

THE OFF MAY-AUG SEASON 2025

INDUSTRY TOOLKIT

PROMOTE
AND CONVERT
YOUR OFFER



TASMANIA

COME DOWN FOR AIR



Tourism
Tasmania



THE OFF
SEASON

MAY-
AUG
2025

CONTENTS

1.0 INTRODUCTION p. 02

2.0 KEY VISUAL ELEMENTS p. 04

3.0 TEMPLATES p. 07

4.0 SOCIAL MEDIA p. 10

5.0 EXAMPLE PROMO SCHEDULE p. 13

6.0 CONTACTS p. 15

1.0 INTRODUCTION

Off Season 2025 Your journey so far

THANK YOU FOR GETTING INVOLVED IN THE OFF SEASON 2025. YOUR PARTICIPATION IS CRITICAL TO THE SUCCESS OF THE CAMPAIGN AND IN ENCOURAGING VISITORS TO EXPERIENCE TASMANIA DURING THE COOLER MONTHS.

This is the second industry toolkit Tourism Tasmania has created for tourism businesses or events involved in this year's Off Season. Before reading any further, you should be familiar with the idea behind the Off Season, the theme of 'Become a winter person' and key dates for 2025. You should have developed an amazing offer (or up to three offers) and submitted it via the online form.

If your tourism business or event is new to the Off Season, or your team needs help with any of the above, please start with the [Create Your Offer \[PDF, 3.51MB\]](#) toolkit. Otherwise, please read on for tips to promote and convert bookings for your offer.

Offer submissions for inclusion in campaign activity and on the Discover Tasmania website and app have now closed. However, you can still create offers and promote them on your own marketing channels.

If you're organising an event that takes place between 1 May and 31 August 2025, you can still create an event profile in the [Australian Tourism Data Warehouse](#). Once approved, your event will be included under the [What's On](#) section on the Discover Tasmania website and app.



HOW YOU CAN AMPLIFY YOUR OFF SEASON OFFER

Some of the best outcomes for participating businesses and events happen when you promote your offer to your own customers.

Once you've added the offer to your website – bookable, with all the details – the next thing to consider is using your own channels: perhaps your Instagram or Facebook page, YouTube channel, or email distribution lists. Here are some ways to amplify your offer:

- Use black and white imagery and the Off Season 2025 logo to connect your offer to the wider Tourism Tasmania campaign (see page 4 and 5).
- Use the Off Season templates (see page 6) to create banners for your website, emails or screens, and images to post on your social media accounts to promote your offer.
- Post about your offer on social media using the campaign hashtag #TassieOffSeason, and optimise the copy in your social media posts to help make your content searchable (see page 10). Remember to add a link to your social media posts allowing followers to click-through to your offer or event information.
- Engage in conversation on your social media posts in a meaningful way: ask questions and spark intrigue with users to get them curious about your offer.
- Send an email to your database with details of the offer. You might like to include a banner which clicks through to the offer or event landing page you have created on your website.
- Create an advertisement for your offer or event to display on screens in your business or venue.

Please remember that the suggestions, templates and examples contained in this toolkit are entirely voluntary. If at any stage you need support with promoting and converting your offer and event, please refer to page 15 for where to get help.

2.0 KEY VISUAL ELEMENTS

Go black and white — this winter

Tourism advertising often uses bright, colourful images, but our black and white campaign stands out and grabs attention.

During the Off Season our Discover Tasmania website and @tasmania social media accounts will feature black and white content to celebrate winter in Tasmania. Adding a black and white effect to your images can help connect your business with the Off Season campaign.

NOTE: The images used for your offer on the Discover Tasmania website and app must be colour. However, please feel free to use the same image in black and white on your website and social media.

Here are some tips for converting colour images to black and white images for digital use. Feel free to share them with your designer if applicable.

- Add the following adjustment layers in your image editing program:
 - Convert to Black & White
 - Adjust Curves – manually adjusting the white & black point balance to achieve good contrast & brightness
 - Optional adjustments: Adjust Brightness & Contrast and/ or adjust shadows, midtones & highlights if needed.
 - Add a subtle noise layer
- Convert to RGB profiles and required file format (e.g. JPEG or PNG)

OFF SEASON 2025 LOGO

The Off Season 2025 logo is available for you to use on your website landing page, print and digital advertising (noting templates with the logo included are available – see page 7). This is an easy way to connect your offer or event to the wider Off Season campaign.

