

TASMANIA

THE OFF MAY-AUG SEASON 2026

MASTER CLASS

TASMANIA

TASMANIA
COME DOWN FOR AIR



TODAY WE HOPE YOU'LL TAKE AWAY
AN UNDERSTANDING OF...

1 WHY Off Season and why you should take part

2 WHAT makes a good Off Season offer

3 HOW to take part and make the most of your offer

THE 2025 OFF SEASON WAS DRIVEN BY HIGH LEVELS
OF OPERATOR PARTICIPATION

834
OPERATOR
EXPERIENCES

From 434 operators (+50% on 2024)

346
OFFERS

488
EVENTS

THAT DELIVERED STRONGLY BY DRIVING VISITATION

Attracting more visitors

The Off Season 2025 saw
339,800
visitors to Tasmania

**+ 2.2% compared to
the Off Season 2024***

*Tasmanian Visitor Survey. TVS July and August
are indicative only and subject to change.*

Driving more click through

The Discover Tasmania
website drove
an additional
19,431
clicks with booking
intent to operator
websites in 2025
(includes events and offers).

**+138% for offers compared to 2024
+314% for events compared to 2024**
Off Season PCA Report Sept 2025

Driving increased spend

Visitors spent
\$701.26m
this Off Season

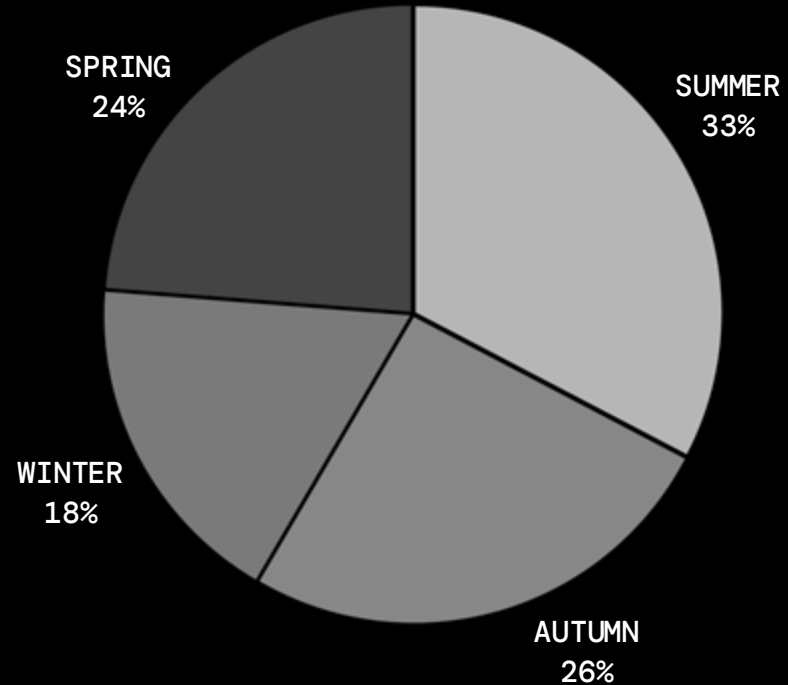
**+ 8.1% compared to
the Off Season 2024***

*Tasmanian Visitor Survey. TVS July and August are
indicative only and subject to change.*

WHY Off Season and why you should take part

OFF SEASON GOAL: ATTRACT MORE VISITORS OUTSIDE OF SUMMER TO BALANCE SEASONAL VISITOR FLOW

This promotes Tasmania
as a **year-round destination** by
highlighting unique winter experiences
that visitors won't want to miss.



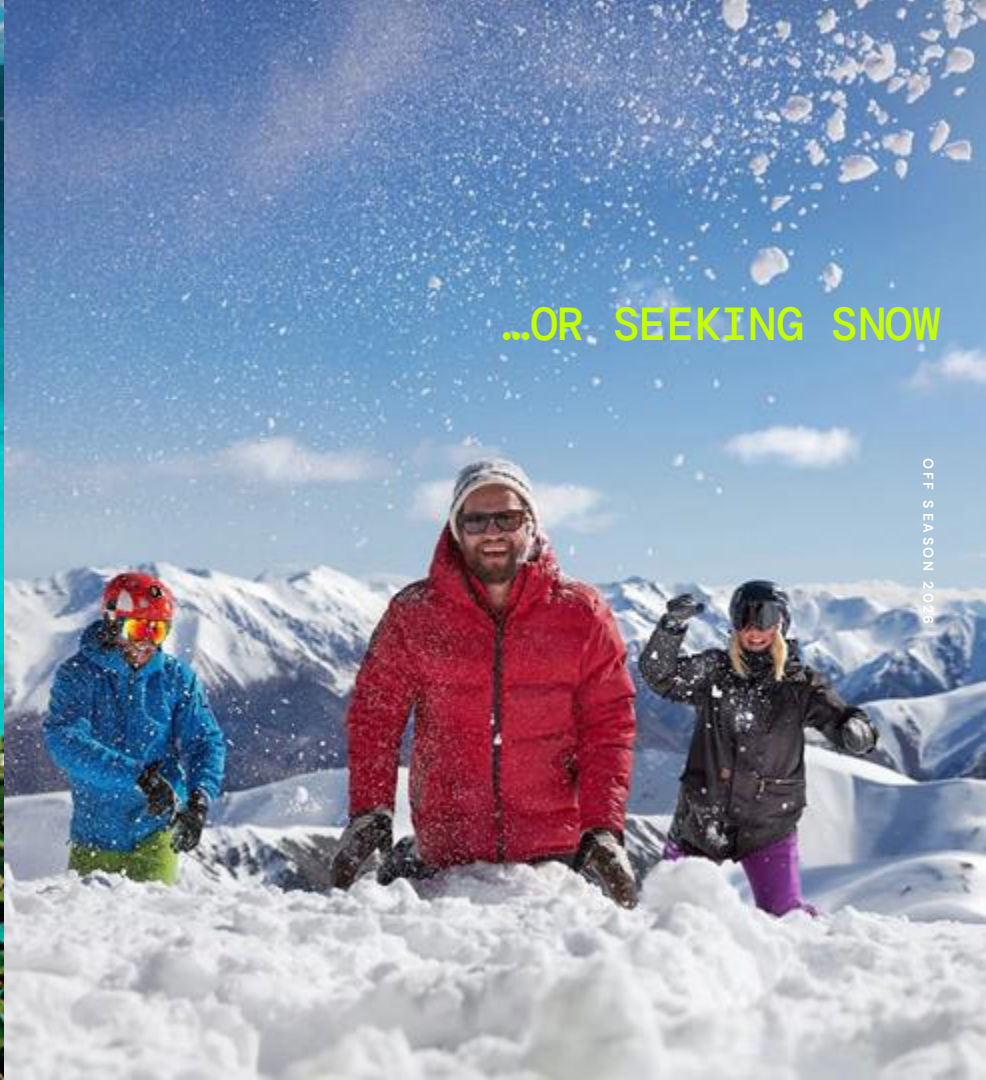
FOR SOME, WINTER MEANS
CHASING THE SUN...

