



Winter. Our Way.

INDUSTRY TOOLKIT



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OUR WAY.

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INTRODUCING WINTER. OUR WAY.

South Australia comes alive in winter with a myriad of fiery events, rich feasts, sumptuous wine, and awe-inspiring natural experiences. Our collective opportunity is to unearth the real, raw, and rugged side of South Australia during the winter season that romances the cold with the season's hottest deals, offers and not to be missed winter experiences.

Help the South Australian Tourism Commission (SATC) light up winter in our state to entice our domestic audience to Winter. Our Way.

WHAT IS WINTER. OUR WAY.

- About piquing excitement about South Australia and awakening the adventurous spirit in people over winter.
- A tactical opportunity to highlight any winter-based offers or value adds for the consumer to help drive this demand.
- An opportunity for you to experiment with your offering or collaborate with other operators.
- Educating and showcasing what the regions have to offer throughout the winter season.
- Industry telling authentic, seasonal stories and dialling this up during traditionally slower months.



KEY DATES FOR INDUSTRY.

4 APRIL

Domestic Travel Trade Partner campaigns commenced.

29 APRIL

Last day for winter offers to be loaded on ATDW before main activity starts.

1 MAY

SATC Winter. Our Way. campaign activity commences driving consumers to the deals and offers page on southaustralia.com where and winter-based offers loaded on your ATDW will be featured and promoted. All winter experience offers must be available and bookable.

30 AUGUST

Winter. Our Way. campaign concludes.

NOTE: To be part of the Winter. Our Way. campaign on southaustralia.com, you must have an Australian Tourism Data Warehouse (ATDW) profile. If you don't have a profile yet, please set one up [HERE](#).

CAMPAIGN OVERVIEW.

WHY:

Winter. Our Way. will assist to stimulate demand during this period, bring awareness to the real, raw and rugged side of South Australia during winter and help industry to elevate South Australia's offering with bookable products/experiences.

WHAT:

Our Travel. Our Way. campaign lends itself perfectly to this seasonality shift to focus on winter products in this campaign cycle. Winter. Our Way. will be used as the Call To Action to:

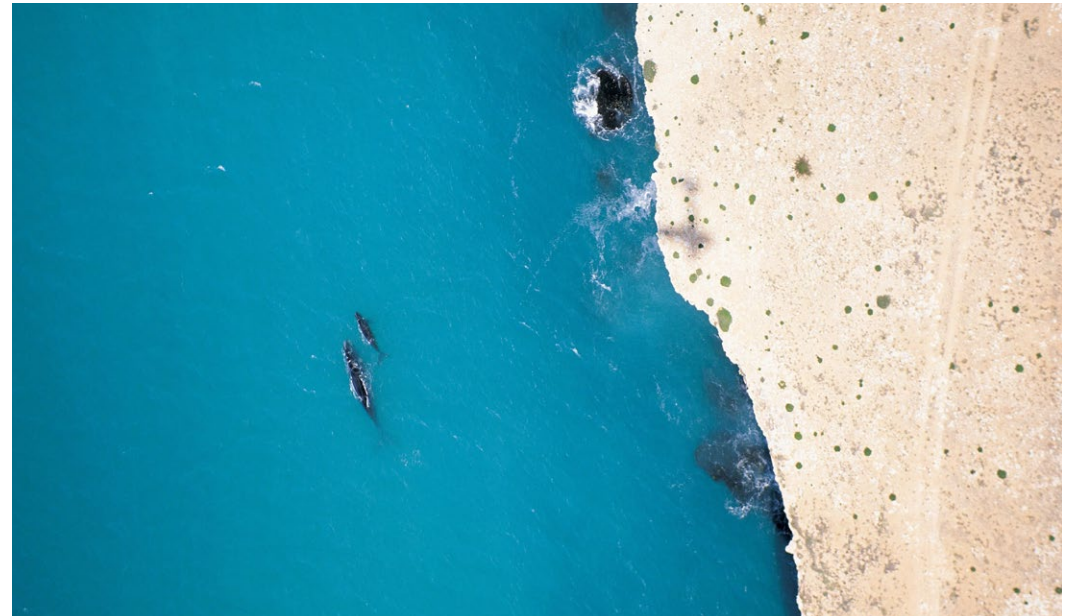
1. Raise awareness and desire for winter-based holidays in South Australia.
2. Create itineraries and inspirational content for winter-based holiday experiences in South Australia.
3. Direct consumers to a Winter. Our Way. deals and offers page on southaustralia.com to drive bookings for industry operators and travel trade partners.

