

CREATE
YOUR
OFFER

THE OFF MAY-AUG
SEASON 2026

TASMANIA

COME DOWN FOR AIR





THE OFF
SEASON
MAY-
AUG
2026

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1.0 INTRODUCTION



The idea behind — The Off Season

Aussies are not great at wintering. We're a summer country through and through, hardwired to chase the sun. We avoid winter either by heading up north or hibernating until it's over.

IN TASMANIA, IT'S PREDICTABLY COLDER BUT
THAT MEANS TASMANIANS DO WINTER PROPERLY.

Log cabin cosiness, hot drinks and whisky by the fire and frosted snowy wonderlands. Winter is also when Tassie's unique creative spirit and anti-ordinariness comes to the fore. Vibrant arts scene and avant-garde festivals. Packed full of sensory-stimulating experiences. We go full winter from relaxing in comfort to being reinvigorated in stimulation.

So let's remind the rest of Australia that there's joy to be had in the colder months. That winter is a season worth embracing rather than escaping. Instead of being just summer people, can we convince mainlanders to become winter people too?

2.0 OFF SEASON 2026

Our look and feel

Winter is where Tasmania gets a bit 'Off'. It's the season where things get wild, weird and wonderful. To celebrate Tasmania coming to life during the winter, we wanted to do something totally anti-ordinary and different for the tourism marketing category; a campaign entirely in black and white. In a category that relies on picturesque scenes, and vivid colours, our black and white campaign has proven to achieve cut-through in an over-saturated category. We've paired our black and white photography with eye-catching neon text colours, picking the boldest and most striking to stand out and fit the tone of our campaign. In 2024 and 2025 we went all in on one colour, a bold key lime green, which will continue to feature in 2026.

The Off Season — is

- 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

The Off Season — is not

- 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

3.0 KEY DATES

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Key dates — for industry

We know it's tough to think ahead to winter, especially as we approach the busy summer period. However, research tells us prospective visitors are looking to book their next trip 3-6 months ahead, so we need to be ready.

Offers also inform campaign decision-making, so having them early provides operators with the greatest chance at being featured in our marketing campaigns and promotional activities.

- **3 NOVEMBER 2025** Tourism Operators invited to submit their Off Season offer.
- **12 DECEMBER 2025** Off Season offers received by this date to go live in first round.
- **EARLY FEBRUARY 2026** First round of Off Season offers go live.
- **6 MARCH 2026** Last day for Off Season offers to be received.
- **31 MARCH 2026** Late March Off Season advertising campaign commences.
- **1 MAY 2026** Off Season offer redemption period commences.
- **31 AUGUST 2026** 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 on the [ATDW website](#).

The Department of State Growth have some great video resources to help with ATDW and setting up a profile.

4.0 CAMPAIGN OVERVIEW

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2026 campaign idea — Become A Winter Person

Not everyone's a winter person.
But Tasmanians eat winter for breakfast.
We dress for the weather.
Grow in the dark. And absolutely nothing is off the table.
So whatever keeps you warm at night, is cool with us.
Join us. It might take a little courage, but you might just find
you're a winter person too.

OUR APPROACH

The Off Season marketing campaign will officially launch in late March 2026. Whilst NSW, VIC, QLD, ACT, SA and WA will be the primary target markets for the campaign, we'll also be encouraging Tasmanians to get amongst the Off Season.

Off Season advertising will appear across TV, cinema, online video, out of home billboards, digital audio (inc podcasts), online display and social media.

Some pre-launch activity will also begin in early February to attract people searching for winter holiday inspiration online and to reengage existing subscribers — driving them to the Discover Tasmania website to explore first round offers, submitted by 12 December 2025.

HOW IT WORKS

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 offer's 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.

In previous years, our marketing campaign has focused on driving awareness of the Off Season. In 2026, we are shifting our focus to be more focused on conversion (i.e. driving offer bookings). To help with this we're looking at the process from end to end, including optimising the website with a new and improved user journey that makes it easier for people to search and filter offers by interest area, region, and travel dates.

5.0 PARTICIPATE**SUBMIT YOUR
OFFER HERE****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 in the Off Season before you're welcome to submit the same offer, an evolution of your offer, or something new altogether.

— In each case, you'll still need to submit your offer via our **online form**. Please refer to **3.0 Key Dates** for 2026 timings.

NEW TO THE OFF SEASON?

All you need to do is share your exclusive 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 2026, please work through this toolkit and follow the steps to create your offer.