TOURISM TASMANIA



...OR SEEKING SNOW

OFF SEASON 2028



BUT FOR MOST IT MEANS CHECKING OUT
AND DREAMING OF SPRING

THE OFF SEASON EXISTS TO DISRUPT
THIS BEHAVIOUR

AND RECENT TRAVEL TRENDS
SHOW THE RISE OF 'COOL-
CATIONS'

More travellers are choosing to holiday in cooler destinations (rather than typical sun-and-beach trips).

Cool-cationers prefer to travel during off-peak seasons to avoid crowds and extreme heat, and tend to seek experiences beyond skiing – embracing nature, tranquility and unique local culture.

THE LOOK AND FEEL OF OFF SEASON CREATES A DISTINCTIVE IDENTITY FOR COLDER MONTHS IN TASMANIA

TOURISM TASMANIA



This helps ensure Tasmania stands out from other destinations, making it easier to get noticed and connect the right destination with the campaign

Since 2024, the campaign has focussed on the joys of 'Becoming a Winter Person'. Your offers and experiences can connect with this idea to help create a **winter travel movement**

OFF SEASON 2026

OFF SEASON IS A PARTNERSHIP

The Off Season marketing campaign is designed to drive demand and visitation in colder months



This provides a seasonal opportunity for operators to **capitalise on**



IT'S ONLY POSSIBLE WITH YOUR SUPPORT

Your offers are the **heart** of the Off Season,
and we're here to help amplify them throughout the campaign



THE MAJORITY OF OPERATORS HAD A POSITIVE EXPERIENCE AND INTEND TO TAKE PART AGAIN

"This is the first time we've been part of the Off Season and received the level of bookings we had hoped for."

"Thank you for including us and all the effort created for this initiative. It got me thinking about ways to improve guest experience and add value for their stay."

"Something is clearly working, and we're excited to build on this momentum next year."

"Thank you for a wonderful winter campaign."

70%

plan to participate again,
with a further 25%
thinking about it

9 in 10

promoted their offer
through social media &
added it to their website

90%

used the Off Season
Toolkit to create
their offer



Your feedback is greatly appreciated and directly informs our approach to the next Off Season campaigns

WE'VE TAKEN YOUR FEEDBACK ON BOARD TO IMPROVE THE OPERATOR EXPERIENCE FOR NEXT OFF SEASON

The feedback highlights three areas we'll be focusing on to help operators in 2026

"Would like to see Tourism Tasmania to feature us on front page of offers, social media, or billboards, etc"

01.

Clarity on how and where you can feature in the campaign



NEXT SLIDES

"The campaign looks great - it's a stand out. We just need to figure out how to make it work for our venue/attraction"

02.

More support in understanding what offers performed well.



**NEXT SLIDES &
OFF SEASON 2026
OFFER TOOLKIT**

"I had difficulty downloading and using the templates"

03.

Resources to help you promote via your own channels



**OFF SEASON 2026
PROMOTION TOOLKIT**

The Off Season is a large scale marketing campaign offering a range of valuable opportunities for operators to gain prominent exposure.

