

THE OFF

WINTER
2022

INDUSTRY
TOOLKIT

SEASON



TASMANIA

COME DOWN FOR AIR



WELCOME TO — THE OFF SEASON

— Tourism Tasmania's Off Season campaign returns again in 2022 and we hope to get as many Tasmanian tourism businesses involved as possible. We understand that the tourism and hospitality sector is currently operating in a complex and dynamic environment. Our goal is to build a platform that enables you to easily leverage the opportunities from our campaign activity for your business.

We have always viewed the Off Season campaign as a long-term proposition that seeks to position Tasmania as a 'must do' experience in the cooler months, given our point of difference and natural product strengths at this time of the year. Traditionally, Australians tend to avoid the cold and chase the sun in winter which is why it's so important for us to drive demand and visitation during this time. We are continuing to build the Off Season in Tasmania as a unique event in its own right that helps our destination stand out in a competitive marketplace.

This year, the focus of the Off Season will be on creating visitor experiences that highlight the unique ways to experience the Off Season in Tasmania. Our goal is to inspire our visitors to feel

more alive than ever and refuel their soul during Tasmania's Off Season by experiencing unique moments that are creatively stimulating or meaningful, or offer opportunities for wild revelry, or a chance to seek inspiration from nature.

We're keen to build on last year's inaugural Off Season campaign and get even more creative with our ideas to provide visitors with an amazing range of experiences they may not have been expecting.

This toolkit provides you with the information, ideas and resources that you need to leverage the campaign. Tourism Tasmania is here to support you so please reach out if you would like assistance in creating your offer. We look forward to sharing your special Off Season experiences when the campaign launches in April.

John Fitzgerald
CEO TOURISM TASMANIA

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THE OFF

1.0 INTRODUCTION

SEASON

1.0 INTRODUCTION

The truth about — Winter in Tasmania

Winter is when we are most different to the mainland. We do it properly because we are built for it. It's when our anti-ordinariness and our unique creative spirit comes to the fore. Tasmania is packed full of stimulating experiences.

WHAT A TASMANIAN WINTER HOLIDAY CAN DO

Tasmania offers mainlanders the chance to get off the sofa and do something with the other 25 percent of their year rather than let it go to waste.

Tasmania is the defibrillator from the winter coma, the electric shock therapy for winter brain. The virtual smack in the mouth of Dark Mofo, the intense indulgent pleasures of rich food and sumptuous wine, amazing festivals, breathtaking snow-dusted landscapes. The jolt to the system from bursts of cold air followed by hot fires and a cheeky whisky.

Feeling exalted, curious, content, challenged but always feeling something.

A season spent wide-eyed not half asleep.

THE OFF

2.0 THE OFF SEASON 2022

SEASON

2.0 THE OFF SEASON 2022

Strategic proposition

In Tasmania winter is our best kept secret.

Because when the weather gets cold, Tasmania only gets more Tasmanian – and our most ‘anti-ordinary’ nature comes out to play. The island comes alive, and things get a little more weird, wonderful and stimulating. Effigies are lit. Facepaint is applied liberally. And freezing conditions aren’t avoided, they’re dived into wearing nothing but a red cap.

So it’s time we invite mainlanders to join us and wake up their winter with the perfect antidote. Or as we like to put it, **the Off Season.**

OUR OPPORTUNITY

Our opportunity is to create a change in how the rest of Australia sees winter – to see it as a season worth embracing rather than escaping.

A different — look

In the darkest depths of Australian winter, Tasmania comes alive. It reveals.

It dances. It shouts. It sings. It finds joy and light in the darkness.

So to celebrate this, and do something totally anti-ordinary and different, let’s create a campaign that shows light and dark.

A campaign entirely in black and white.

THE OFF

3.0 CAMPAIGN OVERVIEW

SEASON

3.0 CAMPAIGN OVERVIEW

Focus on —
three core themes

THINGS WHICH ARE
CREATIVELY STIMULATING.

OPPORTUNITIES FOR
WILD REVELRY.

GETTING INSPIRATION
FROM NATURE.

The Off Season — concept creative

CAMPAIGN PHASES - OVERVIEW



AWARENESS

Large scale use

For use where the campaign identity leads the communications.



