

MAY - AUGUST  
2024

# THE OFF SEASON

INDUSTRY TOOLKIT

TASMANIA  
COME DOWN FOR AIR







# THE OFF SEASON

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## 1.0 INTRODUCTION

## THE OFF SEASON

## 1.0 INTRODUCTION

*The truth about —*  
winter in Tasmania

Winter is when Tasmania – and Tasmanians – are at our most unique. We're built to handle winter, and we do it properly. It's when our anti-ordinariness and creative spirit shine the brightest. In winter, Tasmania is packed full of stimulating experiences.

**WHAT A WINTER HOLIDAY  
IN TASMANIA CAN DO**

Tasmania offers mainlanders the chance to get off the couch and do something interesting with the cooler months of the year, rather than let them go to waste.

Tasmania offers a jump start from a cool-weather coma – a wake up call for the hibernating spirit. Experience the intense, indulgent pleasures of rich food, sumptuous wine, amazing festivals and wild, snow-dusted landscapes. The jolt to the system from bursts of cold air followed by hot fires and fiery whisky.

Feel exalted, feel curious, feel content, feel challenged – but always feel something.

Our opportunity is to continue to change the way the rest of Australia sees winter – to see it as a season worth embracing, rather than escaping.

Winter in Tasmania is a season spent wide-eyed, not half asleep. Winter is our Off Season.



# THE OFF SEASON

2.0 THE OFF SEASON 2024

## *A different* — look

To celebrate winter and break away from the day-to-day, our Off Season campaign has a different look: it's a campaign presented almost entirely in black and white. This helps us bring a winter flavour to our brand, finding joy and light in the darkness in an anti-ordinary way. Importantly it has also proven to achieve audience cut-through in our previous Off Season campaigns.

## *The Off Season* — is

- about stimulation – waking people up to the joys of winter
- positive
- when our anti-ordinary side is most apparent; and
- an opportunity for you to experiment with your offering, or collaborate with other operators.

## *The Off Season* — is not

- about making a discount your main selling point
- literal – about being closed
- an invitation for bad puns (e.g. %\$@! off, off colour); or
- just about being weird.



# THE OFF SEASON

## 3.0 KEY DATES

### 3.0 KEY DATES

## Key 2024 dates — for industry

We know we're getting started with Off Season planning a lot earlier than usual this year, and we understand it's tough to think ahead to winter during a busy summer. However, our research tells us 3-6 months lead time is what prospective visitors need to book their next trip, and we need to be ready for them.

- **23 NOVEMBER 2023** Tourism operators invited to submit their Off Season offer [here](#).
- **31 MARCH 2024** Last day for Off Season offers to be received.
- **APRIL 2024** Off Season campaign launch. All offers must be bookable on operator sites.
- **1 MAY 2024** Off Season offer redemption period commences.
- **31 AUGUST 2024** Off Season concludes.

**NOTE :** To be part of the Off Season campaign, you must have an Australian Tourism Data Warehouse (ATDW) profile. If you don't have a profile yet, please set one up [here](#).

[Digital Ready Tasmania](#) have some great video resources to help with ATDW and setting up a profile.



# THE OFF SEASON

## 4.0 CAMPAIGN OVERVIEW

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### *The Off Season* —

The Off Season marketing campaign will officially launch in early April 2024.

Whilst NSW, ACT, VIC, QLD, SA and WA will be the primary target markets for the campaign, we'll also be encouraging Tasmanians to get behind the Off Season.

Off Season advertising will appear across TV, cinema, outdoor, print, social media, radio, online video and digital display.

#### WHY GET INVOLVED?

The campaign will drive all traffic to our digital assets: the [Discover Tasmania](#) website and [app](#).

You can get involved by coming up with a unique winterised version of your product – this will allow your business to be found on the Off Season Offers page. The aim is for visitors to be attracted to your catchy title and captivating image, and then click on your offer to learn more.

If they like what they see, the next click will take them off our website and onto yours. If your home page references the Off Season and your offer – or even better, has a unique landing page capturing your offer details – it will provide a seamless experience. Visitors will be more likely to want to learn more and book your offer.



