

TASMANIAN WINTER 2024 PROGRAM

Tasmania's tourism brand and appeal as a travel destination is strong, but maintaining momentum is key to ensure we can stay top of mind with travellers within competitive and dynamic market conditions.

Continuing to drive visitation over the traditionally quieter and cooler months has been a focus for the government with investment in the state's key demand driving activity increased to support the tourism and hospitality industry.

To help you with planning over the April – August period, we have provided a monthly overview of key events, festivals and business events that will influence visitors to your region, along with an update on Tourism Tasmania's Off Season brand campaign and partnership activity focused on driving visitors to the state.

This calendar is not exhaustive of all events and marketing activity that will be running over the Off Season period. There are still a number of events and business events being finalised, along with micro events being planned across the state.

THE OFF SEASON

Tourism Tasmania's Off Season winter program will be the biggest ever investment in winter, aimed at positioning Tasmania as a must-do winter experience.

The Off Season 2024 targeted digital campaign will start in March, with broader media activity live in market from early April until the end of July.

It will include:

- A multi-channel national marketing campaign launching 8 April in integrated media channels including TV, cinema, out of home advertising, content partnerships and digital.
- A film asset to tell the Off Season story and communicate Tasmania's point of difference in high reaching channels.
- Strategic partnerships with key trade and airline partners to drive holiday bookings.
- An increased PR focus, to build awareness of Tasmania and its winter experiences through stories in top tier media.
- Renewed Off Season presence on the Discover Tasmania website
- A dedicated eDM and social media program to highlight Off Season industry offers and the unique

nature, cultural, and culinary experiences available across the state, and promoting the winter events and festivals on offer in 2024.

- Continued marketing awareness of the [Discover Tasmania app](#), enabling visitors to discover tourism businesses and experiences around the state.
- A one-off Offers Support Program is underway helping businesses with their unique Off Season offer.

How to get involved

Submissions are still open for tourism and hospitality operators in Tasmania to get involved in this year's Off Season program by delivering a special winter experience for visitors that is different from your regular offering.

Visit the [Tourism Tasmania website](#) for more information and to submit an Off Season offer.

Offers can be submitted until Sunday 31 March 2024.

TASMANIA
COME DOWN FOR AIR



OFF SEASON MARKETING ACTIVITY LIVE IN MARKET

AIRLINE AND TRADE MARKETING ACTIVITY LIVE IN MARKET

OFF SEASON OFFERS LIVE IN MARKET (offers redeemable from May)

April

EVENT	EVENT DATES	LOCATION
Tasmanian Autumn Festival	1-30/04	Derwent Valley & Central Highlands
Hobart Airport Marathon	7/04	Hobart
Crave Harvest Festival	6-7/04	Richmond
Dover Regatta	7/04	Dover
Science Conference*	9-12/04	Hobart
Geeveston Art Show	13-27/04	Geeveston
Moonbird Festival	18-21/04	King Island
TrailGraze	19-21/04	Devonport
Devil of a Swim	27/04	Bicheno
Travel retail bootcamp*	29/04 – 3/05	Hobart
Travel conference*	30/04 – 3/05	Hobart
Major event*	TBC	Hobart

*Closed business events. Event names not included for confidentially reasons

** Event confirmed but not officially announced. More details to come

May

EVENT	EVENT DATES	LOCATION
Travel retail bootcamp*	29/04 – 3/05	Hobart
Travel conference*	30/04 – 3/05	Hobart
National finance industry conference*	1-3/05	Hobart
Agfest	2-4/05	Carrick
National tourism conference*	6-9/05	Hobart
Masters Rowing	8-11/05	Barrington
AFL Fixtures Hawks v St Kilda	11/05	Launceston
National health and pharmaceutical seminar*	9-10/05	Hobart
National real estate conference*	14-16/05	Hobart
Australasian Auctioneering Championships	14-16/05	Hobart
Australian Musical Theatre Festival	15-19/05	Launceston
National paramedics conference*	16-17/05	Hobart
National travel sales conference*	20-23/05	Hobart
National incentive*	20-24/05	statewide
National health and pharmaceutical conference*	22/05	statewide
National incentive*	23-27/05	statewide
National championships and convention*	24-27/05	statewide
Major event**	TBC	Hobart

June

EVENT	EVENT DATES	LOCATION
Health and pharmaceutical conference*	1-2/06	Hobart
Launceston Running Festival	1-2/06	Launceston
National travel industry conference*	4-7/06	Hobart
AFL Fixture Hawks v GWS	8/06	Launceston
Bay of Fires Winter Arts Festival	7-9/06	St Helens
Dark Mofo Winter Feast	13-16/06 20-23/06	Hobart
Mona Gala	14/06	Hobart
Mona <i>Namedropping</i> exhibition opening weekend	15-16/06	Hobart
Mona Night Shift	21-22/06	Hobart
Mona Nude Solstice Swim	21/06	Hobart
AusCycling Gravel National Championships	22-23/06	Derby
National building and construction conference*	25-29/06	Hobart
Festival of Voices	28/06 – 7/07	Hobart
Bicheno Beams	29/06 – 20/07	Bicheno

OFF SEASON MARKETING ACTIVITY LIVE IN MARKET

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July

EVENT	EVENT DATES	LOCATION
Festival of Voices	28/06 – 7/07	Hobart
Bicheno Beams	29/06 – 20/07	Bicheno
Creative Summit*	3-5/07	Hobart
Permission to Trespass	1-30/07	Table Cape
AFL Fixtures Hawks v Fremantle Dockers	12/07	Launceston
Huon Valley Mid Winter Festival	12-13/07	Grove
Major sporting event**	12/07 – 1/08	Hobart
National travel industry conference*	5-8/07	Hobart
National food and agribusiness conference*	5-8/07	Launceston
International health and pharmaceutical conference*	18-22/07	Hobart
National health and pharmaceutical conference*	22-25/07	Launceston
Devonport Jazz Festival	27-28/07	Devonport
National wholesale/retail trade conference*	28/07 – 2/08	Hobart
Major event**	TBC	Hobart

STAY UP-TO-DATE with Tourism Tasmania's industry e-newsletter for regular updates on the Off Season activity, and other industry opportunities and events.

[SUBSCRIBE HERE](#)

TASMANIA
COME DOWN FOR AIR



**BUSINESS
EVENTS
TASMANIA**

August

EVENT	EVENT DATES	LOCATION
National wholesale/retail trade conference	28/07 – 2/08	Hobart
agriCULTURED	1-4/08	Launceston
Hadley's Art Prize	2-25/08	Hobart
Tasmanian Scallop Festival	4/08	Bridport
Tasmanian Whisky Week	5-11/08	statewide
National transport and warehousing conference*	9-11/08	Hobart
Beaker Street Festival	9-11/08	Hobart
Tasmanian Open Dance Sport Championships	10/08	Launceston
Heritage & Bullock Festival	10-11/08	Oatlands
Chocolate Winterfest	11/08	Latrobe
National science/medical conference*	15-18/08	Hobart
Major sporting event**	16-18/08	North
Technology Expo and Conference*	20-21/08	Hobart
The Stanley and Tarkine Forest Forage	22-25/08	Stanley
Australian Antarctic Festival	22-25/08	Hobart
Social Conference*	23-25/08	Hobart
Major event**	23-26/08	Launceston
AFL Fixture Hawks v GWS	25/08	Launceston
International science conference*	26-29/08	Hobart
Renewable energy conference*	26-28/08	Hobart
Building and construction conference*	27/08	Hobart