

PROMOTE YOUR OFFER INDUSTRY TOOLKIT

THE OFF MAY-AUG
SEASON 2026

TASMANIA
COME DOWN FOR AIR



USE THIS TOOLKIT AS A GUIDE TO PROMOTE YOUR 2026 OFF SEASON OFFERS & EVENTS

It contains:

- Ways to participate in the campaign
- Practical tips to optimise your website, email and social media marketing
- Ready-to-use templates for promoting your offer or event online
- AI prompts to help you quickly and easily generate captions or descriptions



PROMOTING YOUR OFFER BOOSTS EXPOSURE FOR YOUR BUSINESS AND STRENGTHENS THE OFF SEASON

Tourism Tasmania will be promoting the Off Season and offers to both Interstate and Tasmanian audiences in various formats from the 30th March 2026.

Use this toolkit to:

1. Generate awareness of your offer

Align your offer with the Off Season's distinctive look and feel to increase your visibility and connect with visitors actively planning winter trips.

2. Turn awareness into bookings

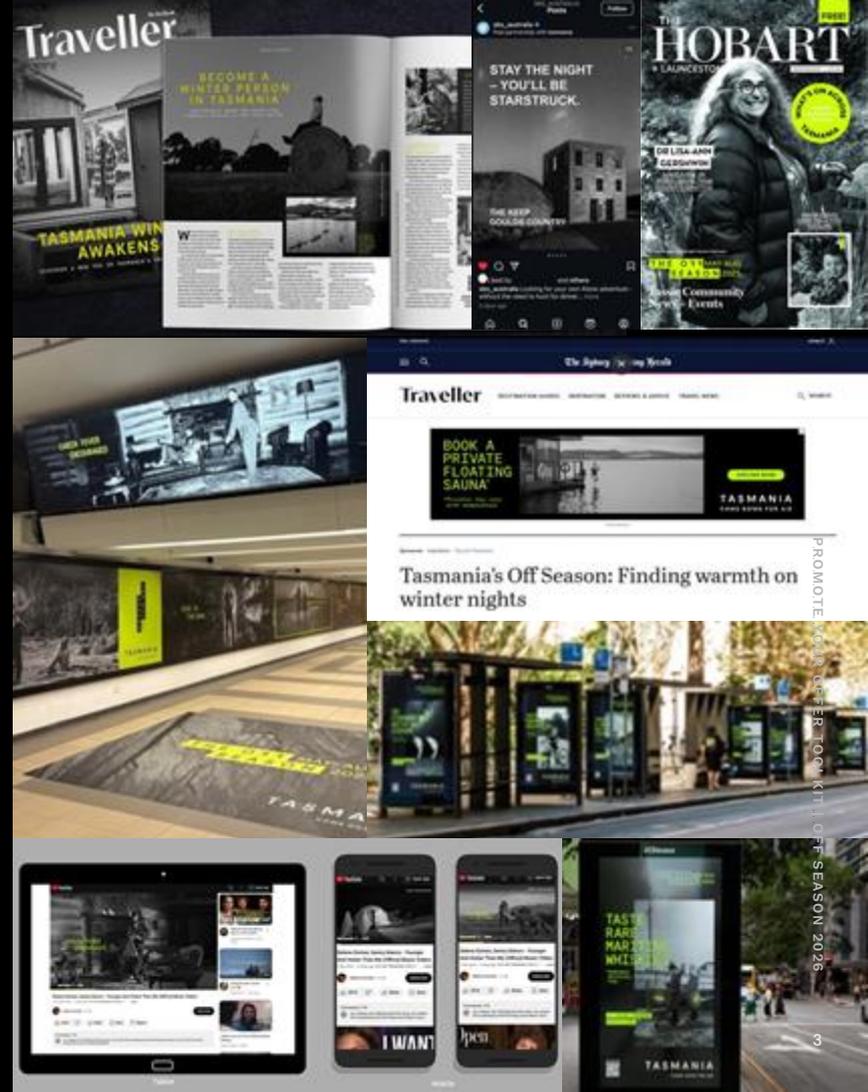
Engage directly with potential visitors through your own channels to promote your offer, answer questions, build trust, and convert interest into confirmed bookings through personal interaction.

3. Save time with ready-made templates

We've created templates with the Off Season branding already built in to make promoting quick and easy. Just add your offer details, your photos, and share.

4. Join forces for more impact

By participating in the campaign and collaborating with other local operators, you help grow winter tourism demand—benefitting your business.



HOW TO PROMOTE YOUR OFFER

We know your time is precious, so we've split our marketing tips into two simple sections.

START HERE:

ESSENTIALS TO PROMOTE YOUR OFFER

These are the easy wins, quick tips and must-do actions to make your business and offer more visible as part of the Off Season.

SLIDE 5

EXTRA TIPS TO PROMOTE YOUR OFFER

Once you've nailed the essentials, these bonus tips and resources can help you add polish, stand out even more, and make the most of the Off Season buzz if you've got a little extra time to spare.

SLIDE 17



If you see this icon throughout the deck, it means you can use [AI tools](#) to help you. Click on each to see some examples of prompts to help.

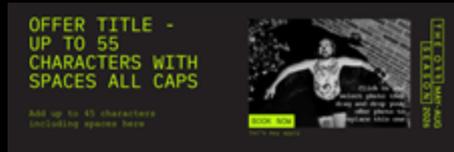
02 ESSENTIALS TO PROMOTE YOUR OFFER



Jo Duck, Theatre Royal, Hobart

IF YOU ONLY DO 3 THINGS, MAKE IT THESE

01 ADD AN OFF SEASON BANNER TO YOUR WEBSITE HOMEPAGE



Immediately show visitors to your website that you're part of the Off Season campaign and have a special offer or event—making it easy for them to find and book before they even scroll.

