

# THE SIMPLE PLEASURES OF WINTER CAMPAIGN POCKET GUIDE



Winter in South Australia isn't still. It's alive with a deep, pulsing beat.

Awakening your senses and calling you to presence.

A season that strips things back, then feeds you full again with what truly counts. Everything sharpens—flavours, light, instinct, and experiences take on a more intimate nature.

The sting of cold air on your cheeks on a misty morning hike, the hum of a firelit pub where friends gather over mulled wine and stories that grow with the night.

Its creatures of another variety, rich slow-cooked feasts that flourish by candlelight, events that celebrate longer nights and cabin stays that melt into golden afternoons.

*Ahh the simple pleasures...*

This is your chance to *attract more* visitors, boost bookings, and show off your business – all while riding the wave of our destination-wide campaign designed to ignite winter into an appealing season where joy is found in the simple pleasures.

# *Winter in South Australia is anything but ordinary. It awakens your senses calling you to presence.*

## What is 'The Simple Pleasures of Winter' Campaign?

The Simple Pleasures of Winter is the South Australian Tourism Commission's (SATC) seasonal tactical campaign, shifting our focus to winter experiences and products during our Industry's slower season.

It is an extension of our new long-term destination brand campaign 'Celebrate the Simple Pleasures', with a short-term sales activation aimed at stimulating and driving demand during the quieter months, while further cementing our long-term brand platform.

**This seasonal campaign is tactical in nature, and an invitation for industry to elevate South Australia's offering and 'winter-fy' the experiences you offer.**

## What are we aiming to achieve?

Our campaign is focused on bringing awareness and building appeal for winter-based holiday experiences, activities, day trips, events and stays in South Australia. It is designed to spark demand during this typically slower season and provide a platform for industry to elevate South Australia's offering with bookable products and experiences.

Marketing activity will direct consumers to a dedicated 'Simple Pleasures Guide to Winter' on southaustralia.com and our [Holiday Deals and Offers page](#), to drive bookings for industry operators and travel trade partners.

Our long-term ambition is to position the winter season in South Australia as an annual offering where 'once in a lifetime happens once a year', by introducing 'The Simple Pleasures Guide to Winter' as a yearly guide, featuring Chapters that highlight unique winter experiences throughout the state and promote seasonal offers.

## When is the campaign launching and in what markets?

The Simple Pleasures of Winter launches 19 May through to 31 August 2025.

Whilst South Australians will be the primary target market for the campaign, with a heavy focus at the tactical level. We'll also be focusing on our key interstate markets, Victoria, New South Wales, Queensland and Western Australia, with full funnel activity designed to increase awareness of South Australia's winter offering, while simultaneously generating leads and bookings by promoting seasonal offers in market.

## Who is the target audience for this campaign?

This is not something for everyone, but rather everything for the ones who want what we've got.

**The campaign will be targeted at:**

**Domestic Travellers** - Australians seeking meaningful travel experiences, particularly from states with high visitor potential. Emphasis will be on our two Primary Audience Segments - 'Cultural Contributors' and 'Authentic Connectors' - selected for their fit to what South Australia offers, and looking for escapes that offer both relaxation and engagement with nature and culture.

# *The campaign will ignite winter into an appealing season where joy is found in the simple pleasures.*

## What media channels are included in the campaign?

The multi-channel campaign will capture the attention of the Australian market through the visual mixed media creative and deeper approach to storytelling, which will evolve throughout this and successive campaigns.

The Simple Pleasures of Winter will be served up in Chapters: **Winter Creatures, Flavours, Outings, Stays and Deals**, to showcase experiences unique to South Australia. This lends itself perfectly to generate demand through varied executions and media placements.

While continuing to hero the Celebrate the Simple Pleasures brand, we'll strategically introduce 'The Simple Pleasures of Winter' campaign to high-intent audiences, aggressively re-targeting those who have shown interest to secure higher rates of conversion. As this is a targeted tactical campaign, the media choices prioritise placements in the mid to lower funnel to drive conversion and bookings.

The campaign advertising will appear across TV and online video, high-impact outdoor, radio, audio and podcasts, social media like Facebook, Instagram, and TikTok, display banners, search engine marketing, email marketing, editorial, public relations, and co-operative marketing campaigns with key partners.

This will be further supported by our always-on marketing activities, with a broader focus on digital channels for website traffic, onsite conversion and operator leads.

## Why are mixed media and visual art being used in the campaign?

**This is not your typical tourism campaign;** This is a stage. A stage to finally introduce the vastness of South Australia's craft mindset and the many creative minds that make this place so special.

**Our recently launched Destination Brand platform provides a unique opportunity to highlight and celebrate South Australian creativity. It brings forward the stories and talents of our artists, makers, and innovators. By collaborating with local creatives and craftspeople, this campaign draws on South Australia's rich heritage and forward-thinking spirit, honouring both the legacy and the future of our creative community.**

In this spirit, our seasonal winter campaign and its varied executions continue to elevate South Australia's creativity. Artwork by James Brown, titled 'Winter Camping', Mambray to Ikara, Flinders Ranges & Outback, is the hero piece leading the campaign creative in high visibility media placements to maintain connection to our destination brand and for cut-through in the tourism marketing category.



