Turning Demand into Bookings

INDUSTRY TOOLKIT 2026/27



Aurora Australis
© Luke Tscharke

TASMANIA
COME DOWN FOR AIR



Beaker Street Festival - Nocturna
© Rosie Hastie and Beaker Street

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This toolkit will grow as our campaigns, and your businesses, do. However big or small your operation, if you’ve got a genuine Tasmanian experience worth sharing this season, we want to help the right people find it.

For more on marketing, growing your business, and the research behind our campaigns, visit **tourismtasmania.com.au/resources-for-industry**

Marketing that inspires people to visit Tasmania

Tourism Tasmania runs marketing all year round, not just for one season. Come Down For Air is our brand platform, and every piece of marketing activity, including our seasonal campaigns, all connects back to it.

Campaigns such as Come Down For Air (November–March) and the Off Season (May–August) are delivered in specific windows, but all contribute to the same overarching brand.

Campaigns are only part of how we drive demand. We also work year round on our ‘always on’ program that includes public relations, international travel trade and airline partnerships, cruise ship visitation, and social media, among other things. This toolkit focuses on our campaigns, and how you can get involved in them. Our campaigns are designed to make people want to travel to Tasmania and take the first steps towards planning their trip. Capturing those people during their planning phase is where you come in.

READ MORE HERE → http://tourismtasmania.com.au/research-and-insights/market-opportunities-and-insights/

Quick fact: campaigns vs ‘always on’ marketing

A campaign is a coordinated initiative designed to capture attention. Effective campaigns have a clear message, a defined audience and measurable outcomes, and are often delivered across multiple channels for a set period of time.

‘Always on’ marketing is more of a regular programming approach, consistent communication and continuous content to maintain a presence and keep people engaged.