**WHY YOU SHOULD PARTICIPATE
IN THE OFF SEASON**

The Off Season is entirely driven by tourism operators and their offers, without your participation there would be no Off Season. The more operators that participate, the more visitors will feel that there is heaps going on during winter; beyond the more famous winter events.

6.0 CREATE YOUR OFFER

In previous years our marketing campaign has focused on driving awareness of the Off Season. In 2025, we shifted our focus to conversion (i.e. driving offer bookings). In 2026, we remain focused on driving conversion for our operator offers and events. To help with this we are improving the process for both operators and visitors. This includes the industry masterclasses we ran on how to create a compelling offer, upload your offer, and prepare your website – the basics of which are covered in this toolkit. Our second toolkit focused on how to promote your offer will be released in early 2026.



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 exclusive winter visitor experience.

The most compelling offers are:

1. A uniquely Tasmanian experience
2. Embrace the joys of winter
3. Tell a simple story of your offer that evokes warmth and emotion.
4. Use eye-catching imagery, a snappy title and clear call out.
5. Specific about a target audience
6. Focus on how it adds value to the trip, not just the discount offered

Some thought starters:

- Have you been considering a new winter experience that you can trial this Off Season?
- Can you create a special Off Season menu, or even a single menu item?
- Is there a hands-on experience you can offer or include as part of a package?
- Is there a like-minded business you could partner with to create an Off Season package?
- Can you teach your visitors something interesting, or engage an expert to do so?
- Could your property become something different for the Off Season – perhaps an artists' studio, a writers' retreat, an event space...even a place to celebrate ghosts?
- Is there a winter community project not considered 'tourism' that guests can participate in?
- Can you create an offer that leverages a winter event?



EVENTS AND THE OFF SEASON

Winter events and festivals will again feature throughout The Off Season activity. To have your event featured, simply create an Event Profile in ATDW. This allows your event to be found in the What's On pages and also The Off Season Event pages on the Discover Tasmania website and app.

You will need to have all details about your event before you can submit your Event Profile in ATDW, including your event booking URL. Please contact us if you need some help when you're ready to create one. If your event is part of a festival or major event, please include this within the description.

OFFERS VS EVENTS: QUICK GUIDE

Offers are ongoing experiences available throughout winter that guests can book anytime—think accommodation packages, tour experiences, hire services, attraction deals, and food & beverage offerings like degustation menus or whisky tastings.

Events are time-specific happenings on set dates that are open for public booking—including festivals, performances, workshops, classes, and exhibitions.

The key difference for pop-up experiences: if it's bookable by the general public on specific dates (like a murder mystery dinner open to anyone), it's an Event. If it's exclusive to existing guests or bundled with another product (like a murder mystery evening only for hotel guests), it's an Offer. Simple rule: can anyone book it for a specific date? That's an Event. Is it available throughout The Off Season or guest-exclusive? That's an Offer.

TO GUIDE YOUR OFFER CREATION, START WITH THE ATDW CATEGORY YOUR BUSINESS FALLS INTO:

- Accommodation
- Attraction
- Event
- Food & Drink venue
- Hire
- Tour
- Transport

THEN, THINK ABOUT HOW ONE OR MORE OF THE FOLLOWING INTEREST AREAS COULD APPLY TO YOUR OFFER. THIS IS HOW OFFERS WILL BE CATEGORISED ON THE WEBSITE:

- Arts and Culture
- Family and Kids
- Food and Drink
- Health and Wellbeing
- History and Heritage
- Nature and Wildlife
- Outdoor and Adventure

ONCE YOU HAVE AN IDEA FOR YOUR OFFER, REFER TO THESE HELPFUL TIPS TO KEEP YOU ON TRACK:

- 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 also highly attractive.

7.0 SUBMIT YOUR OFFER

Theatre Royal

7.0 SUBMIT YOUR OFFER

How to — submit your offer

SUBMIT YOUR
OFFER HERE

From now until 6 March 2026, enter your offer details into our [online form](#). Once it's approved, we'll add your offer to your Australian Tourism Data Warehouse (ATDW) profile for you.

You can submit up to three offers which will be published on your ATDW profile. The following information is required separately for each offer:

ATDW information

Providing your ATDW listing name, profile number and the URL of your ATDW listing on discovertasmania.com.au helps Tourism Tasmania match your offer with your profile.

Offer contact information

Please ensure you have a contact name, phone number and email address for your offer. This information is for Tourism Tasmania use only, not for publishing on the website.

