75
Events	100	150	n/a	n/a	n/a	n/a
Destination Information	50	350	Article: 100 Highlight: 15	Article: 425 Highlight: 100	n/a	n/a
Information Services	50	150	200	200	n/a	n/a

Maximising search engine use: When writing copy, remember Search Engine Optimisation (SEO). This is about placing key words in your text that you believe your target audience is looking for when they use search engines such as Google.

Think like a customer. What words might they use to find your information? Use the following as a kick-start:

Brainstorm your key phrases. Key phrases are highly specific phrases that prospects type into a search box to find products and services. To begin key phrase brainstorming, all you have to do is review the existing information on the product and note at least 50 words and phrases that specifically describe the product, services or information.

Remember, research shows that most users search for phrases rather than single words. Your key phrases need to be used throughout the descriptor. The first 15 – 20 words of the body copy are weighed more heavily than words further down the page.

Consider using key words or phrases in the title of your article; in the first paragraph of your text; in subheadings, and so on. At the same time, try to ensure it reads well for the intended audience.

Remember, the first sentence must fully encapsulate the product name, where it is and what it is about and be limited to 15 words.

Event Descriptions

The following outlines the key editorial guidelines for Events. Please make sure you review the word count on page 11.

Definitions of Event types: International, national, state, regional, local.

International: High profile event of international/global interest, which attracts significant international media or visitors. The event must enhance the visitor understanding of Tasmania, the Island's culture and international links.

State: An event with State awareness that is well known or has the potential to become well known within the State. The event reflects what is unique and special about Tasmania. It attracts state wide media coverage and visitors from across the state, and enhances the community's understanding and awareness of the state's culture.

National: An event of national awareness that is well known, or has the potential to become well known, with media coverage. Events such as national title events – e.g., national sporting events. Such an event enhances interstate, international and local visitors' understanding of our culture.

Regional: An event with regional significance that is known to consumers within the region. It may/may not have media coverage. The event has potential to attract visitors from neighbouring regions and enhances their understanding of the region. The event shows visitors the regional differences in Tasmania.

Local: An event with local significance that is known to the city/town. It may/may not have media coverage. The event has the potential to enhance local and regional understanding and interest. The event shows visitors the community spirit of the city/town.

Required Content Components

Header must be the official event name including the sponsor's name where appropriate, eg., Rolex Sydney to Hobart Yacht Race. First sentence should be 10 to 15 words (maximum) and encapsulate the feeling of the event.

Body copy (100 to 150 words) should include in the following hierarchy of importance:

- Event synopsis and what is unique about it.
- What the user will love about the event
- Who else goes there
- Anything quirky worth mentioning.

Required information:

As defined in the official site fields:

Time and date, venue name, street address, town, state postcode, phone number, URL of official event website

Multimedia: One logo plus three high quality event images (minimum 500 pixels).

Example:

Teaser:

You can be part of the scene at one of the world's great blue water classics.

Body copy:

Each December you can see the world's greatest yachts charging through Sydney Heads as they take part in the Rolex Sydney to Hobart Yacht Race.

Once through The Heads, they turn south knowing they are casting their fate to the might of the great Southern Ocean and the winds of the Roaring Forties. The 628-nautical-mile-course is described as one of the most gruelling ocean races in the world.

Since 1945, this blue water classic has thrilled Australians. Thousands line the harbour foreshore or form flotillas to farewell the competitors.

In Hobart, the excitement builds as people wait to greet each boat. You could be one of the hundreds who head to Constitution Dock to welcome the weary crews. Then its celebration time with the Taste of Tasmania food fair and the Hobart Summer Festival.

Accommodation

The following are the key editorial guidelines for accommodation. Please make sure you review the word count for this area on page 11 of this document.

Accommodation listings require a product description containing a detailed, promotional description of the property as a whole.

Paragraph/Sentence 1.

*The first sentence/paragraph should start with the product name and in one sentence encapsulate what the product is about and where it is. **Note: It must not be more than 15 words long. The first sentence will be used as a descriptor in search engines and for future RSS feeds.***

Example: The Sebel Launceston is a contemporary all-suite hotel with 49 rooms in central Launceston. The Sebel is a few minutes' walk from the central business district, the city's many restaurants and most major attractions.

Paragraph/Sentence 2:

The second should give detail information on the product such as: number of rooms, how they are configured (i.e., how many beds and type in each room/en suite), kitchen facilities and so forth.

Example: The one or two bedroom suites have private balconies; baths – some have spa baths; top quality entertainment equipment and kitchenettes. There is a private guest laundry. The Market Square restaurant is open seven days from early morning until late (except Sunday night), and offers you the best in regional Tasmanian produce from the land and sea, as well as an excellent wine selection.

The hotel has conference facilities for up to 50 people, and can provide the latest in audio-visual equipment.

There is a 24-hour reception and room service, cable television, broadband and wireless hotspots.

Paragraph/Sentence 3:

The third should give the location or distance from a major town or landmark, give any interesting facts about the product, what else is nearby and how far it is from various attractions:

Example: The Hotel is on Cornwall Square, just south of the North Esk River within walking distance of the Queen Victoria Museum at Inveresk - one of Australia's best regional art galleries. Cornwall Square is one of Launceston's historic places and was named for the visit, in 1901, of the Duke and Duchess of Cornwall and York.

Always express in terms of what "you will experience" what "you can do" not what the product can do for them.