CONSIDERATION

Medium scale use

For use where headlines + experience photography leads the communications.

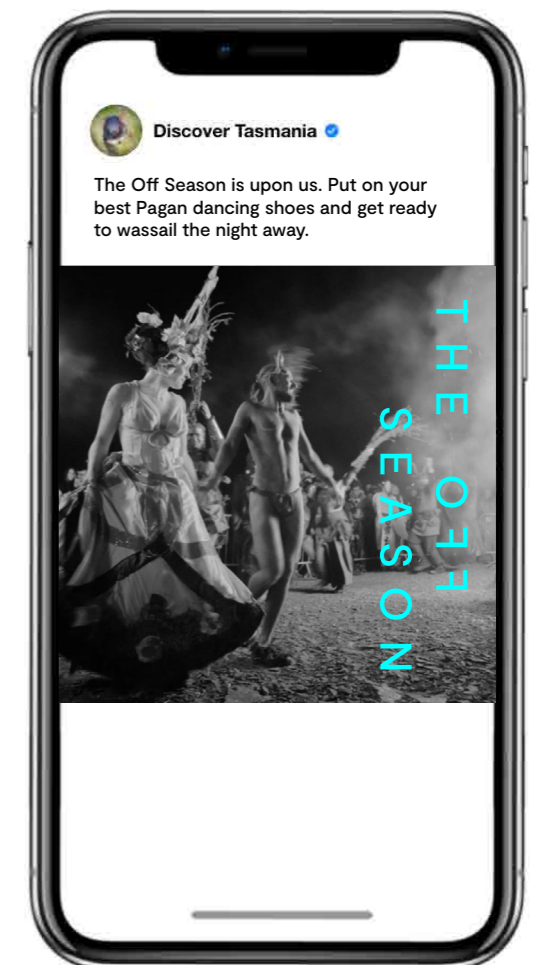


Off Season logo incorporated into headline copy.

CONVERSION

Small scale use

For use on smaller formats, The Off Season logo is incorporated with the CDFA logo.



Note: Black and white photography references are indicative concepts only and are not final approved creative.

Campaign — Overview

The Off Season marketing campaign will officially launch on 17 April 2022 and will run through until the end of July 2022. Our primary markets for the campaign include NSW/ACT, VIC, QLD, SA and WA (pending border restrictions). Within these markets, we will be actively targeting Erudites*, Raw Urbanites* and audiences aged 45+. Channels will include out of home, print, social media, radio, online video, and digital display.

The Off Season will also target Tasmanians through the integration of the Make Yourself At Home Campaign.

*Refer to appendix pages 28-29.

The Off Season is...

- About stimulation, waking people up from an otherwise semi comatose winter.
- Positive.
- When our anti-ordinary side is most apparent.
- An opportunity for you to experiment with your offering or potentially even collaborate with other operators.



The Off Season is not...

- About money off.
- Literal – about being closed.
- An invitation for bad puns e.g. %\$@!& off, off beat.
- Just about being weird.



THE OFF

4.0 OFFERS + BOOKINGS

SEASON

Get involved in the Off Season 2022: the opportunity for Tasmanian tourism operators

4.0 OFFERS + BOOKINGS

Create an — Off Season Offer

As a tourism operator, the main way to get involved in the Off Season campaign is to create a special Off Season offer. It can be a winter twist on something you already do, or it can be something new you want to try out. The Off Season is about delivering a special visitor experience that is different to your regular winter offers and provides a great opportunity to test new products and collaborations. The more creative your offer the better, as we seek to build awareness of the unique ways to experience the Off Season in Tasmania. Our ultimate goal is to help visitors ‘wake up this winter’ and feel more alive.

We’re ready to work with you to develop an Off Season offer that benefits your business and provides an amazing visitor experience.

WHAT IS AN OFF SEASON EXPERIENCE?

- Do you have an offering which delivers on creative stimulation, wild revelry or the chance to be inspired by nature?
- Can you invent something especially for the winter season?
- Is there a more anti-ordinary experience you could offer?
- Is there anything which has worked well in the past?
- What is feasible for you to do?

What types of offers — are we looking for?