For guidance on how to develop a landing page on your website for your offer or event, see page 21 of the [Create Your Offer \[PDF, 3.51MB\]](#) toolkit.

→ [Download all logos](#) [ZIP file, 159KB] including JPEG and PNG formats.

→  The green on black version is the best for web and digital use.

→  The black and white version is for print only.

→ Please replace any older versions from previous campaigns with this new logo.



3.0 TEMPLATES

Off Season — templates

The Off Season templates have been created for use on social media, in emails as banners or signatures or as website banners or on screen advertising.

Tourism Tasmania encourages use of the templates to connect your offer or event with the wider campaign. However there is no expectation that you do use them.

Please note: Tourism Tasmania holds the right to request any materials created using the templates be removed or updated if they do not align with our brand standards.

START BY DOWNLOADING ADOBE EXPRESS FOR FREE



1. Visit the [Adobe website](#) and follow the link to 'Get Adobe Express Free'.
2. On the 'Sign in' page, click the link to 'Create an account'.
3. Create an account using your logins for Google, Meta, Apple, Windows, or enter your email and password. Click 'Continue'.
4. On the next screen, follow the prompts to enter your first/last names and birth month/year. Click 'Create account'.
5. Over the next five screens, Adobe will ask you questions to suggest relevant starting points. The answers to these are not critical to using these templates so can be generalist in nature. Answer them as you wish.
6. After completing the sign up process you will be required to request access from Tourism Tasmania to the [templates using this link](#). Access will be granted within 24 hours. You will receive notification via email once approved.

HOW TO USE OUR TEMPLATES

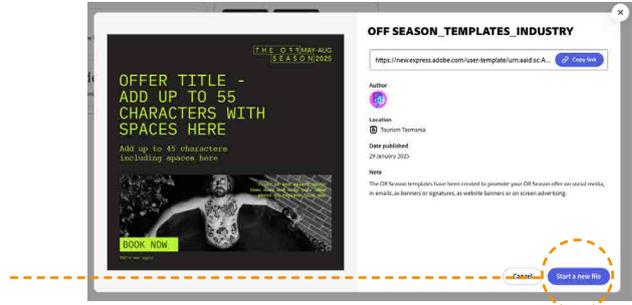
Once access is granted you will receive notification via email.

→ Click START NEW FILE:

The templates are available in the following aspect ratios, and can be accessed via the directional arrows on either side of the template.

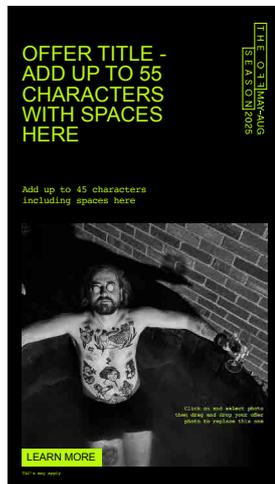
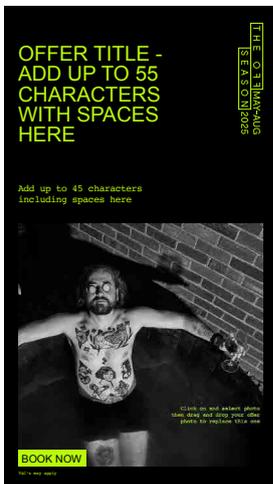
There are two versions of the templates to choose from. Use one or both across all aspect ratios.

Version 1 features 'Book now' and Version 2 features 'Learn more'. Choose the most applicable to the web page the template will be linked to.



→ 1080 x 1920 (9:16)

9:16 social media, vertical screen advertising



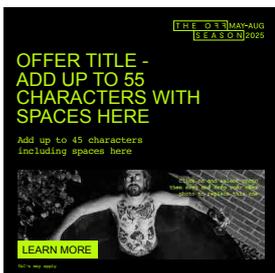
→ 1920x x 1080 (16:9) banners

16:9 banners for website or email, screen advertising



→ 1080 x 1080 (1:1)

1:1 social media



→ 1200 x 400 (3:1) banners

3:1 banners for website or email



→ Add your offer title and key selling point text:

1. Click on the text to edit (please don't exceed character count).

The offer title text should be no more than 55 characters, including spaces and in ALL CAPS.