Attractions

The following are the key editorial guidelines for tourist attractions. Please make sure you review the word count for this area on page 11 of this document.

The first sentence should tell what sort of attraction it is (museum, theme park, monument, dive site, natural spectacle), what it offers and where it is located. Provide the reader with active ideas, and help them locate the attraction in their mind (Ten minutes' drive from Launceston or in the far northeast).

Do not detail the attractions history (for example, The Maritime Museum was opened in 1988 to commemorate our bicentenary...).

Tours

Tour descriptors must give a general overview of the company and the type of tours it offers.

Example: Bay of Fires Walk offers two days of walking and two days of lodge-based relaxation. The walk takes you along the pure white sands of Tasmania's northeast coast.

You spend a night in a standing camp hidden in the sand dunes and the next day continue south passing Aboriginal middens, shell-covered beaches and Eddystone Lighthouse before arriving at the Bay of Fires Lodge. You are led by knowledgeable Tasmanian guides, trained in geology, botany or environmental science.

The Bay of Fires Lodge is an elegant sanctuary designed, built and operated along ecologically sustainable principles. Made from local timbers, it rests lightly on the landscape and has sweeping ocean views.

Once there you can relax, walk, read, go kayaking down the Anson River or just watch the ocean from the open deck.

Walkers meet at Pleasant Banks, on the outskirts of Evandale, near Launceston, and are driven to Mt William National Park to begin the trek from Stumpys Bay.

Operators offering multiple tours

When an operator offers multiple tours the general descriptor should focus on the type of tours the company offers, their market focus and what makes them different.

Then the individual tour descriptors (minimum 50/maximum 200 words) outline some specific detail of each tour.

Example: The Frenchmans Cap program adds a two-day challenging hike to your Franklin River Rafting trip. You will complete a steep ascent from the River to the quartzite dome of Frenchmans Cap (1,443 metres/4,700 feet), from here you have a 360 degree view over the entire South West National Park in the World Heritage Area.

The groups meet in Hobart at 4pm for a gear check the day before departure. Contact Tasmanian Expeditions for departure dates and costs.

Destination Information

The following are the key editorial guidelines for tourist destinations. Please make sure you review the word count for this area on page 11 of this document.

Destination content is one of the key motivational pieces of content stored within the TigerTOUR and ATDW. It should be descriptive, positive and colourful. It aims to bring a destination to life and motivate the reader to travel there or find out more.

Tell the reader:

- why they should visit that destination
- where the destination is located
- what makes that destination differ from others

While the content can be descriptive, please resist the use of uncorroborated superlatives such as 'unique' or 'best'. Stick to the facts.

Destination Description

A detailed, promotional description is required within destination details of the record. Your description can be summarised as following this order:

Where (location), reason for being, major facilities and/or attractions, activities, weather, population (this is optional but please provide where possible as it helps the visitor gauge what level of services they can expect), and transport/travel (how to get there).

Begin by giving the reader an indication of where the destination is. For example

The east coast village of Coles Bay sits beneath pink granite mountains at the entrance to Freycinet National Park. With a small permanent population of less than 200 people, the town caters to local and visitor needs.

Outline the destination's reason for being in a tourism database within the first paragraph. For example:

The Coles Bay area is one of Tasmania's most popular holiday spots for visitors and locals. It overlooks crystal clear Oyster Bay – ideal for swimming, snorkelling, kayaking, boating and fishing. Freycinet National Park is famous for Wineglass Bay, Cape Tourville lookout and Friendly Beaches, and you can take many walks – from two hours to a couple of days. The most popular is the 20-minute walk to the lookout that sits above Wineglass Bay, or you can continue down to Wineglass Bay and explore (a return walk of about three hours)

Prior to European settlement the Great Oyster Bay and Big River aboriginal tribes made the annual trek, in the cooler climate, for seafood and swan eggs. European settlers arrived in the early 1800s, and the area was developed by sealers, whalers, miners and farmers. After Freycinet National Park was declared in 1916 the area became increasingly popular as a holiday destination.

Indicate the weather experienced at that destination. Describe in general terms within one sentence. Do not include lengthy details or numerical data. Do not use abbreviations. Write out 'Celsius' not C and do not use the degrees symbol. Some examples:

Coles Bay is on the milder east coast and has warm summers with an average daily summer temperature of 22 degrees Celcius and mild winters with an average daily temperate of 15 degrees Celsius.

Or another way to give the reader information on the weather and what to wear:

Pack warm clothes and raingear for your visit to Strahan, which has cool summers, cold winters and is impacted by the rains and winds of the Roaring Forties.

Provide some transport details so readers know how to get there. This is a general overview within one or two sentences, not a detailed itinerary. A good example:

Coles Bay is 2.5 hours' drive from Launceston and the same distance from Hobart. The drive from Hobart takes you along the A3, which follows the coast – offering beautiful ocean views. Coles Bay is 45 minutes' by car from Swansea or 30 minutes from Bicheno.

The [local tourism association \[link\]](#) has details on local services, facilities, accommodation and history For general information on Freycinet Peninsula, visit the [Totally South \[link\]](#). **[Note: when entering descriptions in TigerTOUR, URLs are not permitted.]**

Beware:

Destination descriptions do not need to outline who discovered or named the destination, how many petrol stations there are, nor the fact there are new public toilets, which the local council is particularly proud of. Try to think of the most compelling elements of that destination.