This is where you can tap into your strengths and point of difference. No matter what your existing tourism product is, this is an opportunity to think outside the box and get creative. You could start by asking yourself the following questions to help generate ideas:

1. Do you know a hidden gem you can take guests to that isn't on usual itineraries?

Walk on kunanyi developed a distinctive tour offering:

"Celebrate the hidden huts of the mountain on special Five Hut Walk."

2. Do you have a winter tour you've been thinking about and can use this as a chance to trial it?

World Heritage Cruises created an evening tour:

"The night-time Lantern Tour of Sarah Island is only for the brave. Tales of fear and dread are brought to life on this dimly lit, blustery island with a dark convict history. Lashings of local whisky, mulled wine and other warm morsels keep the shivers at bay."

3. Can you create an Off Season special menu or even a single menu item?

Tasmanian Coastal Seafoods offered special deals:

"Warm up with fresh, locally sourced seafood cooked over an outdoor fire. Stop in on Thursday nights for \$30 fish and chips and enjoy a free beverage while you listen to original vinyls. Cool weather will also bring live music every second Sunday from 2-4pm."

4. Can you create a specific offer that can leverage winter events?

Water by Nature leveraged Dark Mofo to create a special winter rafting trip:

"Spend seven days paddling the unique wilderness of the Franklin River on an intimate winter solstice tour this Off Season. Departing directly after Dark Mofo, travellers will experience isolated landscapes rarely seen during winter while enjoying the best of Tasmanian winter produce in cosy and atmospheric wilderness camps."

5. Is there a hands-on experience you can offer or include as part of a package?

Bronwyn Clarke Ceramics offered visitors the opportunity to try pottery:

"Enjoy not only the warmth and glow of the kiln this Off Season but also try your hand at 'throwing on the wheel'. Bronwyn is offering visitors a chance to get hands-on while learning about the ancient and meditative art of ceramics."

6. What can you teach your visitors or engage an expert to do so?

McHenry Distillery used their location and access to clear skies to their advantage:

"Come Dark Sky stargazing in our new Observatory built from an old Barley Silo. Learn about the winter night sky and maybe watch an Aurora. Be mesmerised by the flicker of fire flames in our modern cabins and enjoy a quiet dram or two."

7. Is there a like-minded operator you could partner with to create an Off Season package?

Alice partnered with Tas Walking Company to deliver a winter wellness walk:

“A perfect tonic for the stressors of modern life, Three Capes Lodge Wild Wellness Walk offers four incredible days of guided walks, cold-water plunges (with a qualified Wim Hof instructor) and cosy fireside journal sessions with author, Alice Hansen.”

8. Is there a community project not considered ‘tourism’ that guests can participate in during winter?

Compass Hut created an offer to help regenerate the land:

“Nurture the natural landscape this Off Season. Compass Hut invites guests to plant a native seedling to off-set their travel carbon footprint and rewild the environment for native wildlife.”

9. Could your property become something different for the Off Season, such as an artist studio, writers retreat, event space?

Stelo created a speakeasy at their restaurant:

“Through a dimly lit doorway of a Launceston back alley lies a secret Sunday night speakeasy. Melt into a dark, cosy corner, glowing with flickering candlelight. Swill a rare museum wine or sinful cocktail, served by dapper bar folk. Embrace the dark, find OSCURA by Bar Stelo. If you can.”

Tips —

If you're a bit stuck, this is where we can work with you.

- Remember, these are just examples from last year, please try to think of something different.
- Find your point of difference – think about what you can offer that is unique and can only be experienced during the Off Season.
- Revisit the previous pages of this toolkit to find inspiration from the words and images in the brand creative.
- Just create one great offer. If you have several ideas, please feel free to discuss them with us to help determine the best one to submit.
- It's ok if you only want to offer one date to start with and see how it goes, you can add further dates later.
- Try to keep it uncomplicated and easy for the consumer to understand.
- Avoid offering a discount or bulk buying option, focus on the great experience you can offer.
- Price accordingly – we're not trying to build visitation based on cheap or discounted offers, we're trying to get people to think differently about the Off Season in Tasmania and have a great Off Season experience, not save a buck.
- If you would like to collaborate with other businesses, keep it simple and don't over-commit the visitor with too many elements, making unnecessary work for yourself.