SLIDE 7

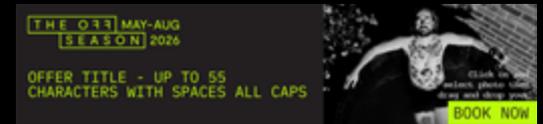
02 CREATE SOCIAL POSTS AND ENGAGE WITH YOUR AUDIENCE



Create high-quality social posts using the Off Season Canva templates. Post your offer to socials and spend just 30 min per week liking posts, responding to your followers and resharing their content.

SLIDE 9

03 ADD AN OFF SEASON BANNER TO YOUR EMAIL SIGNATURE



Your email signature is a simple way to promote the Off Season every time you send an email. Add an Off Season banner to the signature of all your customer-facing email accounts.

SLIDE 12

See the promote your offer checklist

SLIDE 16

USE OUR CANVA TEMPLATES TO CREATE AN OFFER BANNER FOR YOUR WEBSITE

Templates to use:

- Website banners (16:9 aspect ratio) – page 5&6 in Canva
- Website banners (3:1 aspect ratio) – page 7&8 in Canva

[Click here to use templates](#)

[Click here for a quick intro to Canva](#)

How to use them:

1. Replace the text with your offer title and key details.
2. Drag and drop in your image (the template will automatically make it black and white).
3. Choose your call-to-action (CTA): 'Learn More' to engage or 'Book Now' to convert, depending on your goal.
4. Export as a 'PNG' and upload the image to your website.



1200 x 400 (3:1) banners, for website or email



1920 x 1080 (16:9) banners, for website, email or horizontal screen advertising

WEBSITE

MAKE YOUR OFF SEASON OFFER IMPOSSIBLE TO MISS

Your homepage is your website's front door. Visitors should immediately see that you're part of the Off Season and understand how to book.

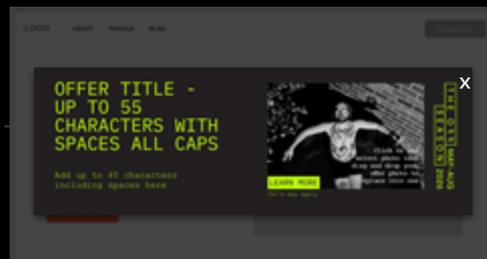
STEP 1: Put your offer at the top of your webpage

Place your Off Season offer before visitors have to scroll down the page.

Use clear headlines that are specific to your offer with keywords like "winter," or "Off Season".

Ways to feature it:

1. Announcement bar across the top
2. Hero banner image with text overlay
3. Pop-up message when the page loads



STEP 2: Make booking easy

Add a clear call-to-action button near your offer with action words like:

- "Book Now"
- "Get offer"

Make your button stand out with bold colors and prominent placement so the user is clear on what they should do next.

SEO TIP: ADD ALT TEXT TO IMAGES

When you upload images to your website, use the "alt text" or "image description" field to briefly describe *what matters* in the image. It helps search engines understand your content and boosts the accessibility of your page.

More tips on creating a landing page : [SLIDE 21](#)

USE THE OFF SEASON CANVA TEMPLATES TO CREATE A SOCIAL POST ABOUT YOUR OFFER

Templates to use:

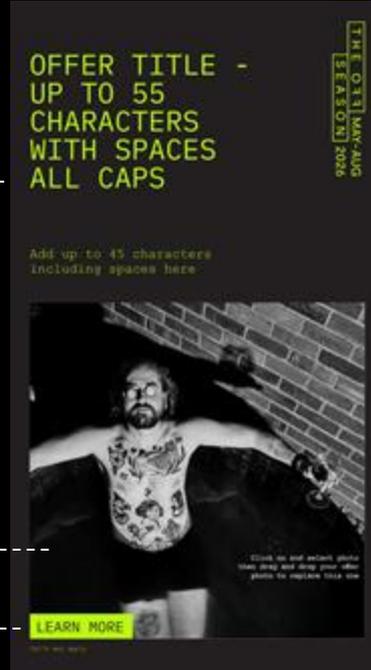
- Instagram & Facebook in-feed posts (4:5 aspect ratio) – page 1&2 in Canva
- Instagram & Facebook Story & Reels covers (9:16 aspect ratio) – page 3&4 in Canva

[Click here to use templates](#)

[Click here for a quick intro to Canva](#)

How to use them:

1. Replace the text with your offer title and key details.
2. Drag and drop in your image (the template will automatically make it black and white).
3. Choose your call-to-action (CTA): 'Learn More' to engage or 'Book Now' to convert, depending on your goal.
4. Export as a 'PNG' and upload the image to your website or social channels.



1080 x 1920 (9:16)
9:16 social media,
Vertical screen advertising



1080 x 1350
4:5 social media

POST WITH AN ENGAGING CAPTION

It's a quick way to catch attention, share what makes your business special (your point of difference), and encourage visitors to take the next step—whether that's clicking to learn more or booking now.

KEEP IT CONCISE AND AUTHENTIC

Aim for clarity and impact in as few words as possible.

The caption should make it clear what the offer includes and how people can experience it.

LEAD WITH A STRONG HOOK

Draw them in with the offer or moment: *"Slow down this winter. Our cosy Off Season experience is now live."*

Ask a question, share a surprising fact, or make a bold statement related to your offer *"Unmissable behind-the-scenes tour exclusive to the Off Season"*.

MAKE IT ASPIRATIONAL

Help people imagine themselves enjoying your experience using emotive language to evoke feelings and inspire memories, turning interest into desire.

DRIVE ACTION WITH A SIMPLE CALL-TO-ACTION

Like "Tap to learn more" or "Link in bio" or "Tag a friend who'd love this!"

ADD RELEVANT HASHTAGS AND TAG LOCATIONS

Add regional and Tourism Australia hashtags for greater reach:
 #TassieOffSeason
 #DiscoverTasmania
 #SeeAustralia
 #hobartandbeyond
 #visitnortherntasmania
 #eastcoasttasmania
 #northwesttasmania



AI can help!
[Click here](#)



POST DURING THE OFF SEASON AND ENGAGE WITH YOUR AUDIENCE

HOW OFTEN TO POST?