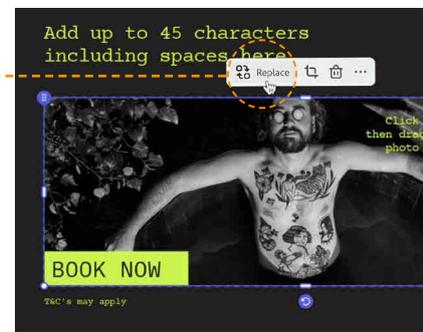
The key selling point below should be no more than 45 characters, including spaces.

Your title and key selling point should align with the text in your offer listing on the Discover Tasmania website.



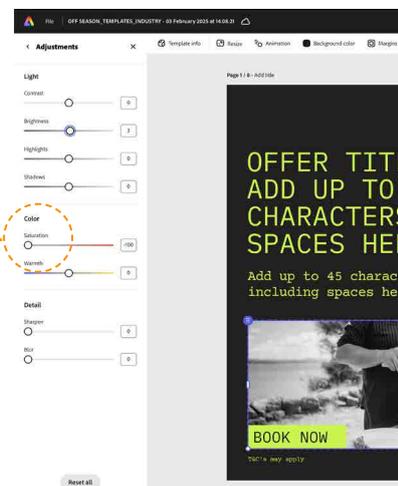
→ Add a photo:

1. Click and select the template image.
2. Click Replace and upload your image from your desktop directly into the selected image box.
3. Adjust positioning by double-clicking the image and moving it within the cropped Frame.



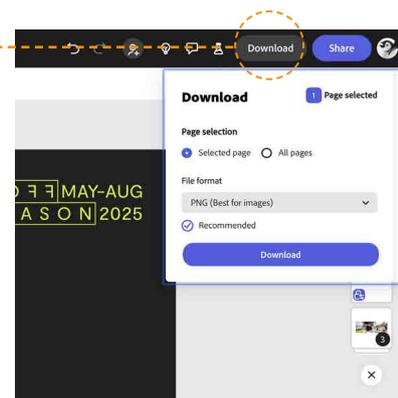
→ Make your image black and white:

1. Click or tap on the image to open the IMAGE menu on the left
2. Select ADJUSTMENTS to COLOUR > SATURATION make value -100
3. Adjust CONTRAST, BRIGHTNESS, HIGHLIGHTS and SHADOWS if necessary.
4. Once your chosen templates have been accessed, via the directional arrows, and your offer details completed, proceed to DOWNLOAD.



→ Download your design for use:

1. Click on the DOWNLOAD button in the top right-hand corner of the page.
2. Select FILE FORMAT as PNG
3. Click on the DOWNLOAD button and a png file will be downloaded to your computer. The file will appear in your downloads folder.



NOTE: each template needs to be filled in individually - no copy and paste.

4.0 SOCIAL MEDIA

Top Tips for posting your Off Season offers and events — on social media

- Tell a story with your post. Experiment with formats such as a carousel which allows you to share a story over multiple photos or videos.
- Record authentic, short and in-the-moment videos. These do not have to be perfect or polished with high-level editing or effects.
- Post with regular frequency. This could mean weekly, fortnightly, or even monthly. It's about showing something new about your offer or event each time regularly.
- Show your 'point of difference' as best you can in your photos or video. Think about what makes your offer or event special. Find it, capture it, share it. Include a link to your offer on Discover Tasmania (e.g. using the link feature in Instagram stories).
- **Easy Win:** Re-share another user's social media post about their experience with your offer or event. When people tag you, re-share it on your channel. If re-sharing a post directly on your feed, make sure to ask their permission.

OPTIMISE YOUR SOCIAL MEDIA POST WITH KEYWORDS

Social media often relies heavily on ensuring your posts are optimised with keywords relevant to what users are searching for. When writing your social media posts, make sure you're keeping the text sharp and concise, using words that someone would use to search for your Off Season experience.