IN 2025, WE HAD MORE OPERATORS THAN EVER,
AND MORE OPPORTUNITIES TO PROMOTE YOUR OFFERS & EVENTS

93

different operators
were featured in
advertising

105

offers were
featured in the
Hobart Magazine
Partnership

13

operators featured
in **Winternships**
(Australia & Singapore)

188

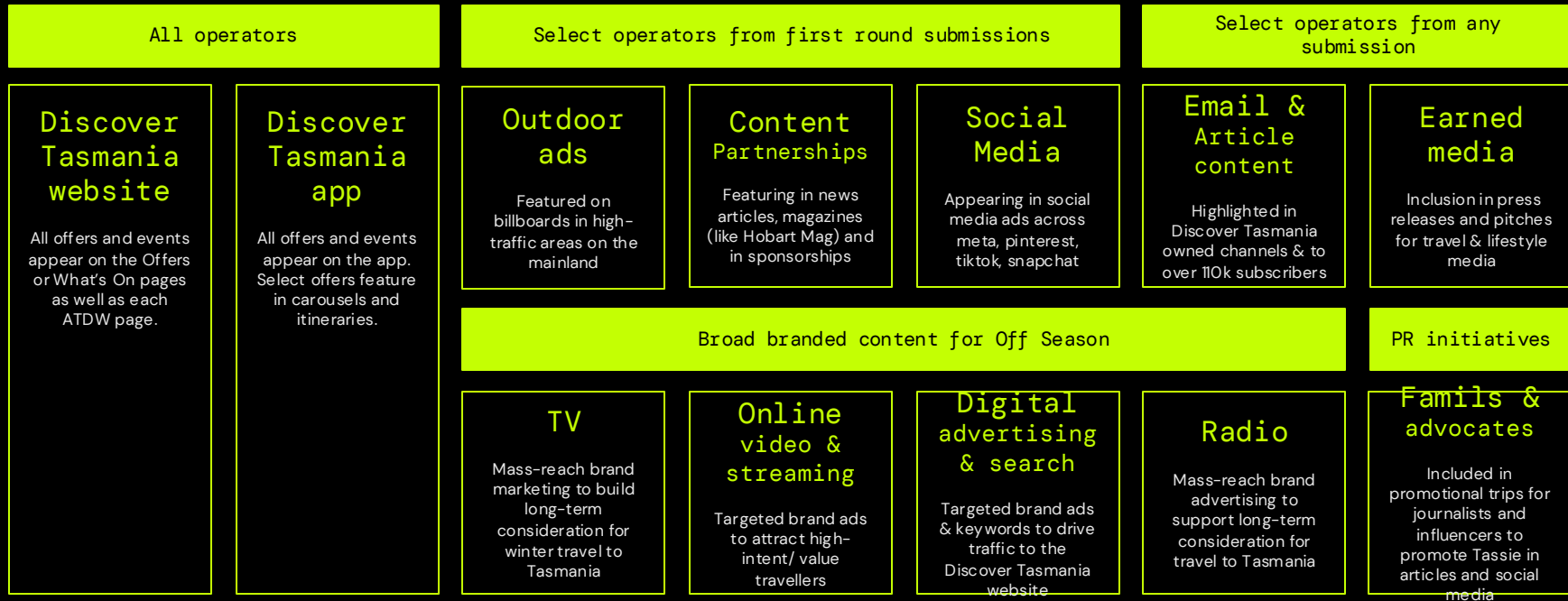
offers featured in
Off Season articles
on the Discover
Tasmania website

Advertising plays a crucial role in building awareness and consideration, helping to generate demand that fuels visitation during the Off Season.

While advertising doesn't always translate to immediate bookings, it plays a key role within a multi-channel approach which combines Tourism Tasmania's channels with your own promotional efforts to maximise reach and bookings.

To assist you with promoting your offers & events in 2026, Tourism Tasmania will share a **Promotion Toolkit**.

IN 2026 WE'LL EMPLOY A SIMILAR STRATEGY,
USING OWNED, PAID AND EARNED MEDIA TO CREATE MULTIPLE
OPPORTUNITIES FOR YOUR OFFER/ EVENT TO BE FEATURED



WHAT WE LOOK FOR WHEN SELECTING OFFERS AND EXPERIENCES TO APPEAR IN CAMPAIGN MARKETING



Uniquely **Tasmanian**



Celebrates **winter**



Makes for a **good story** or **photo opportunity**



Submitted before **12 Dec 2025** to be considered for hero/ key content

From there, we choose a suite of offers which are regionally dispersed and cater to a diverse range of interests to best showcase the breadth of experiences in Tasmania.

WHAT makes a compelling
Off Season offer?

THE OFF SEASON IS ABOUT OFFERING UNIQUE
WINTER EXPERIENCES - WHETHER A TWIST
ON YOUR USUAL OFFER OR SOMETHING NEW

IT'S ABOUT THIS...

- Welcoming people to **embrace and enjoy** Tasmania's winter season
- Promoting a **positive and uplifting** atmosphere
- Highlighting our **unique, anti-ordinary spirit** at its strongest
- Exploring opportunities to **experiment and collaborate** with other operators

...NOT THIS

- Offering *only* discounts or freebies
- Taking things literally as being closed
- Implying that the winter season offers less, or is boring
- Relying on tired puns or clichés (e.g., "%\$@! Off," "off colour")
- Being weird just for the sake of being weird

WHAT OUR VISITORS LOVE MOST ABOUT TASMANIA OFFERS INSPIRATION FOR NEW OFFER IDEAS



Activities
76%

- 1 – Food, Dining and Agritourism
- 2 – Visiting National Parks
- 3 – Walking / hiking

"Eating fresh seafood at Constitution Dock"

"Hiking in Freycinet National Park. Specifically, the hike to Wineglass Bay and on to Hazards Beach. It was one of the most beautiful days of my life."