Aim for 1–2 posts per month during the Off Season period (May–August).

- This keeps your offer visible without overwhelming your busy schedule.
- Consistency matters more than **volume**—choose a pace you can maintain.

WHEN TO POST?

Schedule your posts for peak times to maximise visibility:

- **Time of day:** Between 9am–7pm when people are most active online.
- **Day of week:** Monday–Thursday see the highest engagement. Avoid weekends when activity drops.

Not only will posting boost your offer's visibility but it also helps add to the 'event' of the Off Season, strengthening overall demand for winter travel to Tasmania.

TIP: SAVE TIME BY SCHEDULING YOUR POSTS

Plan your social posts ahead of time so you don't need to be online every day.

Try these free tools:

- [Meta Business Suite](#) (free, perfect for Facebook & Instagram)
- [Buffer](#) (free plan includes 10 scheduled posts per social account)



Jo Duck, Freycinet Marine Farm

SMALL ACTIONS, BIG REACH

Spending just 30 minutes per week engaging with your audience puts your business in front of new people—without creating new content.

- Like and comment on posts you're tagged in
- Reply to questions and queries in posts or direct messages – it's a great way to gauge interest and build a loyal community.
- Reshare customer content to your Stories (with their permission). User-generated content drives **5x more engagement**.
- Engage with local tourism accounts – comment on Tourism Tasmania posts and other operators' posts.

When you interact with others' content, you appear in their followers' feeds, naturally expanding your visibility.

USE OUR CANVA TEMPLATES TO CREATE AN OFFER BANNER FOR YOUR EMAIL SIGNATURE

Templates to use:

- Email banners (3:1 aspect ratio) – page 7&8 in Cava
- Email Signature (4:1 aspect ratio) –page 9&10 in Canva

[Click here to use templates](#)

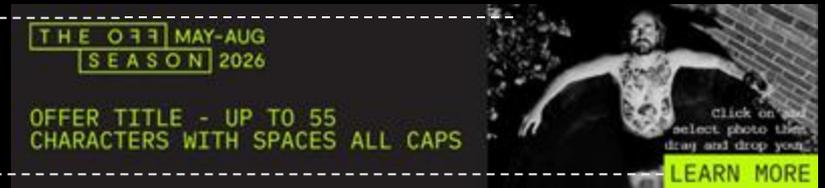
[Click here for a quick intro to Canva](#)

How to use them:

1. Replace the text with your offer title and key details.
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1200 x 400 (3:1) banners, for website or email



650x150 (4:1) email signature banner

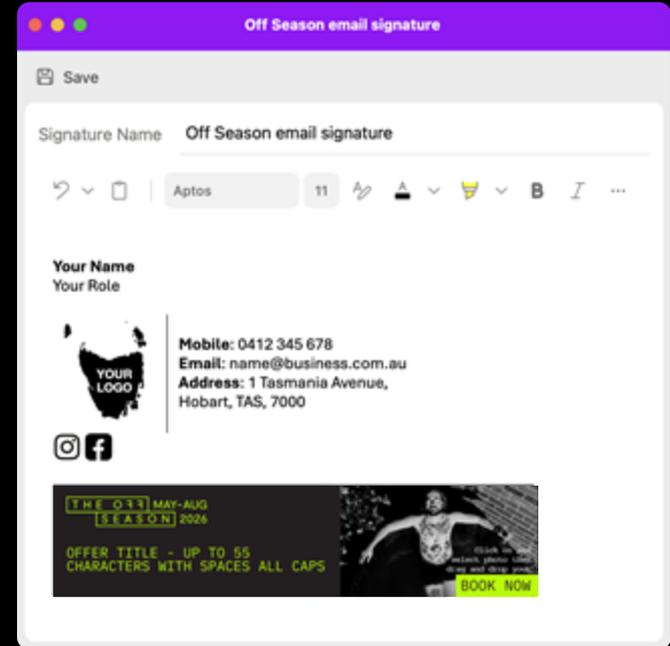
TURN EVERY EMAIL INTO AN OPPORTUNITY TO PROMOTE YOUR OFFER

How to add your offer to your email signature in Outlook:

- 1. Open your email settings**
Search for "signature" in your email app
- 2. Insert your Off Season banner**
Use one of the banners you created with our templates (copy and paste it in)
- 3. Make your banner clickable**
Right-click the banner (or use Ctrl+K on PC / Command+K on Mac) and hyperlink it to your offer page or homepage.
- 4. Roll it out to your team**
The more people using it, the more exposure your offer gets

If you use Gmail, follow the steps in this [handy guide](#).

 **TIP:** Send a test email to yourself and check it on your phone and computer. Make sure the banner looks clear and the link works, then you're good to go!



HAVE QUESTIONS? REACH OUT HERE

RTO SUPPORT

Tasmania's four RTOs provide regional visitor economy leadership and connect operators to programs and support year-round – including the winter months.

Visit Northern Tasmania

Ph: 0447 671 182
rachel@visitnorthtas.org.au

Destination Southern Tasmania

Ph: 6223 5650
dstadmin@southerntasmania.com.au

East Coast Tasmania

Ph: 0411 892 717
industry@eastcoasttasmania.com.au

West by North West

Ph: 0406 210 919
meg@wxnw.com.au

STAY UPDATED

Make sure you're subscribed to our [industry newsletter](#) for the latest news and updates on the Off Season.

HELPFUL VIDEO RESOURCES

The Department of State Growth have some [great video resources](#) to help with promoting and converting your offer.

OFF SEASON SUPPORT

For questions about the Off Season and promoting and converting your offer, email industry@tourism.tas.gov.au

03 PROMOTE YOUR OFFER CHECKLIST

THE OFF
SEASON



Jo Duck, West Coast Wilderness Railway

CHECK OFF THESE WAYS TO PROMOTE YOUR OFFER & EVENT

A good page save or print to refer back to!

ON YOUR WEBSITE

Think about how visitors find and use your website—make booking simple and straightforward.