Popular search terms to consider for writing social posts during the Off Season include:

- "Tasmania in winter"
- "Snow in Tasmania"
- "What to do in winter in Tasmania"
- "Wildlife in winter"

WHAT MAKES A GREAT POST ON SOCIAL MEDIA

- Short and simple post text that supports your image or video. Text should be easy to understand and aspirational.
- Images or videos that are quality, and tell a clear story of the offer or event, and show your 'point of difference'.
- Posts that use hashtags sparingly, only including those that are relevant (see Page 11 for more details).



Use the hashtag —
#TassieOffSeason

In addition to optimising your posts to include keywords, make sure you add the relevant regional and Tourism Australia hashtags for greater reach.

#TassieOffSeason | #DiscoverTasmania | #SeeAustralia

DESTINATION SOUTHERN TASMANIA #hobartandbeyond

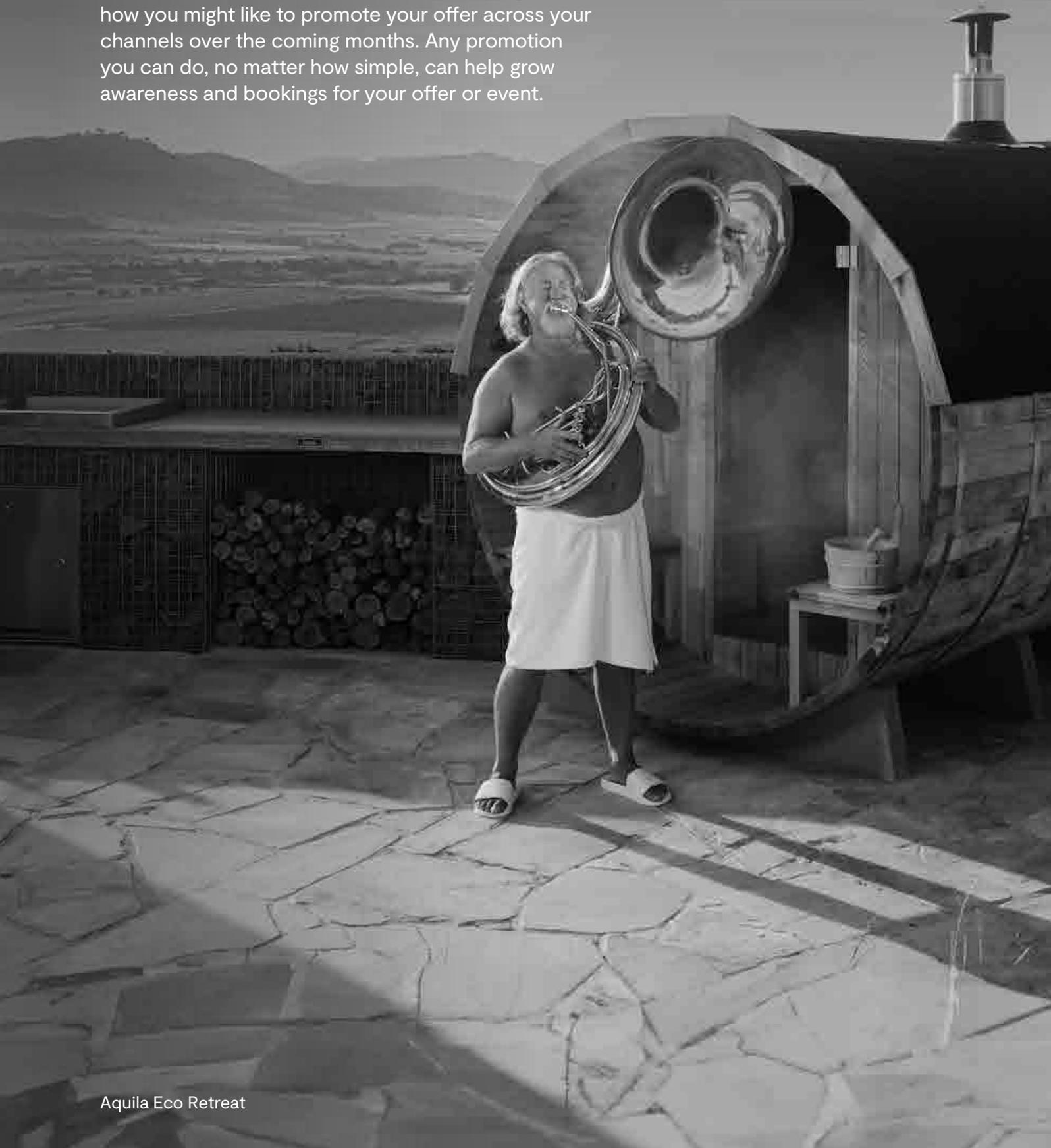
VISIT NORTHERN TASMANIA #visitnortherntasmania