Places visited
71%

- 1 – Cradle Mountain
- 2 – Port Arthur Historic Site
- 3 – Bruny Island

"Cradle Mountain was the most beautiful place. Seeing wombats grazing, snow on the mountain tops. Just beautiful"



Attractions
32%

- 1 – MONA
- 2 – Festivals / events
- 3 – Tasman Peninsula

"MONA – the most eccentric museum in the world"

"Festivals – Wonderful festival, well organised, totally unique experience"



Ambience
22%

- 1 – Scenery
- 2 – Nature
- 3 – Relaxing

*"The discovery of Sleepy Bay on the east coast, truly amazed us. **The landscape and trail walks in this area were beautifully culminated to create an ambience of serenity and calm**"*



Service
16%

- 1 – Accommodation
- 2 – Friendly people / service

"Ready helpful and friendly locals who helped make my trip interesting and fun"

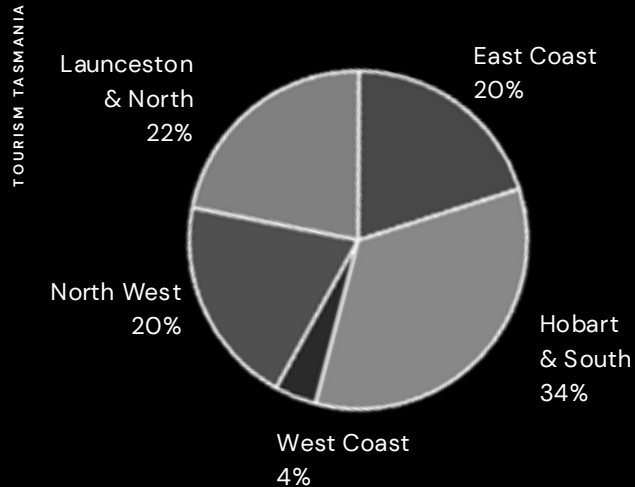
"Friendly people wherever we went"

"Tasmanians are really friendly and nice"

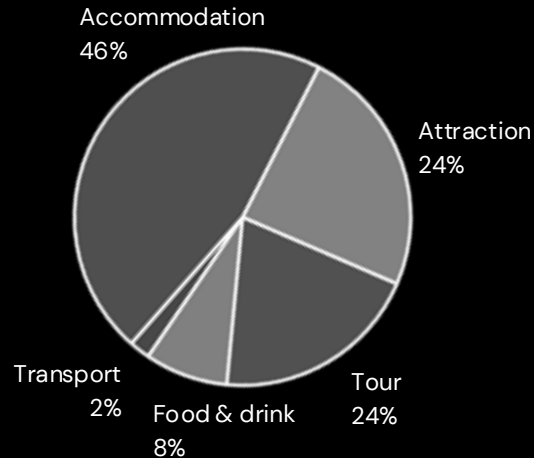
AND WE'VE LEARNED OVER TIME THAT POPULAR OFFERS ARE NOT LIMITED TO ONE CATEGORY, REGION OR TYPE

From the top 50 offers based on click throughs we know that:

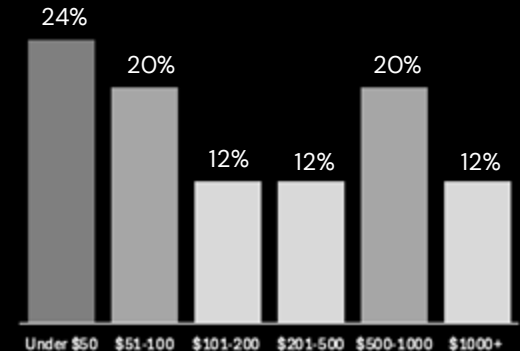
They were regionally dispersed:



They were in the following categories:



And covered a range of price points:



WHILE YOUR OFFER MAY NOT BE A PRIMARY REASON TO VISIT TASMANIA,
IT CAN STILL PLAY A VITAL ROLE IN A POSITIVE,
FULFILLING OFF SEASON EXPERIENCE BY:

Supporting or enabling
a winter visit, with essential
elements of a holiday

*e.g. accommodation, transport,
food*

*Across each, consider how your
offer could complement a
'drawcard' place or experience
(i.e. a well known experiences,
places and events people might
travel to Tasmania for).*

Enhancing the trip with
plenty of things to do during
the winter months

*e.g. tours, festivals, food and drink,
accommodation extras*

*Look out for opportunities to
team up with another business or
operator, i.e the pub down the
road, a local producer, or a
tour operator in your region.*

WHAT CAN WE LEARN FROM THE MOST CLICKED OFFERS?

A black and white photograph of a man with a beard and long hair, wearing a white towel, standing next to a large wooden barrel sauna. He is holding a large metal bowl. The sauna is a large wooden barrel with a chimney on top, sitting on a stone patio. In the background, there are rolling hills and a valley. A large yellow number '1' is on the right side of the image.

SHOWCASE A UNIQUELY TASMANIAN EXPERIENCE

1

Showcase a uniquely Tasmanian experience, FOR EXAMPLE...

Devils@Cradle

Dessert with the devil

Embrace the winter chills on an exclusive Tasmanian devil experience in Cradle Mountains wilderness.

During the Off Season, Devils@Cradle offers a unique opportunity for a small number of guests to enjoy an intimate after-dark experience showcasing the beauty of winter in Tasmania.

Encounter one of our younger devil residents, witness devils showing their true colours while they feed under the stars and enjoy a platter of Tasmanian sweet treats, beverages and marshmallows by the fire.

Numie – Glamping Freycinet Peninsula

Stargaze next to the Hazards

Experience the magic of the Tasmanian wilderness from a cozy, warm tent nestled among banksias and wattle trees, accompanied by the sounds of black cockatoos, pelicans, and wedge-tailed eagles.