- Add an Off Season banner to your homepage using our ready-made templates to highlight your offer.
- Optimise your homepage to make it easy to find and book your offer.
- Optional:* Create a dedicated webpage to give more detail about your offer and book it.

ON SOCIAL MEDIA

Engage directly with your followers & potential customers and broaden awareness of your business.

- Post an image of your offer (use our customisable Canva template to help you create it!).
- Use hashtags and relevant winter keywords to increase reach.
- Reshare posts from customers enjoying your experiences.
- Optional:* Schedule your posts ahead of time.
- Optional:* Get creative with different content options.

ON YOUR EMAILS

Turn every email into an opportunity to share your Off Season offers.

- Add your offer to your email signature using our template.
- Optional:* Create a dedicated email to highlight all that you have on offer this winter.

 **Don't forget!**

WHEN THE OFF SEASON ENDS

- Remove banners from your email signature and website.
- Archive your offer landing page on your website.
- Save any learnings, banners, posts and content you made for next year.
- Complete Tourism Tasmania's survey at the end of the Off Season campaign so we can improve resources like these for next year.

TOOLS TO HELP CREATE AND PROMOTE YOUR OFFER

OFF SEASON CANVA TEMPLATES

To create branded [web banners](#), [social posts](#), [emails and signatures](#)

CONTENT SCHEDULING TOOLS

Create now, post later using tools like [Meta Business Suite](#) and [Buffer](#).

STATE GROWTH VIDEO LIBRARY

Use [Great video resources](#) to help with promoting and converting your offer

AI TOOLS

Use [ChatGPT](#), [Gemini](#) or [Claude](#) to draft content for web, social & more

VIDEO EDITING TOOLS

Use [CapCut](#), [InShot](#), [VN](#) and the editing tools in Instagram & Tiktok apps to easily create videos

SEARCH TERM TOOLS

Use [Google Trends](#) to find real-time search trends to inform content

LINK GENERATORS

Use [Linktree](#) to share many links from one place, and [Bitly](#) to shorten long URLs, customise your links, and track their performance. These are especially helpful in social.

04 EXTRA TIPS TO PROMOTE YOUR OFFER



Jo Duck, Aquila Eco Retreat

HOW TO USE THE OFF SEASON LOGOS

We've created Canva templates to make promoting your Off Season offer as easy as possible. But we know you might sometimes need formats we haven't covered—or you might prefer to design your own materials.

When that happens, you can still connect your offer to the wider Off Season campaign by adding the official logo to your designs. **Please replace any older versions from previous campaigns with this new logo.**

[Download logos here](#)

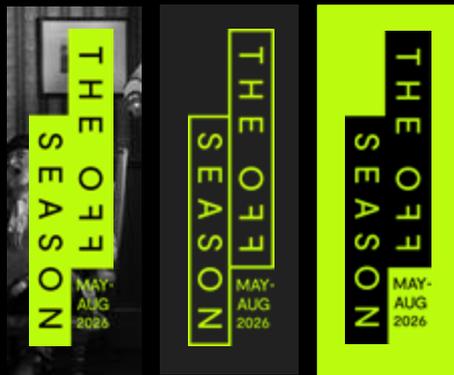
[ZIP file, 159KB] including JPEG and PNG formats.

DO

Choose the right logo for the work you're designing to:

- **Horizontal or vertical** – based on the space you have to work with
- **Green** – Your default. Use this most of the time & on darker backgrounds.
- **Outline** – For busy images where the logo should blend in.
- **Black** – For light-coloured backgrounds.

Horizontal Green



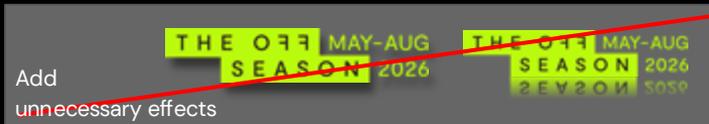
Vertical:

Green

Outline

Black

DON'T



HOW TO CREATE BLACK AND WHITE IMAGES IN CANVA

Tourism advertising typically uses bright, colourful images—but our black and white approach stands out and grabs attention in a crowded feed.

If you're creating your own materials and want to convert your colour photos to match the Off Season look, follow these steps:

1. Create a design and upload your image

Start a new design in Canva and upload your colour photo.

2. Convert to black and white

Select your image, click "Edit image," then choose "Filters" and select a black and white "mono" filter.

3. Adjust contrast and brightness

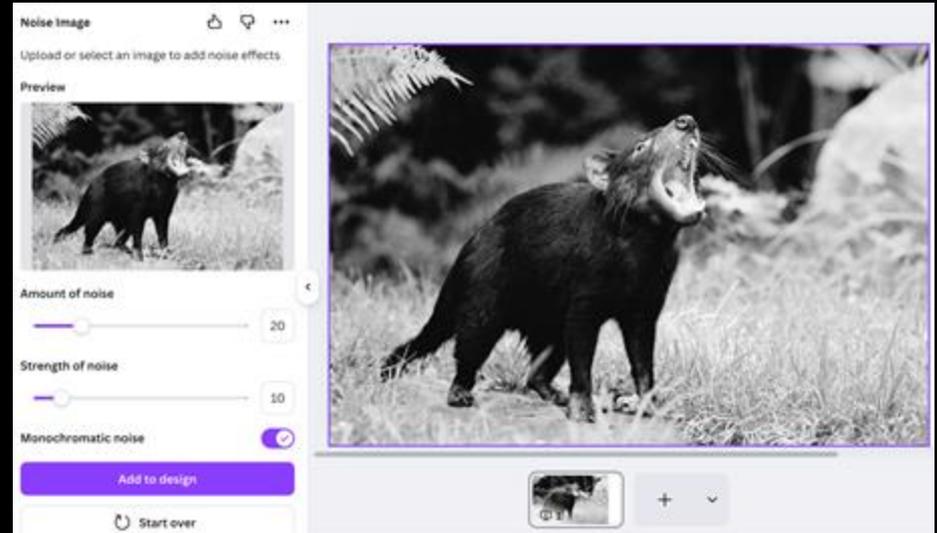
In the "Edit image" menu, use the "Adjust" tool to manually tweak contrast and brightness until your image has good depth.