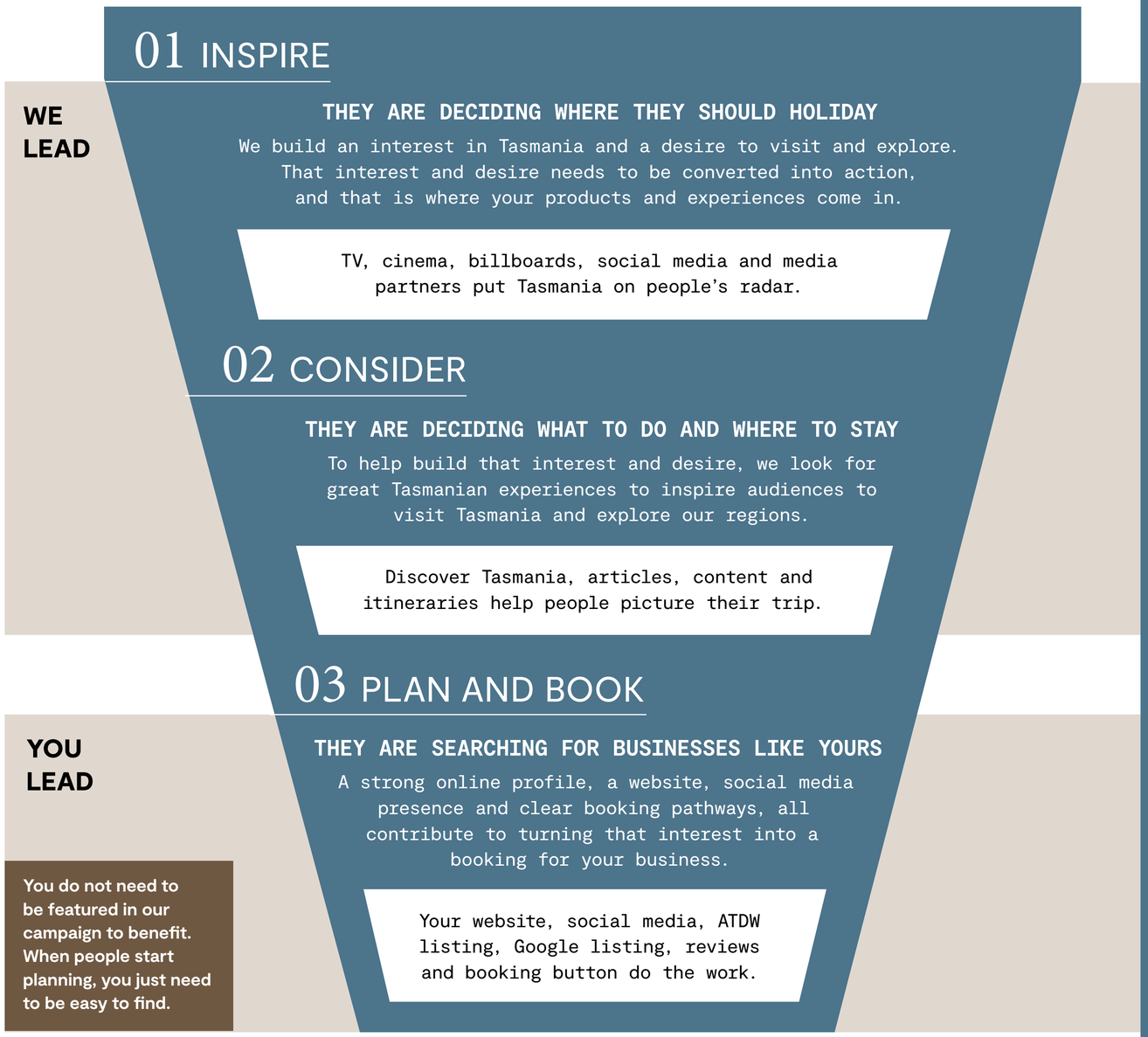
Who we market to

Australians aged 25 to 65 who are planning, or thinking about, a holiday. Most live in Victoria, New South Wales, Queensland, South Australia, the ACT and Western Australia.



Wineglass Bay
© Roady

THE MARKETING FUNNEL



HOW WE WORK TOGETHER

Tourism Tasmania's role is driving demand for Tasmania. Our campaigns invest in advertising that puts Tasmania on people's radar, such as TV and cinema commercials, out of home (billboards), digital ads, paid articles and features with media partners, articles in newspapers and magazines, paid advertisements on social media, the Discover Tasmania website and e-newsletters, to put Tasmania in front of the right people.

Our campaigns are designed to lift interest in Tasmania as a whole, not just individual businesses. Once someone has decided to travel here, they then start mapping out their trip by researching what to do and where to stay, looking for things to book. While we do the work to help people decide to come and explore, the moment they start planning is what matters for you: you need to be easy to find when they go looking.

COME DOWN FOR AIR BRAND PLATFORM - THE BIG IDEA BEHIND ALL OUR MARKETING

Since 2019, Come Down For Air has been Tasmania's answer to a world that keeps asking more of us. The pace doesn't let up, the news doesn't either, and things like slowing down, paying attention and connecting with the person in front of you have started to feel like skills we've half forgotten. More and more, Australian travellers are looking for a way back. They want a holiday that gives them more from life, not one that helps them get away from it. This idea sits behind everything we do, and our flagship campaigns - Come Down For Air in summer and the Off Season in winter - each express it in their own way. What Tasmania offers is simpler than it sounds: a bit of room to feel human again.

It's a long-term message that's working. Since we launched Come Down For Air in 2019, interstate holiday visitation has increased by 22% to 597,200 while interstate spend has increased by 59% to $2.134 billion (source Tasmanian Visitor Survey – year ending September 2026).

‘Not Really For Tourists’: the Come Down For Air campaign 2026-27

(November to March)

Our next Come Down For Air campaign speaks to people who don’t want to be just tourists.