# THE OFF SEASON

5.0 PARTICIPATE

## 5.0 PARTICIPATE

### *How to* — participate in the Off Season

The Off Season is about delivering a special winter experience that is different from your regular offering. It can be a winter twist on something you already do, or it can be something new you want to try out. It's also a great opportunity to test new products and collaborations.

#### ARE YOU A SEASONED OFF SEASONER?

If you've participated with an offer in a previous year, the process will be familiar – but here's how it will work this year:

- Simply create your offer and share the details with us via this simple [form](#), before 31 March 2024.
- ATDW are planning to make changes to their platform during this time, so to help you with the process and avoid any issues with these changes, we will add your offer to your ATDW profile for you.

#### NEW TO THE OFF SEASON?

All you need to do is share your unique winter experience by creating an offer. We'll add your offer to your ATDW profile.

If you would like to participate in the Off Season 2024, please work through this toolkit and follow the steps to create your offer.



# THE OFF SEASON

## 6.0 CREATE YOUR OFFER

### 6.0 CREATE YOUR OFFER

## *Coming up with* — a great offer

This is where you can tap into your strengths and point of difference. No matter what your existing tourism product is, an Off Season offer is a chance to think outside the box and get creative. Showcase your unique winter visitor experience.

Here are some thought starters:

- Do some dark-sky gazing, chasing auroras
- Layer-up and let loose at a winter festival
- Rekindle the romance at a romantic hideaway or bask in a steamy outdoor tub
- Feast on lavish winter fare
- Catch a local theatre production or a live band
- Stroll along an empty beach, walk among giant trees or climb to the top of a mountain
- Ride a toboggan or build a snowman
- Engage with ancient and contemporary Tasmanian Aboriginal culture
- Spy some migrating whales, or watch little penguins waddle ashore
- Shuck some succulent winter oysters, unearth some truffles or forage in the forests
- Get creative with clay, paint, wood or leather
- Take a ghost tour or hear some spooky stories
- Cruise into the misty wilds or cold-plunge into a wintry river
- Document your secrets in a winter journal
- Go with the mountain-bike flow: get muddy, or stick to the drier tracks
- Brave the Bass Strait elements and tee-off at a top Tasmanian golf course
- Sip, slurp and savour wine, whisky, craft beer and cider – a cellar door is never far away.



## Focus on — the things that make Tasmania unique

The following five ‘content pillars’ are at the heart of everything Tourism Tasmania publishes: online articles, social media posts, interviews... To help align your offers with the Off Season campaign, here’s how these pillars look in the winter.

### WILD NATURE

Winter falls, the cold Southern Ocean wraps around our island, and the aurora glows. The highlands cloak themselves in frost, and the only footprints on the beach are yours. Spark your senses in Tasmania’s natural realm – feel free, feel revived, feel reconnected. Rejoice in nature’s silent splendour. Tasmania is at its wildest in winter.

### FOOD AND DRINK

Shuck oysters and slurp scallops. Forage in the forest, then cook what you find. The harvest is in, and it’s time to feast – around bonfires, at long tables, in great halls. Knock on the door of a hidden speakeasy and sip whisky and cider. Eat, drink, talk. Make a friend. Start a romance. Agree to disagree. Warm yourself up from the inside out.

### EXPERIENCES

Breathe deep, feel your heart thump, catch an adrenaline buzz. Follow a winter road somewhere new and unexpected – who knows what you’ll find? Pull your beanie over your ears and get into it: bushwalking, kayaking, caving... Cold-plunge into a mountain river, or slip into a steaming outdoor tub. Wake up this winter and find your wellness again.

### HISTORY AND HERITAGE

In the raw winter half-light, history looms large. Convict ruins whisper their secrets; palawa stories weave through valleys and along chilly shores. The misty highlands tell tales of industrial legacy: grand hydro-electric visions and mining dreams gone bust. Antique shops, museums, abandoned places... The ghosts of the past are everywhere. Shiver with mystery, then warm your bones by the fire.