4. Add subtle noise (optional)

This will apply a subtle graininess to your image. In the side menu, click "Apps" then search "Noise Image" select the matching app. Select your image and adjust the amount of noise to 20, strength of noise to 10 and tick "Monochromatic noise".

For print materials:

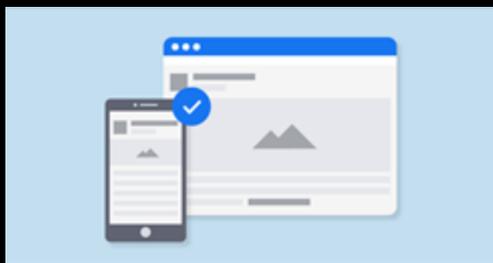
When downloading your design for print, go to "Share" → "Download" and select "PDF Print" as your file type. This automatically converts your design to CMYK color mode, which is what professional printers need.



MAKE YOUR OFF SEASON OFFER IMPOSSIBLE TO MISS

STEP 3: Optimise the rest of your website

Once your offer and booking button are in place, these improvements help visitors find information quickly and take action.



MAKE IT MOBILE-FRIENDLY

Ensure text is readable, buttons are easy to tap, and images display properly on small screens.

Why this matters:

- **55%** of Australians browse on mobile devices. Visitors discovering you through **social posts** or **email links** are likely on their phones
- Search engines prioritise **mobile-friendly sites** in rankings

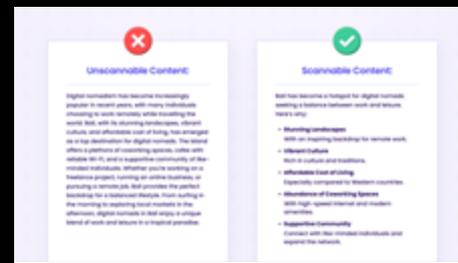


REMOVE CLUTTER

Remove unnecessary content so visitors can focus on your offer & what to do next.

Why this matters:

- A streamlined page leads to faster booking decisions and faster load times which rank your website higher in search
- **40%** of people leave websites that take more than 3 seconds to load



MAKE CONTENT SCANNABLE

Use clear headings, short paragraphs, and bullet points to break up text. This helps visitors quickly find what they need.

Why this matters:

- **61%** of website users will leave if they can't find what they're looking for within about five seconds
- Descriptive headings help search engines understand and prioritise your content in search results

CREATE A FOCUSED OFFER LANDING PAGE THAT DRIVES MORE BOOKINGS

A dedicated landing page gives your offer its own space on your website, making it easier for visitors to find, understand, and book.

Why it works:

- **Increases bookings**
Removes distractions and focuses visitors on one clear action: book now
- **Improves search visibility**
Google prioritises pages with relevant details and keywords, making your offer easier to find in searches

WHAT TO INCLUDE ON YOUR PAGE:

Essential elements:

- Hero image of your offer in with an eye-catching booking button
- Compelling headline and enticing description.
- Clear, simple details of the offer including any extra detail needed to help make an informed booking decision like how it works, what's included and experience details such as duration, times available, meeting point
- Total price including GST, including any additional fees or charges
- Terms & conditions and cancellation policy
- Clear booking call-to-action to complete the journey

Supporting details:

- Additional engaging visuals or videos to enhance appeal
- Guest reviews or testimonials
- Map or location link
- What to bring/ what to expect
- FAQs



Watch [this video](#) to learn how to create an effective offer landing page

TIP: Keep your offer image, headline, and description consistent across all platforms where you promote it, including ATDW and social media. This makes it easier for visitors to recognise, follow, and book your offer. Using Off Season branding will also help visitors understand that the offer is part of the campaign.

TIP: Online booking options get more bookings than 'contact us' or 'bookings on request' options as they allow immediate action.



AI can help!
[Click here](#)

HOW TO LEVEL UP YOUR SOCIAL MEDIA: CREATING VIDEOS

CREATE ENGAGING SHORT-FORM VIDEO

Short videos perform well on Instagram Reels and TikTok. They're perfect for showing your winter offer in action.

What to film:

- Quick tour of your experience or accommodation. You could show the offer through the guest's eyes (a POV) for immersive, emotional impact.
- Behind-the-scenes moments (like preparing a meal, setting up for guests, feeding animals, packing supplies or meeting your team)
- What guests will feel: the steam rising from a hot drink, crunching frost underfoot, wildlife encounters, warm interior moments. Prioritise **sensory visuals** and **authenticity** over perfection.

How to film:

- **Keep it short** – Start with 6–12 seconds, then you can test longer versions (25–30 seconds) to see what your audience prefers
- **Shoot vertically** – Hold your phone upright for full-screen viewing
- **Use natural light** – Film near windows or outdoors when possible
- **Vary your shots** – Capture a mix of wide shots, close-ups and detail

Easy editing tools

Add music, transitions, and text captions to your videos using:

- [CapCut](#), [InShot](#), or [VN](#), (free apps with some paid features)
- Instagram/TikTok editors (free, built-in to the apps)



Some examples of [@tasmania](#)'s best performing video content

TIP: Always add captions – Many people watch with sound off, and text captions on your videos make your content accessible

HOW TO LEVEL UP YOUR SOCIAL MEDIA: CAROUSEL POSTS

USE CAROUSEL POSTS TO CAPTURE ATTENTION

Carousel posts (multiple images in one post) let you guide people through your winter offer step-by-step. The more slides people swipe through, the more Instagram shows your post to others.