EAST COAST TASMANIA #eastcoasttasmania

WEST BY NORTH WEST #northwesttasmania

5.0 EXAMPLE PROMOTIONAL SCHEDULE

Here is an example promotional schedule to guide how you might like to promote your offer across your channels over the coming months. Any promotion you can do, no matter how simple, can help grow awareness and bookings for your offer or event.



EXAMPLE PROMOTIONAL SCHEDULE

**MARCH
2025**

Key date: 30 March launch | Creating templates and promotional schedule

- Offer landing page: This should be live on your website, including the Off Season 2025 logo or a banner created (using the template provided) to promote your offer or event.
- Templates: Use the templates provided (see page 6) to create:
 - Social media:** Single image or set of carousel images for social posts to promote your offer or event to followers.
 - eNewsletter:** A banner include in emails to your database to promote your offer or event to subscribers.
 - Email signature:** A banner for staff to add to their business email signature to promote your offer or event.
 - Screens:** Advertisement to display on TV screens at your business or venue to promote your offer or event.

**APRIL
2025**

Key date: 1 April | Off Season campaign has officially launched.

- Social media: Post an image, video or carousel with supporting text.
- Email signature: Banner live on all staff email signatures.
- eNewsletter: Sent to database containing your offer banner and other news.
- Screen advertisement: Live on TV screens at your business or venue.

**MAY-
JULY
2025**

Key date: 1 May | Off Season offer redemption period commences.

- Social media: Monthly posts of an image, video or carousel with supporting text.
- eNewsletter: Monthly sends to database containing your offer banner and other news.

**AUGUST
2025**

Key date: 31 August | Off Season concludes.

- Email signature: Banners removed from all staff email signatures.
- Screen advertisement: Removed from all venue TV screens.
- Offer landing page: Archive your offer landing page and remove any banners or the Off Season 2025 logo from your website.



6.0 CONTACTS

Where to — get help

- For questions about the Off Season and promoting and converting your offer, email industry@tourism.tas.gov.au.
- Make sure you're subscribed to our [industry newsletter](#) for the latest news and updates on the Off Season.
- The Department of State Growth have some great [video resources](#) to help with promoting and converting your offer.
- There are four Regional Tourism Organisations (RTOs) in Tasmania. They develop the strategic direction for tourism in each region and can provide programs and support for you as an industry operator year-round including the winter months.

Visit Northern Tasmania

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

Destination Southern Tasmania

Contact: (03) 6223 5650; dstadmin@southerntasmania.com.au

East Coast Tasmania

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

West by North West

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

THE OFF SEASON MAY-AUG 2025

INDUSTRY TOOLKIT

TASMANIA

COME DOWN FOR AIR



[fb.com/tasmania](https://www.facebook.com/tasmania) [@tasmania](https://www.instagram.com/@tasmania) [@tasmania](https://www.twitter.com/@tasmania) [塔斯马尼亚旅游局官博](https://www.weibo.com/塔斯马尼亚旅游局官博)

[#TassieOffSeason](https://www.tasmania.gov.au/hashtags/#TassieOffSeason) [#DiscoverTasmania](https://www.tasmania.gov.au/hashtags/#DiscoverTasmania) [discovertasmania.com.au](https://www.discovertasmania.com.au) [tourismtasmania.com.au](https://www.tourismtasmania.com.au)