Follow Numie's personalized how-to guides to explore the art of fire-making, unlock the secrets of stargazing, and immerse yourself in the wonders of native wildlife. Let the starry night inspire you as you unwind and rediscover the magic of the wilderness.

A black and white photograph of three people standing in the shallow surf of a beach. On the left is a woman in a striped one-piece swimsuit and swim cap. In the center is a woman in a patterned one-piece swimsuit, swim cap, and goggles. On the right is a man with a white beard, wearing a swim cap and dark swim trunks. They are all looking towards the camera. The background shows a rocky coastline on the left and a calm sea under a cloudy sky.

EMBRACE
THE JOYS
OF WINTER

2

OFF SEASON 2026

Embrace the joys of winter, FOR EXAMPLE...

Kuuma – Nature Sauna

Dawn heat and dip

Escape on a sensory dawn awakening with our winter sunrise sauna session. While cruising onto North West Bay, watch the morning glow spill out across the water as you embrace the heat of the floating wood-fired sauna.

If you can pull yourself away from the rejuvenating warmth, brave an invigorating coastal dip once anchored at a secluded bay, then return to the heat in true sauna tradition. Available Saturdays and Sundays May through August for up to eight people (communal or private session).

Tall Timbers Tasmania

Embrace the magic of winter

Discover the ultimate winter retreat. Unwind this winter at the gateway to the edge of takayna / Tarkine, just moments away from Tasmania's iconic Edge of the World.

Tall Timbers Tasmania offers the perfect haven to escape the daily grind. Picture yourself cosying up by a crackling log fire after a day spent exploring the enchanting winter landscapes along the Tarkine Drive. Rejuvenate, relax, and experience the warmth of a true home away from home. Embrace the magic of winter with us.

TIPS FOR YOUR CATEGORY

ACCOMMODATION

Include sensory details in your offer
(e.g. *firepit and bathtub, hot tub and hot chocolate*)

Offers with sensory info achieved **double the clicks** last year vs. offers using generic phrases like 'winter exclusive experience'

References to winter **performed better when a tangible action** (e.g. 'late check out') **or sensory detail was mentioned**

FOOD & DRINK

Include specific ingredients, activities or pairings in your offer
(e.g. *4-course feast, bluefin carving ceremony, whisky and chocolate pairing*)

These offers received **higher clicks** than generic seasonal references such as 'winter menu'

Offers that **combine seasonal cues with sensory actions** drove stronger engagement (e.g. *fireside feast, smoky tasting, by the fire*)

A black and white photograph of a steam locomotive at a station. Two men are standing on the front platform of the locomotive. The man on the left is wearing a cap and overalls, holding a small object. The man on the right is wearing a beanie and a dark jacket, holding a cup. Steam is rising from the locomotive and the ground. The background shows industrial buildings.

TELL A SIMPLE
STORY OF YOUR
OFFER THAT EVOKES
WARMTH & EMOTION

3

Keep things clear with detail needed to book,
FOR EXAMPLE...

West Coast Wilderness Railway

Whisky & Whistles

A long table dinner at Tracks Cafe paired with whisky and Tasmanian produce. In partnership with McHenry Distillery, Tracks invites you to step into the warmth of Queenstown's Tracks Cafe for a night of whisky, warming fire and mouth-watering food as we present this exclusive Off Season experience. You're invited to indulge in an expertly curated whisky and food pairing experience, set to start just after the glow of winter's Light up the West light show.

WHEN: Saturday 28th June, 7:30pm

WHAT: Five courses paired with Hunter Island and McHenry liquors

COST: \$150 per head

Exclusively launching will be the 'Mt Lyell Mongrel', a light pale ale which will be available only at Tracks Cafe and Tracks on Point. Limited tickets available for purchase via the link below, get in quick to warm the cockles of your soul with a tipple at Tracks.

TIPS FOR YOUR CATEGORY

ACCOMMODATION

Write your offer description like a 'journey'

This helps readers **imagine the experience as their own** and drives stronger engagement than list-style inclusions

FOOD & DRINK

Use immersive, experience-led storytelling
These offers achieved higher engagement compared to purely descriptive offers

Begin your offer with an emotional or sensory hook – this approach performs better than starting with logistical details, inclusions or menu information

ATTRACTIONS & TOURS

Use warmth, sensory verbs and a narrative
Top-performing offers featured this language
Lower performing descriptions were more procedural or admin-heavy

A black and white photograph of two people standing in shallow water on a beach, carrying a long, narrow surfboard on their shoulders. The background features rugged, rocky mountains under a cloudy sky. The water is calm, and the beach is composed of dark, pebbly sand.

USE EYE-CATCHING
IMAGERY, A SNAPPY
TITLE & CLEAR
CALL OUT

4

HOW YOUR OFFER APPEARS ON THE DISCOVER TASMANIA WEBSITE



Ability to favourite offers

Clear identifiers

NATIONAL PARKS AND RESERVES

Mole Creek Karst Cave Tours

More Creek Karst National Park

Valid Thursday 1 May 2025 - Sunday 31 August 2025 📍 Birchs Bay

💰 \$9 - \$19

👤 \$47.50 for family (2 adults, 3 children)

[View details](#)

[Get offer](#)

Price range

Call-out strongest feature/value add

Link straight to operator



Using engaging imagery and a catchy title FOR EXAMPLE...

