

MAY - AUGUST
2024

THE OFF SEASON

OFFERS
SUPPORT
PROGRAM

TASMANIA
COME DOWN FOR AIR



Offers Support Program — new and only for 2024

To help industry get the most out of the Off Season 2024, we're offering eligible Tasmanian tourism operators a chance to participate in an Offers Support Program. For all the details on the Off Season campaign, and how to create, submit and amplify your offer, see our [2024 Off Season Industry Toolkit](#).

The support program will be tailored to the needs of the operator, but could include one or a combination of the following:

- assistance in creating an Off Season offer through one-on-one support
- expert copywriting and editing to communicate your offer in the best light to visitors
- a professional photography session* to provide high resolution images of your offer
- digital support* to ensure visitors can easily find information or book the offer on your website; and/or
- advice on how best to leverage the Off Season campaign.

To receive support under this program, we're taking **Expressions of Interest (EOI)** from now until 17 December 2023. Expressions of Interest applications will be reviewed by a panel who will consider:

- your ATDW status
- your location (to ensure regional dispersal across Tasmania)
- how your offer or proposed offer aligns with the Off Season campaign and its core pillars (outlined in this toolkit)
- previous participation in our Off Season campaigns (a consideration, not compulsory)
- ability to deliver a unique winter experience for visitors
- availability to participate in the Offers Support Program; and/or
- if you have ATAP accreditation or any advanced accreditation modules (a consideration, not compulsory).

Successful applicants will be advised in **December 2023**, with information on what support is available. The program will be delivered during **January, February and March 2024**.

We'd like to help as many operators as we can, however it may not be possible to provide support to every applicant. If you do not need help in all areas, we still encourage you to complete an Expression of Interest application to discuss your options.

To submit an Expression of Interest to participate in Offers Support Program, see [here](#).

Any questions about the program please email industry@tourism.tas.gov.au

*Photography: you will be allocated a photographer for up to two hours to shoot images for you (and Tourism Tasmania) to use to promote your offer. We'll aim to get one great image to use with your offer in ATDW, but you'll be provided with up to 10 high resolution, digitally retouched, royalty-free images for your use specifically to promote your offer and beyond that if needed, and Tourism Tasmania will own copyright.

*Digital support: working with Digital Ready Tasmania, you will be allocated a consultant for up to two hours, to help you add your offer to your website via a landing page if possible. We have found that operators who leverage the campaign and promote their offer themselves are more successful in converting interest into bookings. The digital support may also be used to help create a plan for social media posts and sharing to your own networks.

Key 2024 dates — for Offers Support Program

●	24 NOVEMBER 2023	Expressions of Interest open for the Offers Support Program; click here .
●	17 DECEMBER 2023	EOI for Offers Support Program closes.
●	22 DECEMBER 2023	First round Offers Support Program recipients advised.
●	JANUARY - MARCH 2024	Offers Support Program underway.
●	31 MARCH 2024	Last day for Off Season offers to be received.

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