Key 2022 dates — for industry

WEDNESDAY, 9 FEBRUARY	Industry webinar. Online application opens for industry to submit offers.
WEDNESDAY, 23 FEBRUARY	Last date for offers to be considered for inclusion in Tourism Tasmania marketing activity. By submitting your offer by this date, you'll be in the mix to be selected for inclusion in our campaign activities. The more creative and aligned with the feeling the Off Season inspires, the more chance you have of being featured in our marketing activity.
THURSDAY, 10 MARCH	Last date to submit an Off Season offer application form to be included in the marketplace.
FRIDAY, 1 APRIL	Offers uploaded to the online marketplace.
SUNDAY, 17 APRIL	Off Season campaign launches, bookings open.
WEDNESDAY, 1 JUNE	Eligible offer period commences.
WEDNESDAY, 31 AUGUST	Off Season campaign concludes, Off Season marketplace booking platform closes.

How to — submit your offer

Once you have created your Off Season offer, it's time to upload it to the online marketplace.

Aside from a few business details, including your ATDW listing number (yours will be AU followed by 7 digits), this is what we need from you:

- 01 Product Name**
An interesting name for your offer highlighting your point of difference in less than 10 words.
- 02 Description**
This is for your individual offer page and is the long description of the details of your offer. Note: Duration, price, location, schedule etc, will be separate fields to complete in the application form so you are not required to include those details in your description.
- 03 Images**
If you have a specific image or multiple images you want to use alongside your offer please upload them in the relevant section of the application form. If not, that's ok, we'll just use the images you already have in ATDW. Up to four images in total can be uploaded (your hero image should be image number 1).

When you're ready to upload your offer and images, [click here](#).

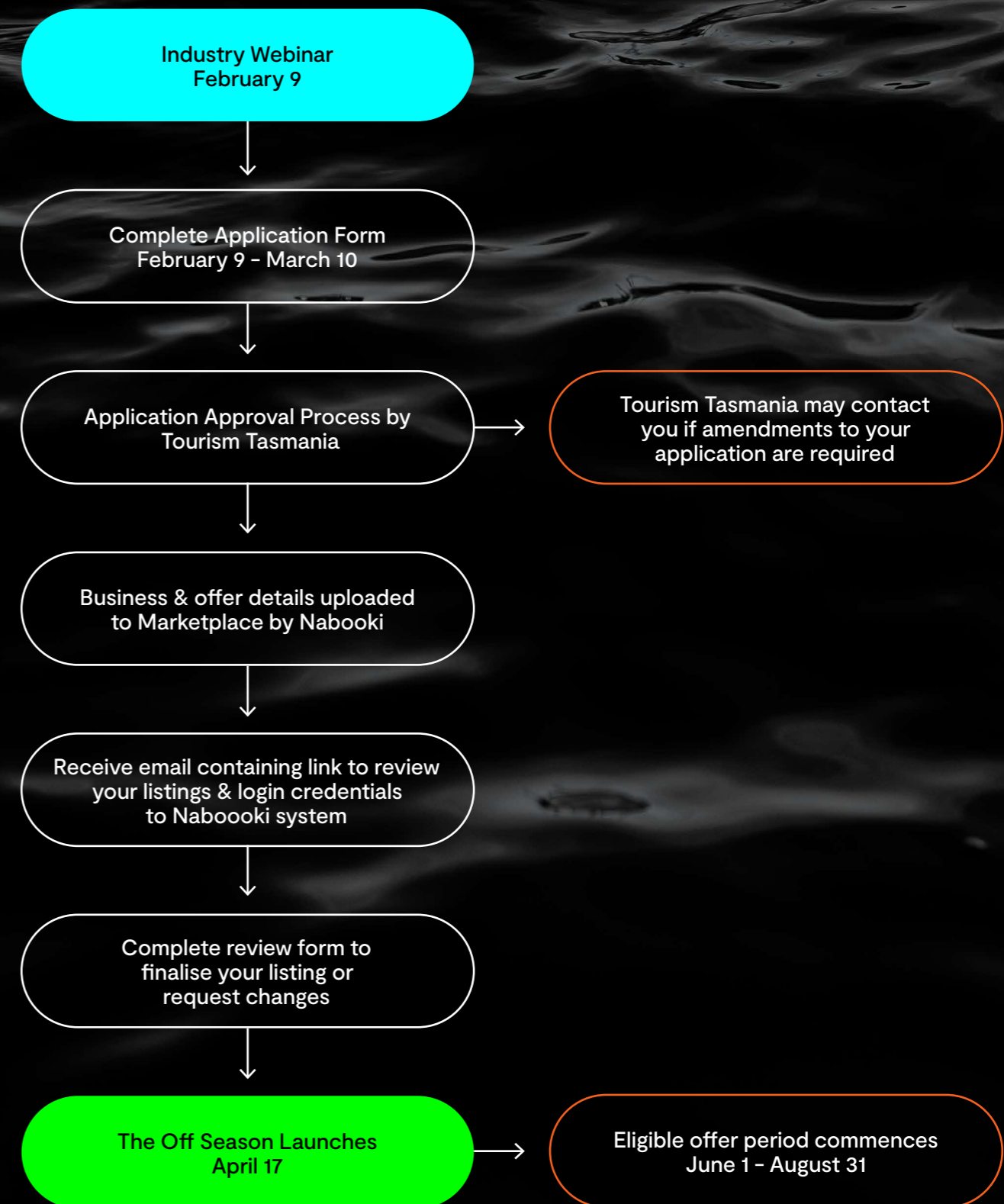
How can you leverage — your Off Season offer

