

# TASMANIAN WINTER 2024 PROGRAM

Tasmania's tourism brand and appeal as a travel destination is strong, but maintaining momentum is key to ensure we can stay top of mind with travellers within competitive and dynamic market conditions.

Continuing to drive visitation over the traditionally quieter and cooler months has been a focus for the government with investment in the state's key demand driving activity increased to support the tourism and hospitality industry.

To help you with planning during the winter period, we have provided a monthly overview of key events, festivals and business events that will influence visitors to your region, along with an update on Tourism Tasmania's Off Season brand campaign and partnership activity focused on driving visitors to the state.

This calendar is not exhaustive of all events and marketing activity that will be running over the Off Season period. There are still a number of events and business events being finalised, along with micro events being planned across the state.

## THE OFF SEASON

Tourism Tasmania's Off Season winter program will be the biggest ever investment in winter, aimed at positioning Tasmania as a must-do winter experience.

The Off Season 2024 targeted digital campaign began in March, with broader media activity live in market until the end of July. It includes:

- A multi-channel national marketing campaign in integrated media channels including TV, cinema, out of home advertising, content partnerships and digital.
- A film asset telling the Off Season story and communicating Tasmania's point of difference in high reaching channels.
- Strategic partnerships with key trade and airline partners to drive holiday bookings.
- An increased PR focus, building awareness of Tasmania and its winter experiences through stories in top tier media.
- Renewed Off Season presence on the Discover Tasmania website
- A dedicated eDM and social media program highlighting Off Season industry offers and the unique nature, cultural, and culinary experiences available across the state, and promoting the

winter events and festivals on offer in 2024.

- Continued marketing awareness of the [Discover Tasmania app](#), enabling visitors to discover tourism businesses and experiences around the state.

For more information on the Off Season 2024 visit the Tourism Tasmania corporate website.

Visit the Discover Tasmania website to explore this year's unique Off Season experiences.

**TASMANIA**  
COME DOWN FOR AIR



## OFF SEASON MARKETING ACTIVITY LIVE IN MARKET

## AIRLINE AND TRADE MARKETING ACTIVITY LIVE IN MARKET

## OFFSEASON OFFERS LIVE IN MARKET

### July

EVENT	EVENT DATES	LOCATION
Festival of Voices	28/06 – 7/07	Hobart
Glow Tour	28/06 – 15/07	Bicheno
Bicheno Beams	29/06 – 20/07	Bicheno
Christmas in July - West Coast Wilderness Railway	1-21/07	Queenstown
Creative Summit*	3-5/07	Hobart
Bravehearts 777 Marathon	4/07	Launceston
Symposium of Australian Gastronomy	5-8/07	Launceston
National travel industry conference*	5-8/07	Hobart
Christmas in July Extravaganza	6/07	Ben Lomond

### July cont.

EVENT	EVENT DATES	LOCATION
Sing 'n Sip - Festival of Voices	6/07	Cranbrook
National social work conference*	9-12/07	Hobart
AFL: Hawthorn v Fremantle	13/07	Launceston
Willie Smith's Mid Winter Fest	12-13/07	Grove
Lightwave Festival	12-14/07	Nubeena
Hockey Australia Championships (Men's Masters)	12-27/07	Hobart
City of Devonport Tasmanian Open	17-21/07	Devonport
International health and pharmaceutical conference*	18-22/07	Hobart
National health and pharmaceutical conference*	22-25/07	Launceston

### July cont.

EVENT	EVENT DATES	LOCATION
Devonport Jazz Festival	25-28/07	Devonport
AFL: North Melbourne v Geelong	27/07	Hobart
National wholesale/retail trade conference*	28/07 – 2/08	Hobart
National media conference*	31/07 – 1/08	Hobart
Australian agriculture conference*	31/07 – 2/08	Hobart
Fire and Fog   The Feast	31/07	Launceston

STAY UP-TO-DATE with Tourism Tasmania's industry e-newsletter for regular updates on the Off Season activity, and other industry opportunities and events.

[SUBSCRIBE HERE](#)

\*Closed business events. Event names not included for confidentially reasons

## OFF SEASON MARKETING ACTIVITY LIVE IN MARKET

## AIRLINE AND TRADE MARKETING ACTIVITY LIVE IN MARKET

## OFFSEASON OFFERS LIVE IN MARKET

### August

EVENT	EVENT DATES	LOCATION
National wholesale/retail trade conference*	28/07 – 2/08	Hobart
Australian agriculture conference*	31/07 – 2/08	Hobart
agriCULTURED	1-4/08	Launceston
Tasmanian Tourism Showcase	2-3/08	Hobart
Hadley's Art Prize	2-25/08	Hobart
Oyster Shellebration	3/08	Dolphin Sands
Tassie Scallop Fiesta	4/08	Bridport
Tasmanian Whisky Week	5-11/08	Statewide
Beaker Street Festival	6-13/08	Statewide
National business event*	7-9/08	Hobart
Northern Whisky Feast	8/08	Burnie
National transport and warehousing conference*	9-11/08	Hobart
AFL: North Melbourne v West Coast	10/08	Hobart
Tasmanian Open DanceSport Championships	10/08	Launceston
Heritage & Bullock Festival	10-11/08	Oatlands
Chocolate Winterfest Latrobe	11/08	Latrobe
East Coast Retreat - Beaker Street Festival	11-13/08	Swansea

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**TASMANIA**  
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**BUSINESS  
EVENTS  
TASMANIA**

### August cont.

EVENT	EVENT DATES	LOCATION
National science/medical conference*	15-18/08	Hobart
NED Whisky Tasmania SuperSprint	16-18/08	North
Wilderfeast	17/08	Flinders Island
Winter Challenge Tasmania	17-18/08	Orford
Tourism and travel event*	19-21/08	Hobart
Technology expo and conference*	20-21/08	Hobart
Australian Antarctic Festival	22-25/08	Hobart
Social conference*	23-25/08	Hobart
National administration and management event*	23-25/08	Hobart
AFL: Hawthorn v North Melbourne	TBC	Launceston
International renewable energy conference*	26-28/08	Hobart
International science conference*	26-29/08	Hobart
Australian building and construction symposium*	27/08	Hobart
Tasmanian Fashion Festival	27/08 – 1/09	Hobart and Launceston
National special interests conference*	28-31/08	Hobart
Flinders Island Running Festival	30/08 – 1/09	Flinders Island
Master Builders Tasmania Awards for Excellence	31/08	Launceston
Launceston Horticultural Society Seasonal Flower Show	31/08 – 1/09	Launceston
Australian Cross Country Championships	31/08 – 1/09	Perth

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