



PRESS RELEASE

For immediate release

TORAJA: DISCOVER THE SACRED HIGHLANDS

Toraja, 4 May 2015 --- Toraja Destination officially announce its selected logo and tagline which represent both Tana Toraja and Toraja Utara District as one united tourism destination. The logo was selected by around 75% voters in both offline and online voting activities conducted from 17 – 24 April 2015.

The logo takes the inspiration from the philosophy, elements and colours of Toraja: Pa'ulu Karua as a symbol that the Torajans still carry the teaching of ancestors, and Tongkonan as a center of life. The tagline - Discover the Sacred Highlands – sends a clear message referring to the great Toraja culture and its geographical identity.

Toraja DMO (Destination Management Organization) as a regional umbrella for tourism as well as representative of local stakeholders has initiated the selection of logo and tagline. This activity is part of Toraja brand reinvention process, which took place since the second semester of 2014. A local working group (Pokja), a unit of Toraja DMO whose task will be managing the whole branding process was established. A few rounds of visits, discussions and socializations have been conducted by Pokja in Tana Toraja and Toraja Utara. A Jakarta-based brand agency professionally supports the process since the beginning.

The process resulted in three logos and tagline ready for selection by public and Toraja people. Socialisation and voting was conducted at Pantan Hotel, Tana Toraja on 17 April and Misiliana Hotel, North Toraja on 18 April. Meanwhile, the online voting took place from 17 – 24 April at Toraja Destination's website www.visittoraja.com, which was open for public to get as many engagement from people of Toraja and its target visitors. Vote recapitulation was completed in early May, and the result is enclosed logo.

This announcement will be followed with a few rounds of socialization regarding user guideline and brand guideline of the logo and tagline. Toraja DMO encourages local government, tourism business and association, community and external stakeholders to apply the logo and tagline into the destination's marketing and promotion activities, under guidelines of Toraja DMO.

Toraja brand reinvention aims at improving economic development through sustainable and community based tourism. Toraja has abundant opportunities to step its feet back on the tourism map for its distinctive identity – from the great pagan cultures and stone-age villages to the sleeping beauty scenery and world's best coffee.

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For further information please contact:
Toraja DMO
Email: media@visittoraja.com
www.visittoraja.com