Offer title

Your offer title is important. Focus on your unique selling point, but do not include any retail-style language such as 'stay 3, pay 2'. Save that for the offer description, if applicable. Maximum 55 characters including spaces.

Offer description

Consider what visitors would need to know to make a decision about your offer. This might include duration, inclusions, how many people can participate and what they will experience. If you have a value-add, this is where you can include the value. Maximum 350 characters including spaces.

Date range your offer is bookable

To have your offer published on the Discover Tasmania website and app, it must be bookable or at least able to be enquired about via your website. Please provide the start and end dates your offer is available to be booked.

This must be between 1 February – 31 August 2026. If you specify an end date prior to 31 August, it will be automatically removed then.

Date range your offer is redeemable

This is the period of time your offer can be taken up, and must be between 1 May – 31 August 2026.

Price

Provide the total price a visitor will pay for your offer. This should include any critical pricing terms and conditions. This could include 'per person', 'twin share', 'minimum 4 people', 'minimum 2-night stay' or 'starting from' where rates are variable from 1 May – 31 August 2026. Remember, any bonus value can be included in the offer description above, if applicable.

Terms and conditions

Outline your terms and conditions upfront. This might include 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. For example: "Full terms and conditions are available on the Off Season page on our website."

Image

Please provide one image that represents your offer in the following specifications: Landscape orientation, 1,600 pixels wide x 1,200 pixels high, full colour, no text or logo overlay, less than 3MB file size.

Alternate image text

Please describe what your images shows for accessibility purposes. Maximum 100 characters, including spaces.

Photography credit

Please supply the photography credit for this image, and ensure you have appropriate usage rights (if applicable).

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. See page 20 for advice. 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.

Legalities

Please ensure you have the appropriate licences, permits and insurance required to operate and deliver on your offers and events.

8.0 GO LIVE WITH YOUR OFFER

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. Offers received by 12 December 2025 will be considered for marketing activity inclusion. Offers received after that date but before 6 March 2026 may also be included where possible. All approved offers will start appearing live on the Discover Tasmania website and app from February 2026.

The offer submission form will be open until 6 March 2026 and no new offers will be accepted after this. All offers will be published and live on our website by 31 March 2026.

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

We'll be in touch throughout the process of publishing your offer and throughout the Off Season with regular updates.

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 2026.
- 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.
- Our second toolkit focused on how to promote your offer will be coming in early 2026.

How your offer will look — on our website and app

Your offer(s) will display on [DiscoverTasmania.com.au](#) and the [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.

Why it's important to have a — dedicated landing page for your offer

A dedicated Off Season page helps you create a focused, consistent, and measurable user experience, driving better overall results. Here’s how it benefits your offer:

Improve User Experience: Users can quickly find the information they need, enhancing their experience and reducing bounce rates.

Consistent Messaging: You can ensure the messaging on this page aligns perfectly with what’s featured on the Discover Tasmania website or app, creating a seamless experience across platforms.

Higher Conversion Rates: By focusing on a single call-to-action, like booking, the page directs visitors to take the desired action, improving conversion rates.

Better Analytics and Insights: A dedicated page gives you precise data on how many people visited and interacted with the offer, allowing you to track its success.

SEO Benefits: The page can be optimised to rank for specific keywords related to your Off Season offer, helping to attract more organic traffic.

Enhanced Paid Advertising: If you run ads, you can link directly to this landing page, increasing the relevance and effectiveness of your campaigns.

How to develop a — landing page for your offer

When creating a landing page, the goal is to make it easy for users to understand and book your offer. Here are some key considerations:

Consistent Imagery: Build familiarity and trust by using the same visuals featured in your offer and on the Discover Tasmania website or app.

Engaging Visuals: Include additional images that capture the essence of the offer and enhance the story of the experience.