How to structure your carousel:

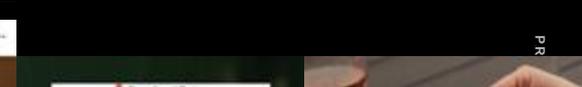
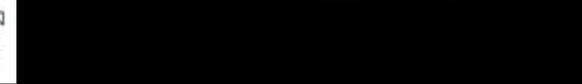
- Slide 1: Hook them**
 Start with a strong visual and clear message. You could use an Off Season template to instantly connect to the campaign.
- Slides 2–4: Show the journey**
 Take viewers through the experience—arrival, what's included, the atmosphere. Use black and white images to maintain the Off Season aesthetic.
- Final slide: Make booking easy**
 End with clear next steps: "Book at [your website]" or "DM us to book"

Carousel ideas:

- Guest journey – Show the full experience from arrival to departure
- Multiple offers – If you've submitted more than one offer, you can feature each across the slides.
- Local collaboration – Create a mini winter itinerary: your experience + nearby accommodation + where to eat

TIP: Carousels work well for telling a complete story.

Don't be afraid to use all slides if you have compelling content!



HOW TO CREATE AN EFFECTIVE OFFER EMAIL

Email is one of the most direct ways to reach people who've already shown interest in your business. A simple, well-crafted email can turn interest into bookings.

STEP 1: PLAN YOUR CONTENT

Focus on one clear goal

With busy inboxes, simplicity is key. Set a clear goal for your email, and use action-oriented language like "Book now" or "Claim your winter offer" to encourage customers to take that specific action.

Make it relevant and authentic

Write as if you're speaking directly to one person, not a crowd. Use "you" and "your" to bring them into the story. Share what makes your winter offer special from their perspective—help them imagine the experience, not just read about it.

Design for easy reading

People scan emails quickly. Use:

- Clear subheadings
- Bullet points
- Images that break up text
- Short paragraphs

STEP 2: BUILD YOUR EMAIL

You can create your email in Gmail, Outlook, or your preferred program.

[Canva has a handy guide here](#) and offers an AI feature to help you build emails quickly.

- Or you can reference the next page for a structure to follow.

STEP 3: TEST AND SEND

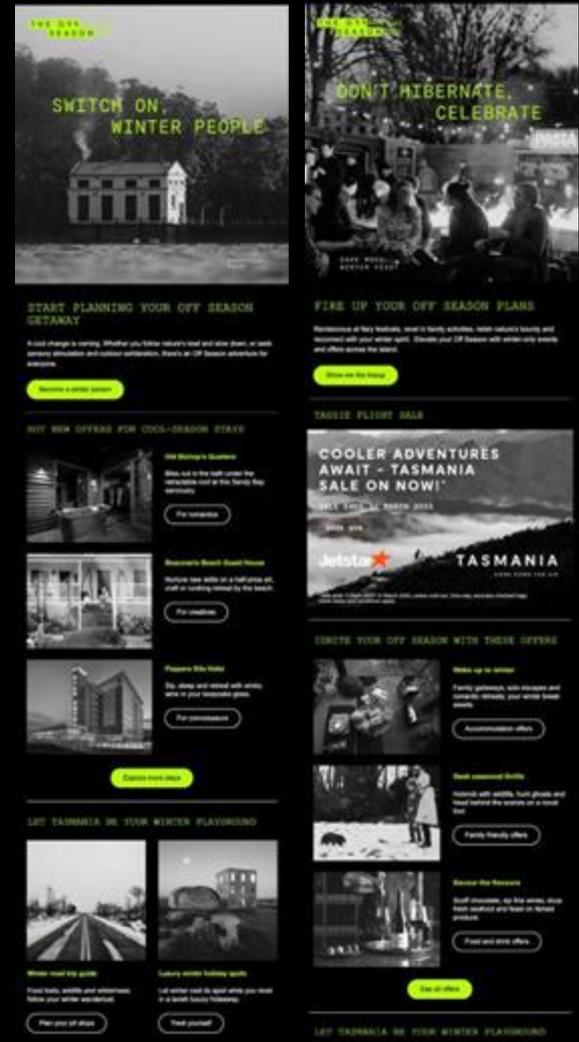
Test on mobile first

Most emails are opened on mobile devices. Send yourself a test and check it on your phone and in different email apps (Gmail, Outlook) to ensure everything displays correctly.

Time it right

Send mid-morning (9–11 a.m.) or mid-afternoon (2–4 p.m.) on Tuesday, Wednesday, or Thursday when open rates are highest.

Continue to the next slide for an example email structure



USE THIS EXAMPLE STRUCTURE TO DRAFT YOUR OFFER EMAIL

Subject line (30–50 characters)

- Make it clear, catchy, and relevant. Put your key message in the first 30–40 characters since mobile devices only display this much.
- *Example: New for 2026: Picnic with Pademelons — Join Us This Off Season*

🔥 **TIP:** Add minimal emojis if it feels on-brand; they add personality and stand out in inboxes

Preview text (40–90 characters)

- This appears after your subject line. Use it to add more detail and encourage opens.
- *Example: A fresh, cosy way to enjoy Tassie wildlife and local treats this winter.*

Email body

- Put your most important info at the top—it's the most-viewed section
- Keep it concise—short attention spans mean less is more

📄 **TIP:** Use a table to clearly layout and break up the content in your email. (match the border colour to your email background (usually white) when finished so the lines disappear for a clean look).

Call-to-action buttons

- Place prominent booking buttons at the top AND bottom of your email.

Footer

- Include contact info (address, phone), helpful links, social media icons, and an unsubscribe option (legally required).



AI can help!
[Click here](#)



Introducing Picnic with Pademelons —

This year's Off Season introduces "Picnic with Pademelons" — a new relaxed experience combining Tasmanian wildlife and local food.

BOOK NOW

Here's how it works:

1. You'll join us for a laid-back, guided tour around the sanctuary, where our expert guide will introduce you to the mob of wildlife along the way.
2. Then we'll set you up on the pademelon lawn for a picnic, with a basket full of Tassie goodness — think Coal River wines, Bruny Island cheese, and other fresh local treats.

The best part?

You get to munch away while hanging out with the cutest hosts on two springy legs.