ACCOMMODATION



BED AND BREAKFAST

Walk with the goats

Paradise Road Farm

Valid from Thursday 1 May 2025 to Sunday 31 August 2025 📍 Sheffield

💰 From \$490

👉 Morning goat tour and 2-night stay

[View details](#)
[Get offer](#)

TOUR



OUTDOOR AND ADVENTURE

Planes, trains and automobiles

West Coast Wilderness Railway

Valid from Thursday 1 May 2025 to Sunday 31 August 2025 📍 Strahan

💰 From \$1500.00

👉 Scenic flight, car hire, railway adventure

[View details](#)
[Get offer](#)

FEATURED



FESTIVAL AND EVENT

Bicheno Beams

Saturday 28 June 2025 - Saturday 19 July 2025 (Daily) 📍 Bicheno

Switching it on in the Off-Season. Bicheno once again will play host to a free...

[Add to trip](#)

[Go to event](#)

ATTRACTION



AMUSEMENT AND THEME PARK

Twinkle, twinkle, starry height

Gorge Scenic Chairlift

Valid from Sunday 1 June 2025 to Thursday 31 July 2025 📍 Launceston

💰 \$20

👉 Exclusive nighttime chairlift rides

[View details](#)
[Get offer](#)

TIPS FOR YOUR CATEGORY

ATTRACTION

Pair the word 'experience' with tangible activities

e.g. 'experience the magic of moon and stargazing' is better than 'experience tradition and comfort'

Use emotive 'active' phrases

e.g. 'embark, indulge, delve' instead of more passive 'enjoy, come and see'

TOURS

Focus on how the tour will make people feel

Avoid 'feature-stuffing' or multi-step inclusions

Describe tours as 'personal and intimate' to drive stronger engagement

FOOD & DRINK

Images featuring human interaction with food and drink drive higher engagement than shots of just the venue

Food images with **warmth, texture and context** perform well – avoid lone plates, product-only images of bottles, facades or signage

Use sensory focused language – specific flavours, textures, or local ingredients have stronger appeal. Phrases like 'fungi harvest' and 'paired wines' outperformed phrases like 'hearty winter meal' or 'roast, feeds 4'

BE SPECIFIC
ABOUT YOUR
TARGET
AUDIENCE

5

OFF SEASON 2026

Be specific about your target audience

FOR EXAMPLE...

Ben Lomond Alpine Resort

Snow, ice and winter fun

Your Off Season bucket list isn't complete without a family trip to the snow.

Grab your gear, chains and toboggan at Ben Lomond Base then head up to the powdery slopes of Ben Lomond Alpine Resort where tobogganing, snowball fights and snowman building awaits.

Defrost with fireside hot chocolate, mulled wine and melty s'mores.

We provide snow chains, four helmets, four toboggans, two mulled wines, two hot chocolates and s'mores – plus winter coats, pants and boots for two adults and two children.

The Keep

The ultimate stay-in at the Keep

When the weather is wild outside, the Keep provides the perfect refuge for couples.

The Keep's Off Season package includes 2 nights accommodation, with generous provisions including a welcome platter, local wine, breakfast items and hearty, easy to prepare dinners.

Lock yourself in, relax, indulge and connect.



FOCUS ON WHAT YOU
CAN ADD, NOT JUST
HOW MUCH YOU CAN
DISCOUNT

6

OFF SEASON 2026

THOUGHT STARTERS FOR OFFERS THAT CAN ADD VALUE TO A TRIP

- Create a **special Off Season menu**, or a single menu item
- Offer a **hands-on experience** or include it within a broader package
- **Partner with a like-minded business** e.g. accommodation partnering with a winery
- **Transform your property into something different** – e.g. artists' studio, writers' retreat, event space
- Invite guests to participate in a **winter community project not considered 'tourism'**
- Create an offer leveraging a winter event

Focus on what you can add, not just how much you can discount,
FOR EXAMPLE...

Cradle Mountain Lodge

Cradle Mountain winter wildlife and wellness escape

Step into the heart of Cradle Mountain, where mist lingers over ancient forests, native wildlife roams freely and the scent of wood smoke fills the crisp mountain air.

This offer includes a two-night stay in selected accommodation at Cradle Mountain Lodge, daily breakfast, a 15% discount at Waldheim Alpine Spa and a complimentary wildlife tour.

NRMA Port Arthur Holiday Park

*Private outdoor bath, pizza-making
Stargazing safari-style*

After a day of discovering the secrets of Port Arthur and Turrakana / Tasman Peninsula, glamp out safari-style at NRMA Port Arthur Holiday Park.

Get creative making your very own woodfired pizza in the onsite pizza oven. Then slip into your private outdoor bath for a soak under the stars before lazing the rest of the night away in front of your electric fireplace.

Focus on what you can add, not just how much you can discount,
FOR EXAMPLE...

East Coast Nature World

Wombat Walk

Ever thought about **contributing to conservation** on holiday? At East Coast Nature World, come on a wombat walk and join the keepers as they give the wombats their breakfast and daily health checks.

East Coast Nature World's wombats have been orphaned by Tasmania's roadkill toll. Help these wombats rehabilitate by joining the wombat walk.

Wombat walk tours run once daily from 9-9.30am.

Iron Creek Bay Estate

Rejuvenate you, rejuvenate us

Keep cosy in your paddock room for two nights. Only pop out for your breakfast, a **locally foraged** three-course dinner at Orani Restaurant and a whisky and gin masterclass by Tasmanian Distillery.