WHO:

Whilst South Australia will be the primary target market for the campaign, we'll also be focusing on our key interstate markets NSW and VIC, QLD and WA.

WHERE:

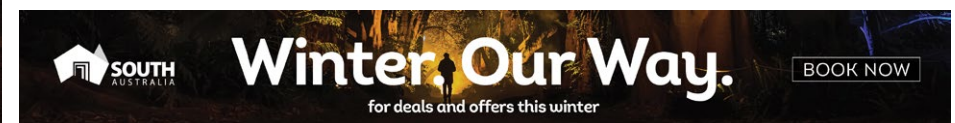
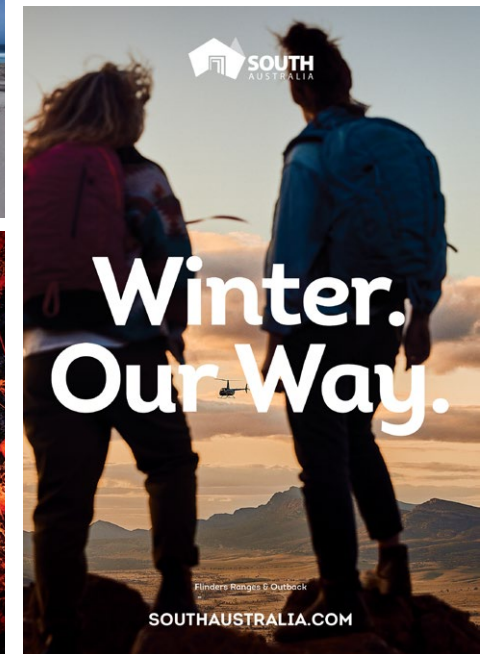
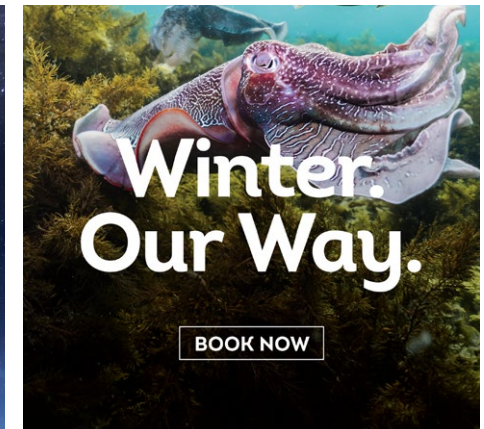
Winter. Our Way. advertising will appear across social media, digital video and display, search engine marketing, email marketing, public relations and travel trade partnerships.



CREATIVE CAMPAIGN.

To prompt consideration and bookings from the target audiences, the campaign features a range of experiences showcasing the best of South Australia in winter to be key motivators for inspiration; from sumptuous wintery events to swimming with cuttlefish and whale watching to star gazing across the state.

Domestic Travel Trade campaigns are key motivators to prompt bookings during the winter months. Partnering with key trusted Travel brands such as Flight Centre, Jetstar, Expedia Group including Wotif.com, Stayz and Expedia brands, RAA Travel, TripAdvisor, BIG4 Holiday Parks and more, the campaigns will amplify the winter messaging highlighting specific deals for travel in the cooler months.





HOW TO GET INVOLVED.

HOW TO BE INVOLVED IN WINTER. OUR WAY.

If you would like to participate in Winter. Our Way. please work through **this toolkit**, there are a number of ways for you to get involved.

1. Use the Winter. Our Way. Canva assets to tell and highlight your unique winter story and offering and promote on your own channels.
2. Upload your wintry version of your product, offer or value add to your ATDW listing. This could be something you already have in place for the season, a play on something you already do, or it can be something new and wonderful. It's also a great opportunity to test new products and collaborations. These offers will then feature on the southaustralia.com deals and offers page.