They want travel that goes deeper, makes an impact and means more. We know the alternative, which is queueing for what’s hyped, ticking sites hurriedly off a list and spending more time photographing lunch than enjoying it. The campaign idea is “Not Really For Tourists” and is a cheeky challenge to today’s ‘tourist culture’, in which people often feel pressured to maximise their time and legitimise their travel experiences online. The campaign says, in a playful Tasmanian way, that a holiday in Tasmania can offer a deeper, more authentic travel experience without those pressures. Every visitor is welcome to Tasmania – that’s why we’re in business! This campaign just pokes gentle fun at the modern tourist mindset, not the people doing it.

Whenever we talk about the campaign, you'll notice we use the full name and context line "Not Really For Tourists; it's a place for travellers looking for something deeper" to ensure the message lands as intended.

READ MORE about the campaign →	https://www.tourismtasmania.com.au/about-us/our-brand/come-down-for-air/not-really-for-tourists-campaign/

- **Make it work for you.** Come Down For Air works best when what you say and show matches the feeling of the campaign where possible (e.g. ATDW, website, email, social etc).
- **Describe what it feels like to be here.** An itinerary is fine, but it should read as an invitation to slow down, not a list to get through.
- **Share the small moments.** The slow morning, the quiet chat, the local’s tip. It’s the stuff people remember, and the stuff nobody else can copy.
- **Make it easy to be present.** Give people a reason to look up. A good view, a good story or a good cup of something does more than a “photo opportunity” sign.
- **Reply to all reviews like a person, not a business.** Thank the nice ones and own the not-so-nice ones.
- **Act now.** Check your website, social profiles, ATDW listing and Google so your listings, hours and booking page are up to date.

Swan River Sanctuary
© Stu Gibson

The Off Season *(May to August)*

Since 2021, the Off Season campaign has built on the idea of ‘Become a Winter Person’, inviting the mainland to experience something different in the colder months.

The distinctive black and white look with eye catching neon exists to help Tasmania get noticed and remembered among everything else competing for attention at this time of year.

The campaign operates on the premise that Aussies are not great at wintering. We’re a summer country through and through, hardwired to chase the sun. We believe that in Tasmania, winter is done properly: log cabin cosiness, hot drinks and whisky by the fire, frosted wonderlands, and a creative, anti-ordinary spirit that comes to the fore in a vibrant arts scene and festival calendar.

WHAT’S NEW IN 2027

The Off Season continues, so start thinking about what makes your business different in winter. For the past five years, you sent us your winter offers and we listed them on the Discover Tasmania website. From 2027, we’re making some changes. Instead of collecting offers during your busiest time of year, we’ll help you tell your own winter story on your own channels. You’ll also have a simple way to let us know what you’re doing, so we can consider featuring it in our ads, articles and social posts. Full details will be on the **Tourism Hub** and in the industry newsletter.

LET US KNOW what you're doing this winter → https://wkf.ms/4jXfzbn



Spring Bay Mill Glamping Field
© Remi Chauvin

- **Plan your Off Season.** Give people a reason to visit you right now. A winter-only activity, a seasonal menu or a joint event with a neighbour works better than using the same photos and pitch in July as you do in January.
- **Telling your seasonal story.** Show something uniquely Tasmanian, and embrace the season rather than fight it. Use a great photo and a clear title, write as if you're talking to your ideal guest, and focus on what makes the experience meaningful, not what you can discount.
- **The customer experience.** Small, genuine gestures matter as much as the big-ticket experience. A local tip, the story behind your produce or a personal touch costs little or nothing, and it's what visitors remember.
- **Sustainability and your seasonal story.** If sustainability is genuinely part of what you do, make it part of how you promote each season. Keep claims accurate and specific, and tell us too at **industry@tourism.tas.gov.au.**
- **Making the most of events.** Try a late sitting, a one-off menu or a joint promotion around events, markets and festivals near you. If you open, publish your correct hours everywhere and promote early, not the week before.
- **Taking a break? Talk to your neighbour.** Stagger closures with nearby businesses so there's always something open. If you're closed, say so on your door, voicemail and social bio, and point visitors to who's open nearby.