We invite and encourage you to promote your offer and leverage the Off Season campaign for the benefit of your business. There are plenty of ways to do this, here's a few for you to consider:

- Add your offer to your own website
- Send an email to your database with details of the offer
- Create a poster to display in your workplace and/or to share
- Promote it on social media, using the campaign hashtag **#tassieoffseason**
 - check the dedicated social media toolkit for more on this
- Engage in conversation on your posts (be sociable!)
- A social media toolkit with more details on how to leverage the campaign using social media will made available closer to launch.
- Add the Off Season logo to your offer and images - logos can be [downloaded here](#).



How the process of getting your offer listed works



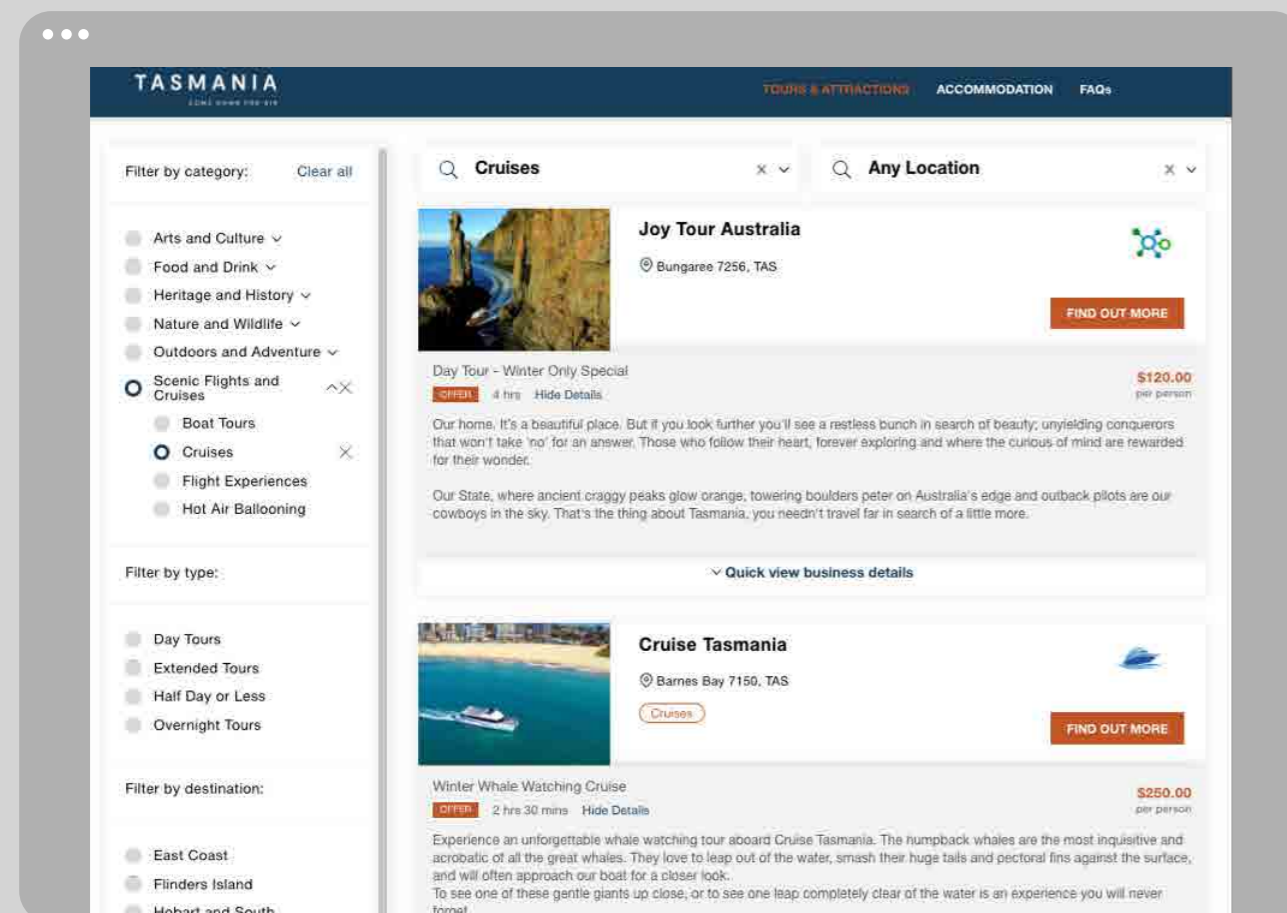
Add it to the — Off Season Marketplace

Tourism Tasmania has chosen to use an online booking platform this year to list all the 2022 industry offers that will become an integrated part of the whole Off Season campaign consumer journey. We have engaged a third-party software provider, Nabooki, to deliver the booking platform, also referred to as an online marketplace. Nabooki will work directly with participating tourism operators to help you upload and manage your listing on the Off Season marketplace.

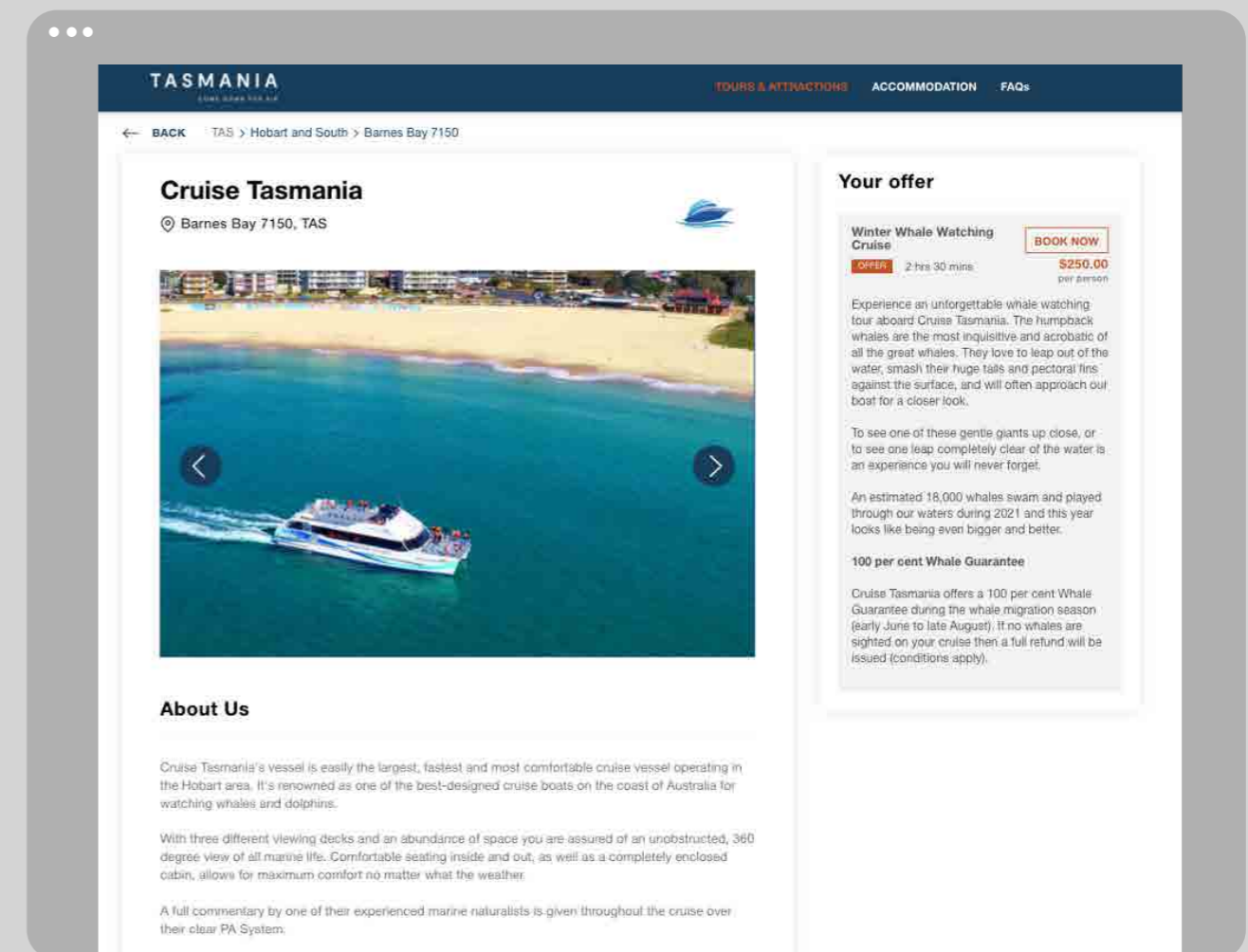
We will direct consumers to the marketplace via the dedicated Off Season campaign website which then allows you to convert interest to a direct booking.