NOTE: To be part of the Winter. Our Way. campaign on southaustralia.com you must have an Australian Tourism Data Warehouse (ATDW) profile. If you don't have a profile yet, please set one up [HERE](#).



ADD A DEAL, OFFER OR VALUE ADD TO YOUR ATDW LISTING.

Include a winter specific offer, value add or wintery version of your product by **updating your ATDW profile by 29 April 2024** to ensure we can include it on the Winter. Our Way. deals and offers page.

Find out how to add a deal, offer or value add to your ATDW profile [HERE](#).



COMING UP WITH A WINTER OFFERING

No matter what your existing tourism product is, a Winter. Our Way. offer is a chance to tap into your point of difference and showcase a unique winter visitor experience or entice visitors to your business through a value add, offer, or collaborate with other operators.

TIPS FOR CRAFTING WINTER OFFERINGS

- Keep it simple: don't make your offer too complicated.
- Catchy, concise titles and headlines attract attention.
- Being 'only available during winter' gives a sense of exclusivity.
- Online bookings perform better than 'on request'.
- Focus on the 'winterised' experience you can offer at this time of year.
- Festivals and events that happen during winter are highly attractive.

EXAMPLES OF GREAT WINTER OFFERINGS

Rug up, grab your torch and go ghost hunting on the Limestone Coast as the unearthly green glow of Ghost Mushrooms illuminate Glencoe pine forest this winter.

Unplug and unwind at {Operator} tucked in secluded serenity around the {insert region}. The completely off-grid, eco-friendly tiny homes are the perfect base for a magical winter escape. After a day exploring, cuddle up around an outdoor fire, marvel at thousands of stars lighting up the night sky or kick back in your king size bed with a good book.

Sink into an outdoor tub perched above the rolling valleys of the {insert region} at {Operator}. This idyllic stay is the ultimate destination for a wintery getaway. After soaking in the view from the claw foot bath, retreat inside to sip wine by the fire and dig into some delicious local produce.

WHERE YOUR WINTER OFFER WILL BE FEATURED.

The SATC's marketing activity will drive consumers to the 'Winter. Our Way. deals and offers' page on southaustralia.com featuring the winter specific offers. This page will feature businesses with winter-based offerings, where visitors to the website will be able to click on your listing to learn more and to book.

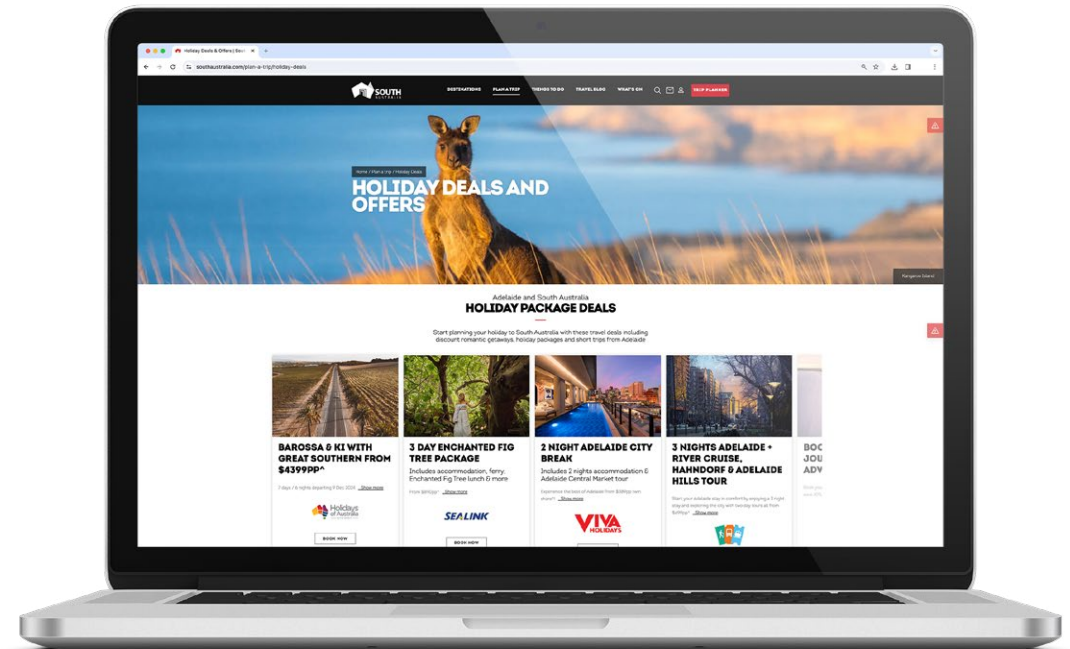
This will allow your business to be found on the 'Winter. Our Way. deals and offers' page. The aim is for visitors to be attracted to your winter specific offering, and then click to learn more and book.