### CULTURE AND CREATIVITY

When the temperature drops, Tasmania’s creatives fire up. Learn some new tricks from the makers and shakers, then let loose at hedonistic winter festivals. There’ll be conversations, sing-alongs and parades; installations, exhibitions and demolitions. Don’t be shy. Check your inhibitions at the door, try something new and surprise yourself. It might be the Off Season, but there’s nothing that’s off limits.

## Top tips —

Here’s what we’ve learned works well:

- Keep it simple: don’t make your offer too complicated.
- Catchy, concise titles and headlines attract attention.
- Being ‘only available during the Off Season’ gives a sense of exclusivity.
- Online bookings perform better than ‘on request’.
- Focus on the ‘winterised’ experience you can offer at this time of year.
- Festivals and events that happen during the Off Season are highly attractive.

## Examples — of great offers

### ALIGNS WITH ‘WILD NATURE’ PILLAR

#### *Go wild this Off Season – Cedar Cottage Meander*

“Slough off the stress of city living and join us for two nights in kooparooka niara / Great Western Tiers, situated at the edge of World Heritage-listed wilderness. Explore an iconic short walk and see Meander Falls in her majestic winter splendour. Dropping 130m, this alpine waterfall often freezes into a crystalline cascade only witnessed in the Off Season. Return to the warmth of a crackling fire pit and steaming hot tub under the stars.”



**ALIGNS WITH 'FOOD AND DRINK' AND 'WILD NATURE' PILLARS*****Oceanside whisky tasting at dusk – Waubs Harbour Distillery***

"This Off Season, rug up and join us at dusk for a warming whisky tasting by the fire in our distillery courtyard, overlooking the wild ocean on the far east coast of Tassie. You'll be guided through our range of single malt whiskies, accompanied by oysters and a tasting plate, while soaking in the crisp, salty air and orange lichen-covered coastline that Bicheno is known for. Our oceanside whisky tastings at dusk are exclusively available on Saturdays during June and July 2023."

**ALIGNS WITH 'EXPERIENCES' AND 'HISTORY AND HERITAGE' PILLARS*****The Off Season: when our lights are on – Bruny Island Pier House***

"Experience Earth's ultimate lightshow. Join us at Bruny Island Pier House throughout the Off Season for an exclusive bonus, elevating your chances of witnessing the most stunning auroras we've had in years via an extra night's accommodation - absolutely free. With the Off Season's cold, clear nights presenting the best conditions for capturing the Southern Lights, there has never been a better time to book. Simply enter the code AURORA during checkout and immerse yourself in the magic of Bruny."

**ALIGNS WITH 'EXPERIENCES' PILLAR*****Light in the darkness kayaking tour – Esperance Adventures***

"Enjoy the wonders of winter on a guided kayaking tour along the protected waters of the Lune River in southern Tasmania. The short days of mid-winter offer a unique opportunity to experience the soft light of the low sun, creating an almost perpetual daytime twilight. See the mountains, the clouds and the trees reflected on the still waters as you paddle to Hastings Bay. Savour a hot chocolate and marshmallow cooked on a fire before the return paddle."

**ALIGNS WITH 'HISTORY AND HERITAGE' AND 'FOOD AND DRINK' PILLAR*****LARK after dark: a ghostly experience – Lark Pontville***

"As darkness descends on the southern midlands, join us as we take you on a lantern lit tour through the storied buildings of our 19th-century estate. Eerie tales from the site's convict-era past; ghostly apparitions and mysterious noises in the night. Part whisky tasting experience, part ghost tour, this is a special event not for the 'feint' of heart."

**ALIGNS WITH 'CULTURE AND CREATIVITY', 'FOOD AND DRINK' AND 'EXPERIENCES' PILLARS*****Warm up your creative spirit this winter – Leap and Wander handmade pottery***

"This Off Season, join other winter warriors as we gather around the studio table to share the joy of hand-making pottery, while warming our tummies with homemade soup and mulled wine. A winter Leap and Wander handmade pottery workshop will release your creative spirit, calm your busy mind and warm your heart. Your hands will be busy with dark matter (clay), your mind will be creatively calm, and your soul will delight in the warmth of delicious soup and Derwent Valley spiced mulled wine."