Rejuvenate yourself with some **revitalisation, yoga and a rural wander**, then help rejuvenate us by planting one of 3000 native trees on the banks of the Forcett Rivulet and Iron Creek Bay.

Focus on what you can add, not just how much you can discount,
FOR EXAMPLE...

Home Hill

Moon and star gazing at historic Home Hill

Experience the magic of moon and star gazing in Devonport. Join Home Hill for an enchanting evening under the celestial canopy, complemented by warm mulled wine and **insights from astronomers of the Astronomical Society of Tasmania.** Discover the cosmos from a historic vantage point, where history meets the universe in perfect harmony.

Lobster Shack Tasmania

Winter seafood by the sea: cob loaf lobster chowder

Winter is the perfect season to enjoy the freshest Tasmanian seafood from the cool, clear waters of the east coast.

Brave the elements on our oceanfront deck while warming yourself with a steaming bowl of lobster cob chowder: a rich and hearty lobster chowder served in a sourdough cob loaf.

This maritime treat is the ultimate winter warmer.

6 TIPS FOR INCREASING CLICKS ON YOUR OFFER

1. SHOWCASE A UNIQUELY TASMANIAN EXPERIENCE

2. EMBRACE THE JOYS OF WINTER

3. TELL A SIMPLE STORY OF YOUR OFFER THAT EVOKES WARMTH & EMOTION

4. USE EYE-CATCHING IMAGERY, A SNAPPY TITLE & CLEAR CALL OUT

5. BE SPECIFIC ABOUT YOUR TARGET AUDIENCE

6. FOCUS ON WHAT YOU CAN ADD, NOT JUST HOW MUCH YOU CAN DISCOUNT

HOW to take part and make the
most of your offer

GETTING STARTED

New to Off Season?

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 on the ATDW website.
- Then, you can create and submit your 2026 offer through the online form on the Tourism Tasmania corporate website.

Taken part in Off Season before?

If you were happy with your 2025 offer, there's no need to reinvent the wheel.

- Give it a zhuzh using the tips in the offer toolkit
- Or, go straight to re-submitting it through the online form available on the corporate website.

REMINDER OF KEY DATES

Submissions now open

Operators invited to submit 2026 Off Season offers from

First submissions deadline

Submit your offers by **12th December 2025** to be considered for Hero placements and go live on the Discover Tasmania website from early February 2026

Promote your offer toolkit

Available **early January 2026** on Tourism Tasmania corporate website

Deadline for all Off Season offers

Submit all offers by **6th March 2026**. They'll go live on the Discover Tasmania website and app at launch

Off Season campaign launches

late March 2026

Note: Offers have a cut off date for submission, whereas Events can be submitted as a new profile in ATDW at any time

TO CREATE AN OFFER, YOU'LL NEED TO KNOW THESE DETAILS:

- ☐ ATDW Number
- ☐ ATDW Listing Name
- ☐ Contact info
- ☐ Offer Title
- ☐ Offer Description
- ☐ Date range for when visitors can book your offer
- ☐ Date range for when visitors can redeem your offer
- ☐ Price
- ☐ Terms and conditions
- ☐ Image (plus image text and photographer credits)
- ☐ URL to your offer (this can come later)
- ☐ Category (choose one only)
 - ☐ Accommodation
 - ☐ Attraction
 - ☐ Event
 - ☐ Food & Drink venue
 - ☐ Hire
 - ☐ Tour
 - ☐ Transport
- ☐ Interest (choose at least one)
 - ☐ Arts and Culture
 - ☐ Family and Kids
 - ☐ Food and Drink
 - ☐ History and Heritage
 - ☐ Nature and Wildlife
 - ☐ Outdoor and Adventure
- ☐ Confirm licences and permits required to operate and deliver on your offers (if needed)

USE AI TO HELP YOU WRITE A COMPELLING OFFER

Paste the prompt in ChatGPT to help write your offer or event description.

✿ Simple Prompt

I'm writing a short winter offer for my tourism business.

Business name: **[insert name]**

Offer type (choose one): **Accommodation, Attraction, Event, Food & Drink venue, Hire, Tour, Transport**

Offer description: **[insert short details of the offer, including what's included, timing, or price]**

Please write:

1. A **witty, memorable title** (max 55 characters including spaces)
2. A **compelling offer description** (max 350 characters including spaces) that feels sensory and immersive, like a mini story — not a list.

Use these style rules based on my category:

- **Accommodation:** evoke winter comforts or sensory moments (firepit, hot tub, chocolate); use numbers not words for deals (e.g. "Stay 3, Pay 2").
- **Attraction:** start with action verbs ("embark", "delve", "savour"), avoid passive phrases like "learn about" or "come and see."
- **Event:** lead with atmosphere — what it feels like to be there (e.g. "lanterns glowing," "music rising," "crowds warming up").
- **Food & Drink venue:** highlight flavours, textures, aromas or pairings; avoid generic "winter menu" phrasing.
- **Hire:** focus on ease and freedom ("hit the road," "gear up for adventure") and show how it enhances a winter experience.
- **Tour:** highlight intimacy or expert-led experiences ("small group," "guided by locals"), avoid long lists of inclusions.
- **Transport:** make the journey part of the experience — sensory, scenic, comfortable, or adventurous.

Make the tone warm, witty, and distinctly Tasmanian.

Additionally ensure the tone is authentic to my business using the website here as a guide: **[LINK]**



USE AI TO HELP YOU WRITE A COMPELLING OFFER

Paste the prompt in ChatGPT to help write your offer or event description.