Offer includes

- 1-hour guided wildlife tour
- Picnic setup on the pademelon lawn
- Basket of fresh Tasmanian produce
- Entry to the park covered

Available daily from 1 May to 31 August 2026
 \$50 per person

Find out more

If this sounds like your kind of fun, book now to secure a spot.

BOOK NOW

Signature/ footer

05

AI PROMPT LIBRARY



Jo Duck, Beaker Street Festival

HOW TO USE AI TO WRITE EFFECTIVE MARKETING COPY

AI tools like [ChatGPT](#), [Gemini](#) or [Claude](#) can help you create engaging content in minutes, saving you time and giving you a strong starting point to work from.

BE SPECIFIC WITH YOUR PROMPTS

The more details you provide, the better your results. Include:

- What you're promoting (your offer, experience, accommodation)
- Who it's for (families, couples)
- The tone you want (warm and inviting, adventurous, luxurious)
- Key features to highlight

Example prompt: "Write a warm, inviting description for a cozy winter cabin stay in Tasmania, focusing on fireside relaxation and local wines. The target audience is couples looking for a romantic getaway. Please don't be cheesy or corny"

GENERATE MULTIPLE OPTIONS

Ask AI to create 3–5 different versions, then:

- Choose your favourite
- Combine the best parts from different versions
- Use one version for your website and another for social media

Example: "Give me 5 different headline options for promoting a winter spa package in Tasmania."

REFINE AND PERSONALISE

AI gives you a foundation, your job is to make it yours:

- Add your business' unique voice & personality
- Include specific local details only you would know
- Insert personal stories or customer favourites
- Check for accuracy (AI can make mistakes about locations or facts)

Remember: AI doesn't know your business like you do. The magic happens when you blend AI efficiency with your authentic expertise.

ADD SEO KEYWORDS NATURALLY

Help search engines find your content by incorporating relevant keywords:

Example prompt: "Rewrite this description and naturally include keywords like 'Tasmania winter accommodation,' 'Off Season escapes,' and 'cozy winter retreat' without making it sound forced."

TIP: You can use [Google Trends](#) to see what people are searching for in relation to your business or offer and ask AI to integrate those keywords into your content.

TAKING AI CONTENT FURTHER

CREATE DIFFERENT VERSIONS FOR DIFFERENT CHANNELS

AI can adapt the same content for multiple uses:

- "Make this description shorter and punchier for Instagram (under 150 words)"
- "Turn this into a friendly email to existing customers"
- "Rewrite this as a compelling Meta description for my website (under 160 characters)"

USE AI FOR SUPPORTING CONTENT

Beyond descriptions, AI can help with:

- **FAQs** - "Generate 8 common questions and answers about winter accommodation in Tasmania"
- **Email subject lines** - "Give me 10 catchy email subject lines promoting a 15% winter discount"
- **Social media captions** - "Write 5 Instagram captions for a photo of guests by a fireplace"
- **"What to bring" lists** - "Create a 'what to pack' list for a winter weekend in Tasmania"
- **Itineraries** - "Write a suggested 2-day winter itinerary for guests staying at my accommodation"

TIPS FOR BETTER AI RESULTS

Give context: Share examples of descriptions or content you like, or your brand guidelines

Iterate: If the first result isn't quite right, ask AI to adjust ("Make the tone warmer" or "Make this more concise")

Set constraints: Specify word count, tone, or format requirements upfront

Fact-check everything: AI can confidently state incorrect information, so always verify details about locations, prices, or offerings

TIP: Save your best prompts! When you find a prompt formula that works well, reuse it for future content needs.



The following slides include detailed prompts that you can copy and paste into AI to generate on-brand captions. Give them a try and see what works best for you!

LANDING PAGE COPY: PROMPT

I'm creating copy for a dedicated landing page to promote a specific offer for my tourism business. Please write engaging, authentic, and copy based on these details to fill the content on this page:

- **Business name:** [insert business name]
- **Offer type:** [Accommodation, Attraction, Event, Food & Drink venue, Hire, Tour, Transport]
- **Offer headline:** [you can use the offer title Tourism Tasmania emailed to you]
- **Offer subheading:** [you can use the lime green selling point Tourism Tasmania emailed to you]
- **Offer description:** [you can use the offer description Tourism Tasmania emailed to you]
- **Detail on what's included in the offer:** [list inclusions]
- **Offer price or deal:** [add the price or value add]
- **Offer valid dates:** [1 May – 31 August 2026]

The page should have

- **Headline:** exactly as above.
- **Subheading:** exactly as above.
- **Introduction:** A compelling and immersive 1-paragraph description of the offer reflecting the real, anti-ordinary character of the brand, with warmth and understated charm that invites rather than shouts
- **Clear, simple details of the offer:** List these extra details in a clear, compelling and easy to digest way. Explore including how it works, what's included and experience details such as duration, times available, meeting point
- **Total price:** including GST, including any additional fees or charges, or value adds
- **Booking call-to-action: for a button** (max 20 characters)
- **List some Frequently Asked Questions and answers for this offer.**

Ensure the tone is authentic, grounded, occasionally wry, and distinctly Tasmanian, as well as aligned to my business by referencing the tone of voice here [insert website URL]

Then you would add:

- Terms & conditions and cancellation policy (mandatory)
- Additional engaging visuals or videos to enhance appeal
- Guest reviews or testimonials
- Map or location link
- What to bring/ what to expect

SOCIAL MEDIA CAPTION: PROMPT

I'm creating a [choose one: Instagram / Facebook / TikTok] post caption for my tourism business.

See the attached post.

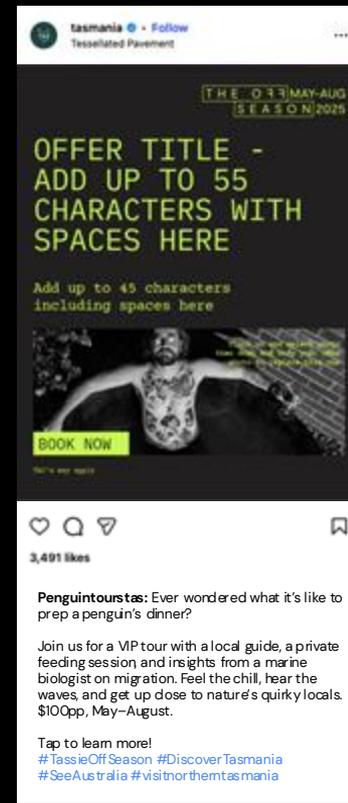
Optional: attach your post so the Ai engine knows what it's writing to.