The Salt Sommelier
© Remi Chauvin

Tips to improve how you show up online

Our campaigns send people looking for things to do while visiting Tasmania.

Whichever campaign is running, here's how to make it easy for travellers to find you, choose you and book with you. Get the basics right before you start promoting, then use the checklist on page 11 as the short, tick off version of everything below.

Travellers find you in more places than just your website: Discover Tasmania, Google Business Profile, social channels, booking and review platforms, and increasingly AI tools including ChatGPT, Google Gemini and Claude. Keeping the basics, your name, hours, pricing and photos, consistent and current across all of them matters as much as getting any one of them right.

Replying to reviews, good and bad, does real work too, it shows a person is behind the business, and it's part of what AI tools use to build a picture of you.

Try this: the five-minute online consistency check

- Search your business name in Google, and ask an AI assistant like ChatGPT or Claude what it knows about your business.
- Check the name, address, phone number and opening hours match on each one.
- Check the description says the same thing, and that it's still true.
- Fix whatever doesn't match, starting with the opening hours.

LEARN MORE about marketing your business online →	tourismtasmania.com.au/resources-for-industry/marketing-your-business/marketing-your-business-online/the-discoverability-landscape



Kombi Cafe & Smoothie Bar
© Pauline Morrissey

YOUR WEBSITE

Your home page is doing the most work. It should say clearly what you offer, who it's for, and what to do next, before anyone has to scroll. From there, a couple of well-built pages beat a full site rebuild.

Put your offer or what's on at the top of the page, before anyone has to scroll, with a clear next step such as "Book now" or "Get offer". Then review your headings. "Our walks" tells AI and search engines very little. "Guided multi-day wilderness walks in the Tasmanian highlands" tells them what you offer, where it is and what makes it distinctive. Content that is specifically yours is what sets you apart.

Most of this, page content, photos, clarity, is something you can fix yourself, often for free, using your existing website platform.

Already comfortable with your website? A basic mobile and speed check is still worth doing each season, small technical issues are easy to miss.

BOOKING WITHOUT FRICTION

An online booking option matters more than almost anything else here. If you don't have one yet, off the shelf booking platforms can have you set up within days. From there, the goal is a short, obvious path from interest to confirmed booking, wherever someone lands.

If you're promoting something specific, a dedicated page on your website gives it its own space, with your best photo at the top of the page, a clear headline, the details someone needs to book (what's included, duration, meeting point, total price), and a booking button rather than a 'contact us' form, online booking options lead to more bookings.

Already booking online? Check your platform's settings for automatic reminder emails to people who start booking but don't finish. A simple, automated nudge can recover a booking that stalls part way through.

MAKING YOUR SOCIALS WORK HARDER

Consistency matters more than volume. Set a posting plan you can realistically keep, and focus on the one or two platforms where your audience is, rather than trying to be everywhere. A strong first line that stops the scroll does more work than a good photo alone.

You don't need new content to stay active. Replying to comments, resharing what customers post about you (with their permission), and engaging with other local tourism accounts will keep you visible. Your platform's own analytics will show you the best times to post for your followers.

Quick replies build trust with people who are deciding whether to book, so keep responding to comments and messages. Keep your opening hours clearly visible and up to date on all your social media accounts too.

LEARN MORE about social media essentials →	tourismtasmania.com.au/resources-for-industry/marketing-your-business/marketing-your-business-online/social-media-essentials

If you'd like help with anything more technical, visit Digital Solutions Tasmania →	digitalsolutionstas.com.au

YOUR EMAIL

Every email you send is a small chance to promote what's on. A seasonal banner in your email signature or a short, well timed dedicated email about what's happening also works harder than nothing at all.

If you do send a dedicated email, put the most important information first, keep it short, and repeat your call to action at both the top and bottom.