How your offer will look — on the Off Season Marketplace

→ When offers display in the search engine results page of the marketplace, they will look similar to this:



→ When a consumer clicks on the FIND OUT MORE button, the full listing will be laid out like this:



(Note: these are not real listings and these screenshots are for demonstration purposes only.)

How do — bookings work

Once a consumer has decided to book your offer, they will make the booking directly with you through the Off Season online marketplace. As the owner of the offer, you can set bookings to either: Booking request or Instant bookings

With a **Booking Request** – an email is sent to you with the request details and a response must be made within 24 hours to either accept or decline that booking.

Instant booking confirmation is sent by email and SMS (if selected) to the consumer and your business email.

With instant bookings the platform is set up to allow payments to be processed via one of the following systems: Paypal, Braintree, Eway, Stripe or Square. If you don't use any of these, you will need to send a request for payment direct to the consumer and you may process the payment however you prefer.

COMMISSIONS

No commissions are taken for bookings. The consumer pays the amount you set, and you receive that exact amount.

No money is held by Nabooki, the payment will go straight to the payment gateway if you are using one. There may be fees associated with individual gateways, check your merchant agreement.

REZDY

The Off Season booking platform managed by Nabooki integrates with Rezdy. If you use this system, help will be available to set this up.

A POINT OF DIFFERENCE FROM OTHER BOOKING PLATFORMS

You essentially 'own' the booking and all details. You can communicate however and whenever you like with the person that booked your offer.

THE BOOKING PROCESS IS AS FOLLOWS:

Booking is made

Consumer makes an instant booking or booking request via the online marketplace.



Email notification

Once the booking is confirmed in the system, automated emails are sent to you and to the consumer.



Email reminder

A reminder email is sent to the consumer from the booking platform shortly before the experience date. You may also have your own process for reminder emails too, that's ok.



Review request

An automated review request is sent from the booking platform to the consumer within 24-48 hours of their experience with you. The review given by the consumer will display on the marketplace for the duration of the campaign.

THE OFF

5.0 CONTACT + APPENDIX

SEASON

5.0 CONTACT + APPENDIX

Where to — get help

If you are reading this toolkit and didn't make the webinar on 9 February, we strongly suggest you watch the recording. Please email trade@tourism.tas.gov.au to access the link to the webinar. The webinar provides an overview of the Off Season campaign and will provide inspiration to create your own brand aligned offer.

When you're ready to create your offer, we're here to help.