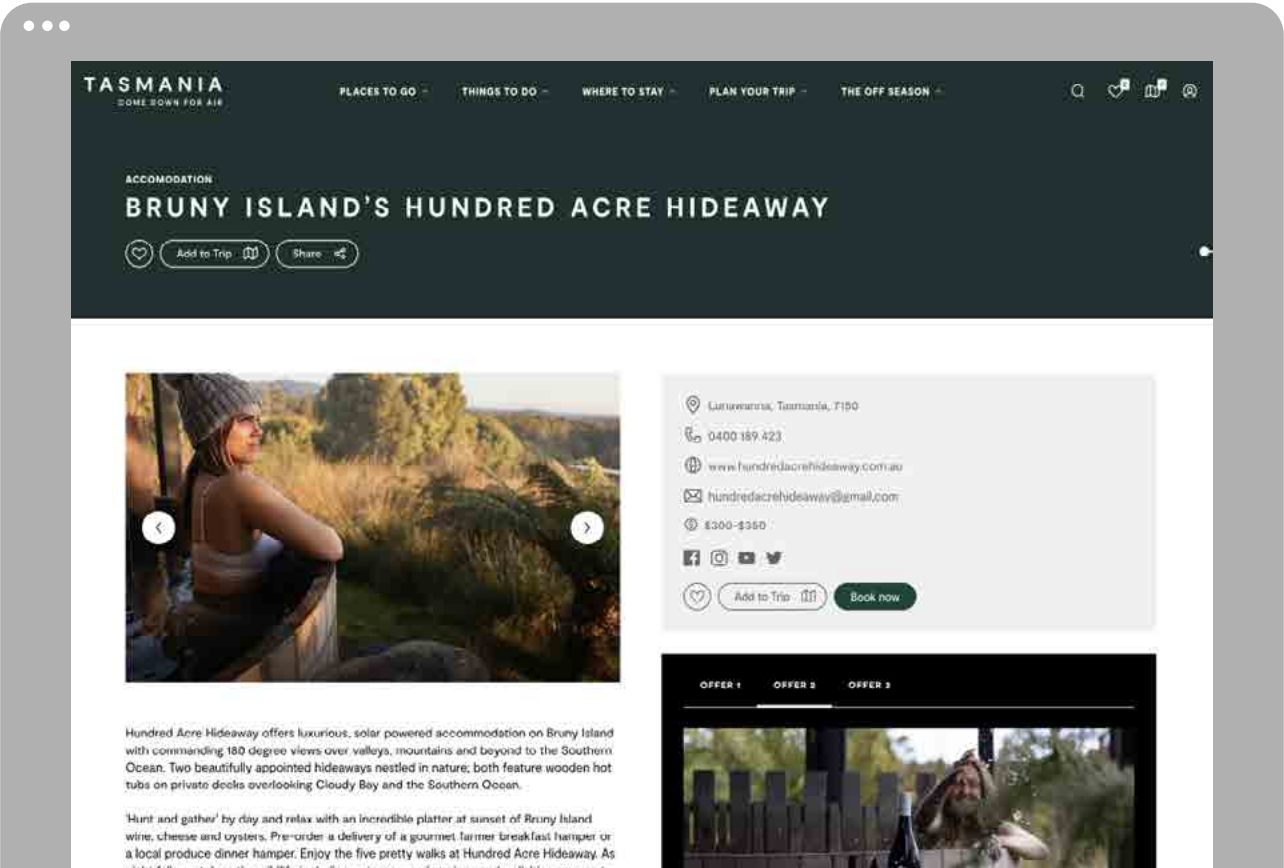
Off Season Branding: Incorporate the Off Season logo to reinforce campaign recognition and consistency.

Offer Details: Ensure information is clear, simple and details how the offer works.

Additional Booking Information: Provide any extra details that support the booking process, such as terms and conditions or special inclusions.

Seamless Booking: Ensure the booking process is smooth with prominent calls to action placed at both the top and bottom of the page for easy access.

Online booking option: These perform better than ‘on request’/‘contact us’.



9.0 CONTACTS



9.0 CONTACTS

Where to —
get help

- Submit your offer when ready via our [online form](#).
- To keep up to date with Off Season news make sure you're subscribed to our [industry newsletter](#).
- For questions relating to your ATDW profile, email atdw@tourism.tas.gov.au.
- Have a question about the Off Season? Email industry@tourism.tas.gov.au
- If you need help creating your Off Season offer or submitting via the form, you can also talk with your regional tourism organisation for guidance and advice.

Visit Northern Tasmania

Contact: 0447 671 182; rachel@visitnorthtas.org.au

Destination Southern Tasmania

Contact: 6223 5650; dstadmin@southerntasmania.com.au

East Coast Tasmania

Contact: 0411 892 717; industry@eastcoasttasmania.com.au

West by North West

Contact: 0406 210 919; meg@wxnw.com.au

THE OFF MAY-AUG SEASON 2026

INDUSTRY TOOLKIT

Now you know how to create an offer, our second toolkit focused on how to promote your offer will be coming in early 2026.

Stay tuned.

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