**EVENTS AND THE OFF SEASON**

Winter events and festivals will feature throughout the Off Season activity though organisers are encouraged to submit an offer to elevate their winter offering.



## 7.0 SUBMIT YOUR OFFER

THE  
OFF  
SEASON

## 7.0 SUBMIT YOUR OFFER

## How to — submit your offer

From now until 31 March 2024, enter your offer details into our online form [here](#). Once it's approved, we'll add your offer to your ATDW profile for you.

You can submit up to three offers for consideration. The following information is required separately for each offer:

- 01 Offer title**  
A catchy title or offer name (max 55 characters including spaces) that entices visitors to want to read more.
- 02 Offer description**  
The detail of your offer (max 350 characters including spaces). You might consider length/duration, inclusions, location, how many people can participate, what they will experience etc.
- 03 Offer terms and conditions**  
Outline your terms and conditions upfront. This might include: important dates that your offer is available and other relevant booking information including your cancellation and refund policy. If you'd rather save this information for your website, you will still need to enter something here to acknowledge this, e.g: "Full terms and conditions are available on the Off Season page on our website."
- 04 Dates**  
Your offer must be bookable from 7 April 2024. If your proposed offer will start and finish before the end of the Off Season period on 31 August (e.g. an event), let us know: we will remove the offer on the final date.
- 05 Price or price comment**  
E.g. '\$75' or 'From \$200 twin share'.



**06 Photo**

Add one image to depict your offer. The usual ATDW rules apply: we can resize images for you, but images must be 1600 x 1200 pixels (landscape orientation) and be less than 10MB file size. You should also add alt text (max 100 characters) to describe/caption the image.

**07 Offer URL**

This is important. If a consumer likes your offer, they will click for more information – so they must land somewhere that allows them to learn more, or book your offer. If you don't have a landing page ready when you submit your offer, you will need to add it to the offer in your ATDW profile, or share the URL with us and we'll update it for you.

## *You've submitted your offer — what happens next?*

Our team will work through each offer that is submitted, and once approved we'll add the details to your ATDW profile for you.

Once approved, offers will commence displaying on our website and app from April 2024.

Please ensure you have your offer showing on your website and the URL link is live and ready to accept bookings or enquiries.

Offers will continue to be received during the month of March; these may take several days to approve and go live. No new offers will be approved as part of the Off Season campaign after 31 March 2024.

You'll receive an email once your offer is live.

## *Further points — to consider*

- Once your offer is live, you are welcome to adjust anything in your profile, including your offers, at any time. Your requested changes will work their way through our approval process and be updated ASAP.
- Your profile won't update automatically or immediately – allow around 2–3 business days for changes to be approved.
- We encourage you to focus on creating one offer. If you would like to submit more than one you are welcome to do so, but each will need to be submitted separately.
- If you have any existing deals/offers in your ATDW profile, these can remain available but won't be tagged 'Off Season'.
- All Off Season offers will automatically be removed from display on 31 August 2024.
- When visitors click from our digital environment to yours they need to feel confident they are in the right place, so adding details to your home page or landing page is important.
- Promoting your offer via your own channels has proven to help with more bookings.
- The sooner we receive your offer, the more likely you'll be considered for extra marketing.

