

Season of Curious II

2017 Winter Tourism Promotion

Tourism Tasmania's 2017 national winter promotion runs for six weeks between Sunday 30 April and 11 June 2017, with some activity continuing through to July 2017. The promotion aims to drive and grow winter conversion by using Tasmania's edgy winter events and festivals as the trigger to book a holiday to the state, but also builds on the unique Tasmanian winter holiday experience to encourage people to visit regional Tasmania and stay longer.

The long-term aim of this approach is to drive a positive change in the current perception Australians have of the Tasmanian winter experience and position Tasmania in the market place as a different kind of winter holiday destination.

Audience

Tourism Tasmania's domestic marketing targets a core group of people who have been identified as the most likely to visit the state. Described as life long learners, they share an interest in exploring and learning more about themselves and the world in which they live.

By nature, life long learners have a propensity to keep learning and a positive outlook on life. They mainly live in metropolitan areas on Australia's eastern seaboard and when they go on holidays they prefer less crowded, more interesting places. Their reasons for taking a holiday are to discover and understand new people and places (go exploring) or to escape and spend time together and create new memories. Life long learners fall into two age brackets: couples aged 40 or older seeking a touring experience and couples aged 25-39 wanting a short break.

Investment & partnerships

Tourism Tasmania has invested around \$1.35 million on digital advertising as well as the creation and distribution of new content.

The Season of Curious II campaign is primarily content led. It is supported by paid media which aims to encourage consumers to engage with the promotion's new content or the www.gobehindthescenery.com (GBTS) website.

This promotion is supplemented by additional cooperative marketing with event and commercial travel partners, to not only raise awareness of Tasmania's edgy winter events and festivals, but also to expand the channels for people to book their preferred Tassie winter break. Commercial travel partners include Flight Centre, Escape Travel, Expedia, RACT Destinations and Qantas.

Tourism Tasmania is also investing in public relations, trade marketing, sponsorships of visiting journalists and influencers including Better Homes & Gardens and Sunrise, along with new winter themed articles for the Insiders' Guide on the GBTS website.

A special Sydney-based promotion will also focus on encouraging Chinese students currently studying in Sydney to visit Tasmania during their winter holidays. The special promotion focusses on a theme that links to the fire elements of a Tasmania winter (Dark Mofo, Festival of Voices and relaxing by an open fire).

Campaign elements

The 2017 promotion builds on the exposure achieved by the 2016 winter campaign and takes a content-led approach, supported by paid advertising to feature Tasmania's winter events and festivals. Under this approach, the content focuses on the underlying unique emotive experience a Tasmanian winter holiday offers, with winter events being part of the story that triggers conversion and dispersal.

Tourism Tasmania worked with a select group of publishers to generate content for the campaign. These publishers are aligned to the Tasmania brand, have life long learners within their target market, and have a broad reach and coverage, and complement the edginess of Tasmania's winter events and festivals through their creative and media choices. The content publishers include News Corp, Broadsheet, Urban List and Daily Mail

The theming of the campaign retains a similar look and feel as the 2016 Season of Curious promotion, to stay consistent and boost recall, but is modified to include the visual interpretation of the new winter positioning. It aims to entice consumers to visit the GBTS website and engage with the video content and personalise their journey through the use of an interactive map. The website encourages planning, giving the viewer a sense of place and showing the events on offer and how they can experience a Tasmanian winter holiday.

Tracking and monitoring

Tourism Tasmania will again monitor, measure and evaluate the performance of Season of Curious II. This includes tracking exposure to digital advertising, monitoring advertising reach, web traffic, map saves and shares, and travel partner sales during the life of the campaign.