We encourage you to reference 'Winter. Our Way.' campaign messaging through your own channels and update ATDW images to reflect season changes.

Understanding that a consumer may also come directly to your website rather than through southaustralia.com, we recommend having your offer easy to find on your own website to encourage bookings. Having it on your home page or on your booking page could be one way to do this.

On southaustralia.com consumers will be taken to your website when clicking on the 'Book Now' button. Depending on the URL you include in your ATDW profile, this may be a booking platform, or an appropriate page on your website. If you have included a booking link, you can also add a link to the homepage of your website for users who are interested in your product but might not be ready to book.

Operators will own and manage all consumer details and booking information; it is the SATC's aim is to create the pathway which drives visitors from our channels to yours.



WAYS TO PROMOTE YOUR WINTER OFFERING.

Tell your authentic story and provide your audience with a reason why they should travel to South Australia this winter and visit your business/venue/product and region.

Attracting eyes to your offer(s) is the name of the game. Promoting your offer to your own customers across your own channels helps with more bookings, including:

1. Promote your offer on social media and optimise the copy in your social media posts to help make your content searchable e.g South Australia in winter, what to do in winter in South Australia.
2. Use Instagram stories and Facebook posts and include a link to your offer on your website.
3. Engage with customers on your posts in a worthwhile way: ask questions, have fun and spark intrigue with users to get them curious about your offer.
4. Use the Winter. Our Way. Canva social templates that will help you utilise campaign messaging with your own imagery.
5. Use the Winter. Our Way. campaign messaging with your own imagery.
6. Send an email to your database with details of the offer.
7. Create a poster of visual to display in your business.
8. Collaborate and share offerings with neighbouring businesses to leverage each other's marketing activity and reach a broader audience.
9. Connect with your local regional tourism office who can help promote your offers across the region.
10. Brief and educate all of your staff members on the offer.

Download Canva templates on page 12.

READY TO USE ASSETS

SOCIAL MEDIA TEMPLATES.

IMAGE ASSETS

To amplify the message and tell your unique winter story on your own channels, please use the Winter. Our Way. Canva social templates that will help you utilise campaign messaging with your own imagery.