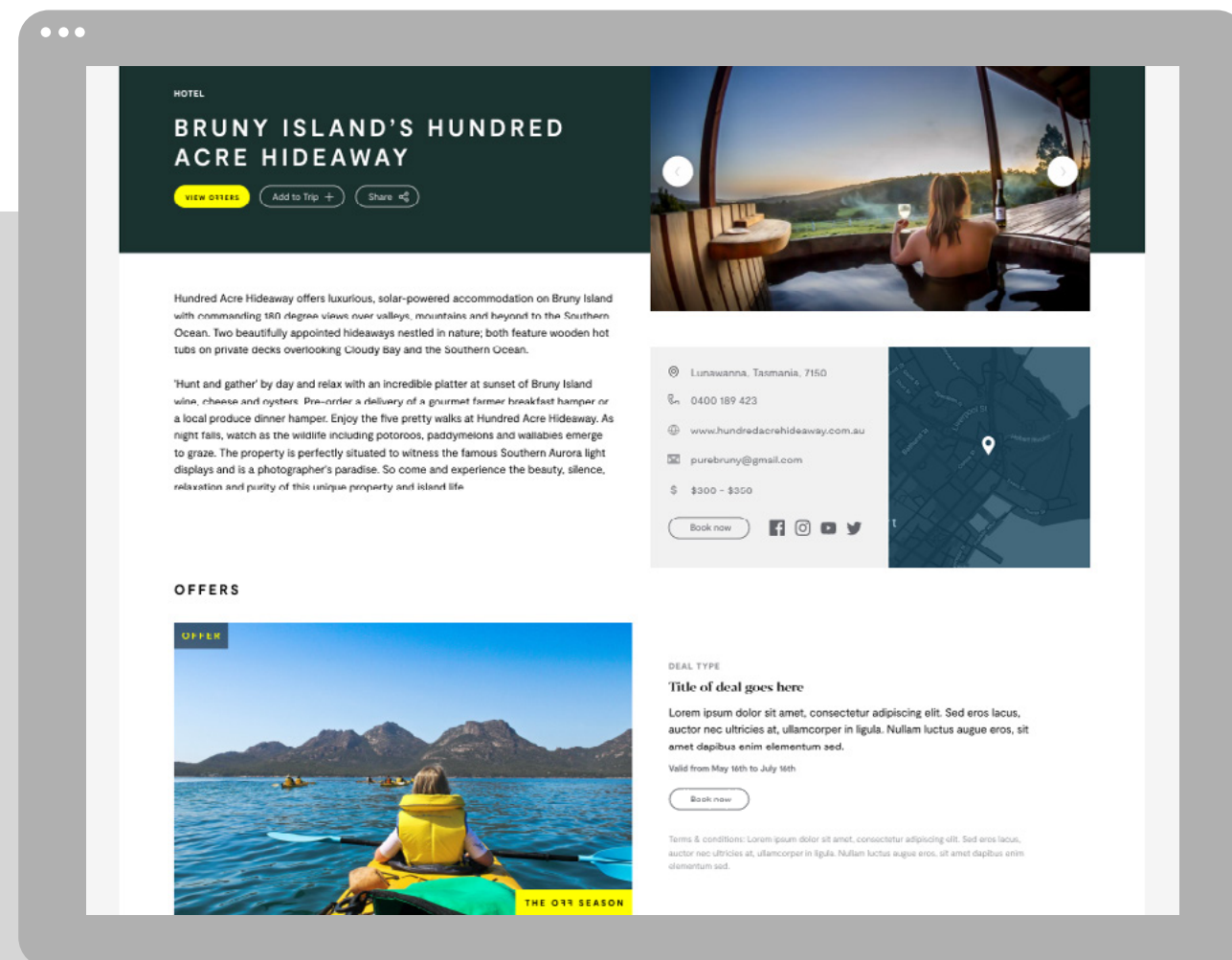




## How your offer will look — on our website and app

Your offer(s) will display on [DiscoverTasmania.com.au](https://www.discovertasmania.com.au) and the new [Discover Tasmania app](#) as a result of a 'tag' we will add to your ATDW profile for you.

Tourism Tasmania is one of many distributors displaying data from ATDW. If other distributors display ATDW deals on their websites, your offer(s) will be displayed on these sites too, providing your Off Season offer with more exposure.



## How to — take bookings

Visitors will make bookings directly with you.

The BOOK NOW button on your offer, displayed on our website and app, will take visitors from our digital environment to yours. Depending on the URL you provide when submitting your offer, this may be a booking platform, or an appropriate page on your website.