SHOW UP IN AI SEARCH

More travellers are asking AI assistants directly, rather than searching and clicking through pages. Being visible there comes down to the same thing as everywhere else: specific, current detail rather than vague marketing text. If your business doesn't show up, or the details are wrong, start with the consistency check above to see improvement.

Already doing this well? Think about what a traveller would still want to know before booking, then check your website, social channels and listings actually answer it.

HANDY TOOLS

A few free or low cost tools worth knowing about

- Linktree or Bitly, to share several links from one place or shorten and track a URL
- Meta Business Suite or Buffer, to schedule social posts ahead of time
- CapCut, InShot or VN, for quick phone based video editing
- Google Trends, to see what people are actually searching for

LEARN MORE about improving your AI visibility →

tourismtasmania.com.au/resources-for-industry/marketing-your-business/marketing-your-business-online/improving-your-ai-visibility



Sorell Fruit Farm
© Tourism Tasmania and Michael Walters Photography

Keep in touch

If you're offering something new this season, or have a unique story to tell, let us know, it's how we find genuine Tasmanian experiences to consider featuring in our own storytelling, PR and social content.

- General enquiries: **industry@tourism.tas.gov.au**
- Questions about your Australian Tourism Data Warehouse (ATDW) profile: **atdw@tourism.tas.gov.au**
- Stay updated: subscribe to the Tourism Tasmania industry newsletter **tourismtasmania.com.au/news-and-events/news/**

Or share your news or questions with your regional tourism organisation, they'll keep us updated too.

- Visit Northern Tasmania: **admin@visitnorthtas.org.au**
- Destination Southern Tasmania: **dstadmin@southerntasmania.com.au**
- East Coast Tasmania: **industry@eastcoasttasmania.com.au**
- West by North West: **info@wxnw.com.au**

LET US KNOW what you're up to → https://wkf.ms/4jXfzbn



Tunnel Hill Mushrooms
© Dearna Bond

Quick checklist

Consider running through this list to check off all you're doing well, and work on areas that need attention.

PLANNING YOUR SEASON

- [ ] Got a seasonal experience worth talking about, not just the same product with different photos.

  LET US KNOW about it → https://wkf.ms/4jXfzbn

- [ ] Written one line of summer copy and one line of winter copy for your own business
- [ ] Sustainability initiatives, if you have them, are part of your seasonal pitch, not a separate afterthought
- [ ] Correct hours or closure dates published everywhere, and visitors know who's open nearby if you're not
- [ ] Talked to neighbouring businesses about staggering breaks, if that's relevant to your town

DIGITAL PRESENCE

- [ ] Name, hours, pricing and photos match across your website, ATDW, Google Business Profile and socials
- [ ] ATDW profile is current
- [ ] Google Business Profile has recent photos and posts, not set and forget

WEBSITE

- [ ] Home page shows clearly what you offer, who it's for, and your best photo, before a visitor has to scroll
- [ ] Checked how your website looks and works on a phone

  REACH OUT to Digital Solutions Tasmania for TECHNICAL HELP → digitalsolutionstas.com.au

- [ ] Given any experience that needs more explaining its own page

BOOKING

- [ ] Online booking option in place, or a plan to get one
- [ ] Clear booking call to action, such as "Book now", visible at the top and bottom of the page
- [ ] Tested your own booking journey start to finish

SOCIALS, EMAIL AND AI

- [ ] Posting at a pace you can keep up
- [ ] Seasonal banner on your email signature
- [ ] Tested your business with a few questions a traveller might enter into ChatGPT, Google Gemini or Claude
- [ ] Used AI to help draft copy, then fact checked and added your own voice

AFTER THE SEASON

- [ ] Don't delete old website pages. Archive or update any seasonal landing page, banner or offer once it's over
- [ ] Saved what worked, posts, photos, learnings, for next time
- [ ] Let us know how it went

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@tasmania

linkedin.com/company/tourism-tasmania

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