TOURISM TASMANIA

We have a team of people ready to support in preparing your offer.

When might you need help?

- Creating your offer
- I know what I want to do, I just need help writing it up
- Finding partners to collaborate with
- Completing the offer application form
- Ensuring your offer is brand aligned
- Wording it in an inspiring way

Email

trade@tourism.tas.gov.au and we'll connect you with the right person to help.

For help with the offer application form and your listing on the marketplace, please contact our online market place provider, Nabooki.

Nabooki contact details

Phone: 03 7037 2222 or email theoffseason@nabooki.com

Available: Monday – Friday 09:00 am – 5:00 pm (AEST) from 9 February to 31 August 2022.

Appendix — market segments

ERUDITES

Knowledgeable and cultured, clear and composed.

Holiday habits	Pre-planners, squeezing in as much activity as they can . High yielding and become destination advocates. More inclined to share their travels on social media. Fear of missing out so seek information before and during holiday.
Predisposition to travel	Less inclined to disperse; they are 'pulled' to destinations by product innovations and events, and will actively engage with the destination when there. Very little gap between returning and starting to dream about the next holiday. Trigger to travel is the pull of exploring a destination.
Age*	Spread across the spectrum, no skews.
Location	More heavily metro-based than Raw Urbanites, and more likely to be in Sydney or Melbourne.
Life stage*	Any life stage, slightly over indexing as empty nesters or single.
Spending habits	Not afraid to 'splash out' and like a little luxury in their travel.
What they seek and why they travel	Holidays for Erudites are about switching on rather than switching off . Unique experiences with rich culture, deep heritage, innovation and intrigue. Their self-contained nature seeks enrichment through reflection, discovery, contemplation and self-expression. The acquisition of knowledge and need to be a cultural pioneer is central to their travel motivations, and expressing themselves is paramount
Experiences they value	Seek stimulation and enrichment . Types of experiences they value (in order of importance) are: <ol style="list-style-type: none"> 1. Cultural immersion 2. Gourmet dining 3. Natural experiences 4. Australian product

* Although demographics are not part of the segmentation, they can assist in contextualising and imagining the segments. As they are based on travel needs, the segments are actually distributed across ages, income, gender, and household composition. Also, as cultural trends emerge and events occur across the nation, travel needs will change. As groups of people may then join the travel need group, the demographics might also change.

RAW URBANITES

Nurturing and sensitive, honest and real.

Holiday habits	More likely to take a longer holiday, and as a result spend more. Seeking down days as well as fun things to do, completely turn off, happy to be (mostly) disconnected. Anxiety high in planning stages of journey.
Predisposition to travel	More likely to 'go off the beaten track' . They often have too much annual leave or suffering work stress so may be prompted to take holidays by their workplace. Longer period between returning and starting to dream for the next holiday.
Age*	Spread across spectrum, however skew older 50+ age group.
Location	More likely NSW and VIC than other states. Predominantly metro, though RU are more likely than Erudites to live outside Sydney and Melbourne.
Life stage*	Any life stage, but skew to empty nesters (30%) and slightly skew to older families.
Spending habits	Earn marginally less than Erudites, but they are willing to spend a longer time on holidays, to relax and reconnect with their loved ones.
What they seek and why they travel	Interactions that are engaged, honest, pure and real , without cynicism or hidden agenda. Their communal nature seeks an outward connection with others, as well as the natural environment. The counter structure to the hectic, busy daily lives they lead is serious inner peace and finding themselves through being away from materialism, and unnecessary technology. Seek opportunities to switch off, refresh and rejuvenate through nature and rebuild connections. They need 'mindful moments' in holidays which allow them to be present, in order to return to everyday life refreshed.
Experiences they value	Seeking moments of peace, connection, inspiration and captivation . Types of experiences they value (in order of importance) are: <ol style="list-style-type: none"> 1. Natural experiences 2. Australian product 3. Return to basics 4. Local immersion

* Although demographics are not part of the segmentation, they can assist in contextualising and imagining the segments. As they are based on travel needs, the segments are actually distributed across ages, income, gender, and household composition. Also, as cultural trends emerge and events occur across the nation, travel needs will change. As groups of people may then join the travel need group, the demographics might also change.

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