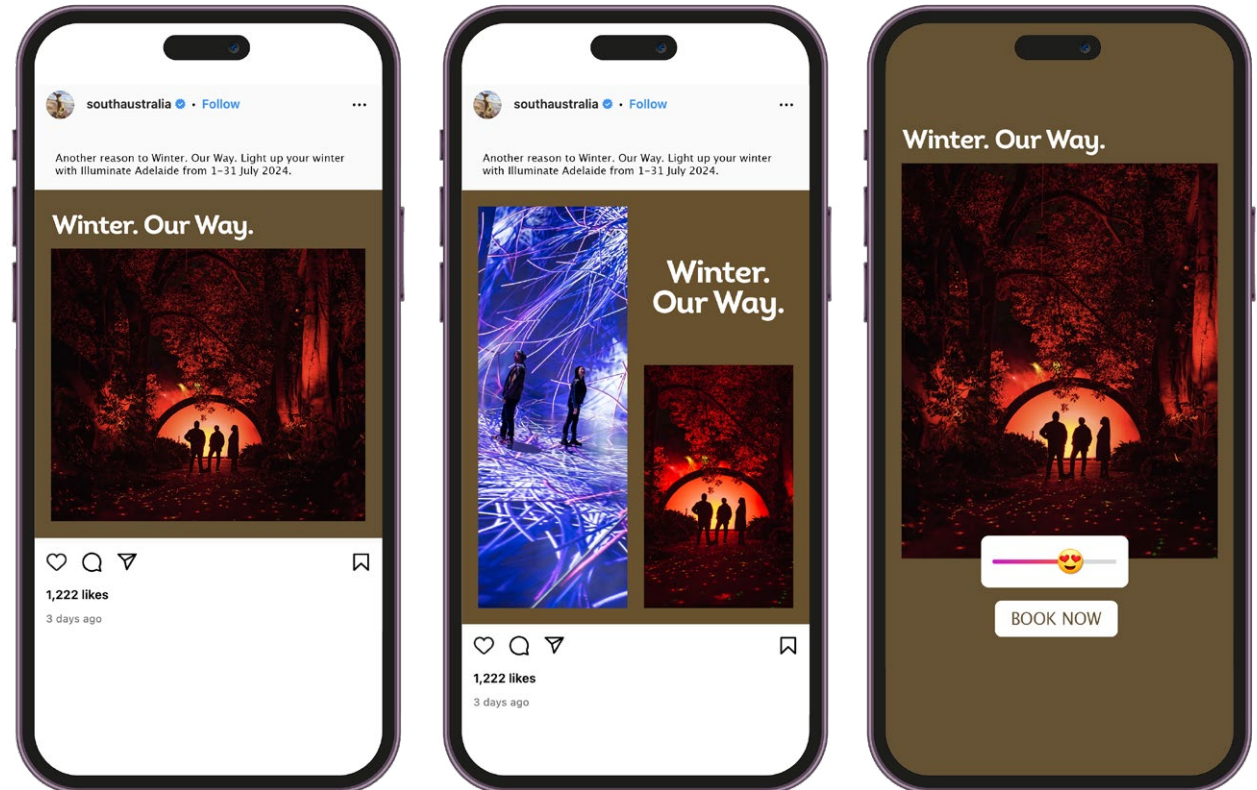
DOWNLOAD THE TEMPLATES



1. [Square Social Tiles \(1080 x 1080\)](#)
2. [Instagram Portrait \(1080x1350\)](#)
3. [Story \(1080x1920\)](#)

How do you create branded content using Canva?

- [How to create on brand content fast with templates](#)
- [How to create awesome branded content](#)
- [How to create branded graphics using Canva](#)



CAMPAIGN MESSAGING.

Use the Winter. Our Way. campaign messaging with your own imagery to tell your unique winter story.

Our campaign line is Winter. Our Way. Which builds upon our current domestic brand campaign of Travel. Our Way with a winter focus. We do encourage you to build on the Winter. Our Way. line to make it relevant to your destination, product or experience in the lead in or end of the line.

COPY EXAMPLES

- *Soak in a hot tub under a starry sky with a view. Winter. Our Way. at {insert operator name}.*
- *{Describe the product/experience} That's Winter. Our Way.*
- *Swimming with giant luminescent cuttlefish? That's Winter. Our Way.*
- *Another reason to Winter. Our Way. Visit {insert operator name}.*
- *'Winter experiences at {insert operator} worthy of a Road Trip.'*
- *Winter. Our Way. at {insert operator name} with a warming Dark Ale Tasting by the fire.*
- *Spending Friday nights in Ugg boots? This winter, unplug from boredom, ditch the Ugg boots and reignite your sense of adventure. Breathe the crisp air of some of the coolest destinations in South Australia – best enjoyed in winter.*

NOTE:

When writing the headline **Winter. Our Way.** the following copy rules apply:

Capital W | **Full stop after Winter.** | **Capital O** | **Capital W** | **Full stop after Way.**



ADDITIONAL RESOURCES.

For further information on how to level up your social media game please find our [Tips and Tricks guide](#).

Ensure your ADTW listing is up to date. For all ATDW support please see our [Support Hub](#).

Use [@southaustralia](#) and [#SeeSouthAustralia](#) on social media to help people find your content and include reasons to encourage consumers to visit your region.





SOUTHAUSTRALIA.COM