🧠 Advanced Prompt

Prompt:

You are an expert tourism copywriter crafting high-performing winter offers for the Discover Tasmania “Off Season” campaign.

Your goal: write irresistible short-form copy that increases click-through and conversions by evoking sensory, emotional, and experiential cues.

Input details:

- Business name: [insert name]
- Offer type (choose one): **Accommodation, Attraction, Event, Food & Drink venue, Hire, Tour, Transport**
- Offer description: [insert short details of the offer, including what's included, timing, or price]
- Price (if relevant): [insert]
- Key experience or value add: [insert highlight or sensory hook]

Output:

1. **Title** (max 55 characters including spaces) — clever, memorable, possibly with a wordplay twist.
2. **Offer description** (max 350 characters including spaces) — sensory, immersive, story-led and emotionally engaging.

Apply these data-backed creative rules:

- Use **numbers** for clarity (e.g. “Stay 3, Pay 2”).
- **Start with a feeling or action** — verbs like savour, drift, plunge, bask, indulge.
- Avoid “learn,” “come and see,” or instruction-style phrasing.
- Pair **winter cues** with tangible sensory actions (steam, sip, soak, glow, thaw).
- **For Food & Drink venues**, describe textures, flavours, aromas.
- **For Accommodation**, build a micro-story that lets readers imagine the stay.
- **For Attractions and Events**, highlight atmosphere, emotion, and participation.
- **For Tours**, focus on intimacy, storytelling, or expert guidance.
- **For Hire and Transport**, show how the journey itself becomes part of the winter experience.

Tone:

Warm, witty, sensory, and distinctly Tasmanian — celebrating the Off Season’s bold, moody character.

Additionally ensure the tone is authentic to my business using the website here as a guide: [LINK]

Deliver 3 variations with different tones:

- **Playful** (clever or cheeky)
- **Premium** (elegant, sensory, indulgent)
- **Adventurous** (active, curious, exploratory)



WHAT HAPPENS NEXT?



*Please note – events don't go through this process and can be added directly to ATDW.

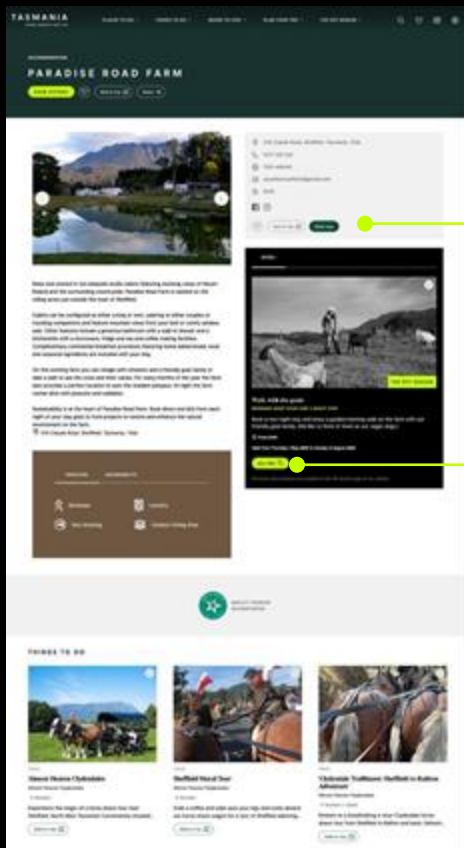
YOUR OFF SEASON OFFERS AND EVENTS WILL FEATURE THROUGHOUT THE WEBSITE AND APP

The “Get Offer” and “Go to Event” buttons are designed to be eye-catching and draw users’ attention. When clicked, these buttons take users to your website where they can make a booking.

All offers
appear on
DT
website
and App



FROM HERE, IT'S IMPORTANT THAT THE JOURNEY TO BOOK IS AS EASY AS POSSIBLE



Clicks from here take visitors to your landing page – based on the URL provided

To make the journey booking on your site seamless, **create a landing page with:**

- **Consistent** offer imagery
- **Engaging visuals** to enhance appeal (beyond the main image)
- **Off Season branding** to link it to the broader campaign
- **Clear, simple details** of the offer and how it works
- Any **extra detail** needed for booking
- **Clear booking 'call to action'** to complete the journey
- **Online booking option** – these perform better than 'on request'/'contact us'

THEN, IT'S ABOUT GETTING EYES ON YOUR OFFER

To assist you with promoting your offers & events in 2026,
Tourism Tasmania will share a **Promotion Toolkit** with guidance on

Sending an email to
your database with
details of the offer

Update your
website to make
your offer or event
easy to find & book

Adding your
offer to email
signatures

Promoting
your offer on
social media

Coming January 2026 (with templates)

NEXT STEPS

DIDN'T TAKE NOTES? DON'T SWEAT IT

We'll send you the **Offer Toolkit** containing all the details in this presentation on how to craft a compelling Off Season offer.

Or you can download it on the Tourism Tasmania corporate website.

NEED HELP? WE'VE GOT YOU

For questions relating to your ATDW profile, email atdw@tourism.tas.gov.au.

To keep up to date with the Off Season make sure you're subscribed to our **industry newsletter**.

For **questions about creating your Off Season offer/event or submitting via the form**, reach out to your regional tourism organisation for guidance and advice.

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Ph: 0406 210 919
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TASMANIA

THE OFF MAY-AUG SEASON 2026

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COME DOWN FOR AIR