James Brown, titled 'Winter Camping', Mambray to Ikara, Flinders Ranges & Outback

# Campaign Creative

## OUTDOOR

### BUS STOPS

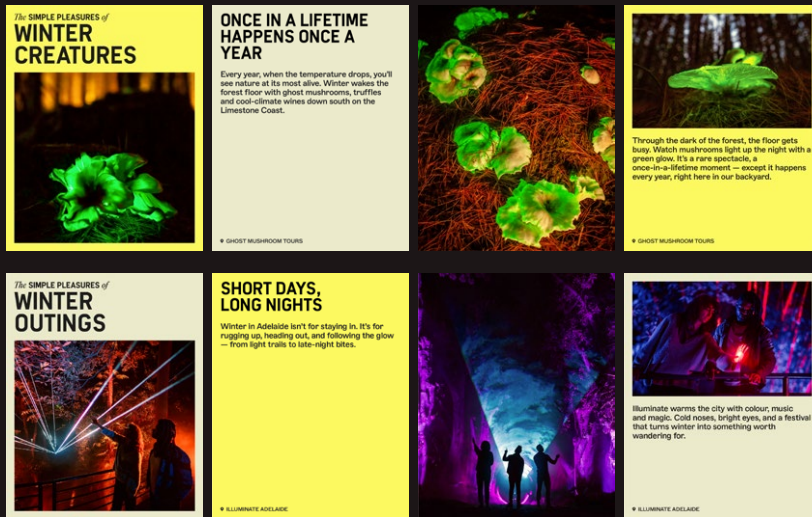


### BILLBOARDS



# Campaign Creative

## FACBOOK CAROUSEL



## FACEBOOK STATIC ADS



## DISPLAY - BANNER



## How does the campaign showcase the regions?

Every region in South Australia has its own special way of experiencing the winter season. We're here to celebrate these stories, giving them life and meaning through our seasonal campaign.

Our new brand platform has been designed to build out multiple stories of simple pleasures found here in South Australia, allowing us to cover more of what is on offer, all under one unifying brand. Winter will continue to build on this by serving up the Simple Pleasures of Winter in Chapters: Winter Creatures, Flavours, Outings, Stays and Deals, designed to highlight the experiences on offer, each uniquely and true to South Australia and the regions. Thematic layers of Once in a Lifetime, Once a Year, Savour the Season and Short Days Long Nights will be used as additional storytelling threads to build appeal for winter getaways.

Regions will see themselves reflected on many levels throughout the campaign and by the diverse product offering within each Chapter.

**Industry has been invited to elevate South Australia's offering with bookable products and experiences aligned to winter to generate consumer appeal and create a sense of urgency to drive purchase.**



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Campaign marketing efforts will be focused on promoting seasonal offers, directing consumers to [southaustralia.com](https://southaustralia.com) and our [Holiday Deals and Offers page](#).

Our campaigns are just the tip of the iceberg. Even if you don't see your region in an ad, our year-round marketing is always working to promote it. From social media and publisher content to search engine marketing, email campaigns, and online ads, we're constantly showcasing regions, inspiring trips, and driving visitors to [southaustralia.com](https://southaustralia.com).

## Are there any partners in the campaign?

Yes, domestic co-operative marketing campaigns will be launched with key strategic partners. Starting in late May and continuing throughout the campaign, including airline partners, SeaLink, Flight Centre, Stayz, RAA Travel, Tripadvisor, and Discovery Parks.

For details on campaign timings, please refer to our [Domestic Partnerships campaign calendar](#).



Make sure you bookmark our [Campaign Hub](#) as a go-to hub for ongoing updates and tools so we can help grow your business.

## How do industry and operators fit into SATC's seasonal tactical campaigns?

We're inviting local tourism operators to create whatever simple winter joy you can offer.

'The Simple Pleasures of Winter' campaign is our collective opportunity to create desire among consumers with special winter experiences, activities, events and seasonal offers that highlight what makes South Australia simply joyful in winter.

**Our campaign is made stronger with your offering. The more operators that participate and create appealing seasonal offers that spark interest, the more visitors will be enticed to take a winter escape. So have fun with it – create a special winter experience that is different from your regular offering, collaborate with other business owners, and leverage or create winter events.**

Think foraging, truffle hunting, delicious menus or food festivals, cosy locations, immersive classes, stargazing, farm stays, forest cabins, log fires and boathouses.

## What Could You Offer? Think:

- "Stay longer" winter retreat deals
- Guided walks with mulled wine at the finish line
- Crisp morning kayak & coffee combos
- Hot chocolate with every booking
- 2-for-1 winter themed experiences
- Seasonal cooking classes
- Mid-week winter warmer discounts, add-ons, value adds and limited-time deals
- Experiences aligned to the Chapters and Themes in the campaign

**Have some fun! The cozier, more soulful, and more seasonally inspired, the better.**

## Why Get Involved?

- We'll feature your offer in our multi-channel campaign
- Reach a wide audience of engaged travellers
- Stand out as a must-do experience this season
- It's FREE to participate!

## Get Involved in 3 Easy Steps:

1. **Create** a winter-themed experience, package, event or offer.
2. **Submit** it on your current ATDW listing and/or create a dedicated [ATDW listing](#) just for your Winter-based offer.
3. **Promote** - We'll take care of the promotion and drive the traffic to you! You can also actively participate in promoting the winter campaign.
  - This could involve social media marketing, online advertising, and partnerships with other businesses. Share a simple pleasure of winter with your offering. Tell stories aligned to the Chapters and storytelling themes

To leverage our marketing efforts in full, it's best to ensure you're ATDW listings are updated and submitted to make the most of the campaign period from May-August 2025.

Not already promoting your business via the ATDW? Create your listings and learn more at the [ATDW Support & Marketing Hub](#).

### ADDITIONAL RESOURCES

[Campaign Landing Page](#)

[Media Gallery](#)

[Corporate Website](#)

# SOUTH AUSTRALIA

South Australian Tourism Commission

[tourism.sa.gov.au](http://tourism.sa.gov.au)