- **Business name:** [insert business name]
- **Offer type:** (Accommodation, Attraction, Event, Food & Drink venue, Hire, Tour, Transport)
- **Offer description:** [you can use the offer description Tourism Tasmania emailed to you]

Please write a concise, authentic caption that:

1. **Leads with a strong hook** to grab attention (e.g., a bold statement, surprising fact, or question about the offer).
2. **Shares what makes the experience special** — highlight the unique, authentic, sometimes imperfect charm that reflects the real Tasmanian spirit.
3. **Makes it aspirational** — help followers imagine themselves enjoying the moment with sensory, emotive language.
4. **Drives action** with a clear, simple call to action like "Tap to learn more," "Link in bio," or "Tag a friend who'd love this!"
5. **Includes relevant regional and Tourism Australia hashtags** such as:
#TassieOffSeason #DiscoverTasmania #SeeAustralia #hobartandbeyond
#visitnortherntasmania #eastcoasttasmania #northwesttasmania

Make sure the tone is warm, authentic, and distinctly Tasmanian — telling the real, unvarnished story with a hint of charm and wit, embracing imperfection and uniqueness as well as my own business' tone of voice. Reference my website here: [insert URL]



OFFER EMAIL: PROMPT FROM EXISTING COPY

Using the landing page copy for my tourism offer, please create an engaging marketing email that includes:

- **Subject line (30–50 characters):**
Clear, catchy, and relevant. Place the key message in the first 30–40 characters to ensure it shows well on mobile. Emojis can be used if on-brand.
- **Preview text (40–90 characters):**
A brief, inviting follow-up to the subject line that adds detail and encourages opens.
- **Email body:**
Start with the most important information near the top. Keep it concise and engaging for readers with short attention spans. Highlight sensory and Off Season appeal from the original copy.
Typical structure is: 1 paragraph introduction, what to expect, what the offer includes, the highlight
- **Call-to-action buttons:**
Include prominent “Book Now” (or similar) buttons at both the top and bottom of the email.

Make sure the tone remains authentic, warm, and distinctly Tasmanian, reflecting the off-season spirit and the brand’s personality, with subtle wit and charm.

Then you would add – Footer:

- Add contact details (address and phone), useful links, social media icons, and an unsubscribe option as required by law.

06 APPENDIX



Jo Duck, Paradise Road Farm

WHAT IS CANVA AND WHY WOULD IT BE USEFUL FOR ME?

What is Canva?

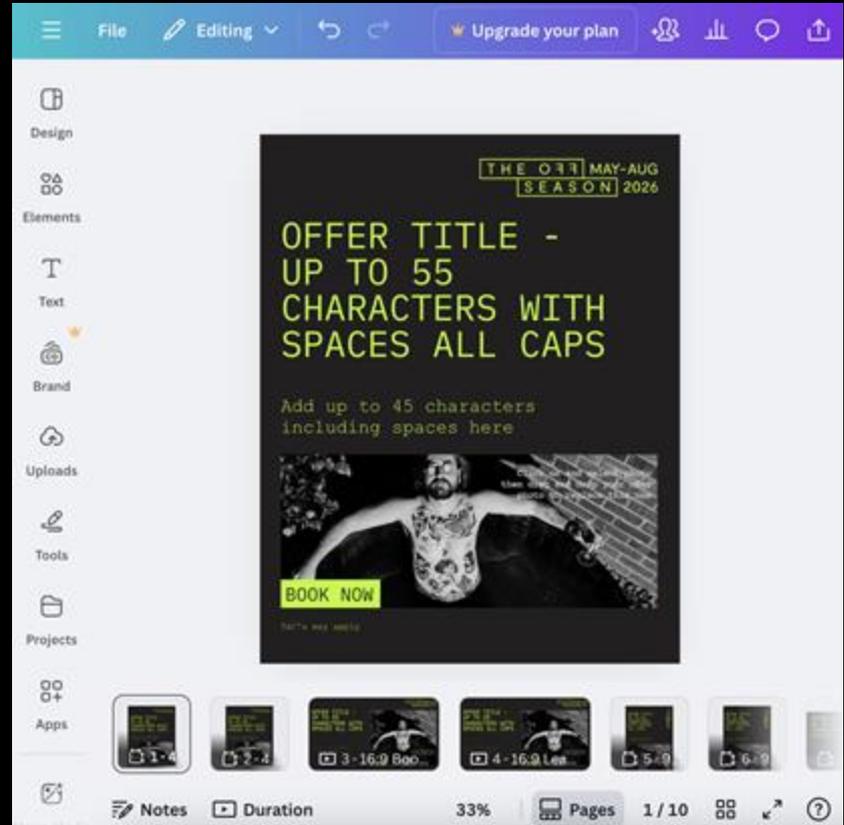
Canva is an easy-to-use online design tool that can help you create professional-looking designs without any design experience needed.

Why use Canva?

- Choose from thousands of ready-made templates to quickly create social media posts, emails, website designs and more featuring your business and Off Season offers.
 - Use Tourism Tasmania's pre-built [Off Season templates here](#).
- It's free to use, with the opportunity to invest in a paid subscription if you need.
- Customise the designs with your images, logo, and offer details using simple drag-and-drop tools.
- Save time and money by designing your own materials—no need to hire a designer.
- Work from anywhere: edit your marketing on your phone, tablet, or computer.
- Stand out with beautiful, branded visuals that attract more visitors to your business.

Where can I learn more about Canva?

- See [Canva's Beginners Guide here](#)
- Or read about [using Canva to promote your business here](#)



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