If your offer has more details than will fit on your ATDW offer, you will need to include them on your website, then link to your booking page.

You will own and manage all consumer details and booking information; our job is to create the pathway from our environment to yours.





# THE OFF SEASON

8.0 AMPLIFY YOUR OFFER

## 8.0 AMPLIFY YOUR OFFER

### *How can you amplify* — your Off Season offer

Some of the best outcomes for participating businesses happen when you amplify your offer to your own customers.

Once you've added the offer to your website – bookable, with all the details – the next thing to consider is using your own channels: perhaps your Instagram or Facebook page, YouTube channel, or email distribution lists. Things you can do include:

- Promote your offer on social media using the campaign hashtag #TassieOffSeason, and optimise the copy in your social media posts to help make your content searchable (see 'Optimise your social media post' following).
- Use Instagram stories and Facebook in-feed posts which allow you to embed a link for users to click-through to.
- Engage in conversation on your posts in a meaningful way: ask questions and spark intrigue with users to get them curious about your offer.
- Send an email to your database with details of the offer.
- Create a poster to display in your business and/or to share.

Attracting eyes to your offer(s) is the name of the game. Once a customer takes an interest in your offer, they'll click the 'Book now' button on DiscoverTasmania.com.au or the app and be taken to the URL you've provided.



## Go black and white — this winter

During the Off Season our Discover Tasmania website and @tasmania social media accounts will feature black-and-white content to celebrate winter in Tasmania. A black-and-white overlay on a digital image is a powerful way to make your business stand out from the crowd and leverage Tourism Tasmania's Off Season campaign.

Our websites, handles and hashtags are all featured on the final page of this document.

**NOTE :** The images used for your offer in ATDW will be in colour.

## Optimise your social media post — with keywords

Social media often relies heavily on ensuring your posts are optimised with keywords relevant to what users are searching for. When writing copy for your social media posts, make sure you're keeping the text sharp and concise, using words that could be used when someone is searching for something related to your product.

Popular search terms to consider for writing social posts during the Off Season include:

“Tasmania in winter”

“Snow in Tasmania”

“What to do in winter in Tasmania”

“Wildlife in winter”

## Use the hashtag — #TassieOffSeason

In addition to optimising your posts to include keywords, make sure you add the relevant regional and Tourism Australia hashtags for greater reach.

#TassieOffSeason | #DiscoverTasmania | #SeeAustralia

DESTINATION SOUTHERN TASMANIA #hobartandbeyond

VISIT NORTHERN TASMANIA #visitnortherntasmania

EAST COAST TASMANIA #eastcoasttasmania

WEST BY NORTH WEST #northwesttasmania





# THE OFF SEASON

## 9.0 CONTACTS

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### Where to — get help

- Submit your offer when ready [here](#).
- For questions relating to your ATDW profile, email [atdw@tourism.tas.gov.au](mailto:atdw@tourism.tas.gov.au).
- For questions about Off Season and industry offers, email [industry@tourism.tas.gov.au](mailto:industry@tourism.tas.gov.au), and make sure you're subscribed to our [industry newsletter](#).
- You can also talk with your regional tourism organisation for guidance and advice.

#### Visit Northern Tasmania

Contact: 0402 621 076; [renee@visitnorthtas.org.au](mailto:renee@visitnorthtas.org.au)

#### Destination Southern Tasmania

Contact: (03) 6223 5650; [dstadmin@southerntasmania.com.au](mailto:dstadmin@southerntasmania.com.au)

#### East Coast Tasmania

Contact: 0411 892 717; [industry@eastcoasttasmania.com.au](mailto:industry@eastcoasttasmania.com.au)

#### West by North West

Contact: 0499 980 482; [sarah@wxnw.com.au](mailto:sarah@wxnw.com.au)



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[#TassieOffSeason](https://www.tasmania.gov.au) [#DiscoverTasmania](https://www.tasmania.gov.au) [discovertasmania.com.au](https://www.discovertasmania.com.au) [tourismtasmania.com.au](https://www.tourismtasmania.com.au)