

EMBRACE THE

OFF-PEAK

FLEURIEU PENINSULA

CAMPAIGN MISSION

OFF-PEAK entices individuals to discover the hidden wonders of the Fleurieu Peninsula during the off-peak season. Together we can foster unforgettable experiences that celebrate the region's unique charm, warm hospitality, and diverse offerings. Through engaging events, strategic partnerships, and a focus on authenticity, we aim to transform the 'off-peak' into a vibrant season, drawing visitors from near and far.

Let's captivate hearts with our wild landscapes, rich flavours, and our tapestry of activities that capture the essence of the season.

CONTACT US

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CAMPAIGN STRATEGY

- Encourage early planning & longer stays.
- Focus on off-peak growth.
- Position the FP as a lead off-peak travel destination.
- Strengthen our collective marketing impact

CAMPAIGN TOOLKIT

Read the full 'Embrace the Off-Peak' campaign toolkit [here](#) for a complete campaign overview, our objectives and helpful creative tools to support you before submitting your off-peak offering.

BUY-IN SUMMARY

Deadline to express interest

7th March

Campaign schedule

1st April – 8th October

Through each buy-in option, FPT will heavily subsidise investment to support you. This will ensure we garner widespread participation across the region for a sustainable off-peak campaign. We will strategically repurpose assets throughout the 24/25 Off-Peak campaign and beyond, facilitating your efforts to sustain momentum throughout the year.

NEXT STEPS – JOIN THE CAMPAIGN

1. **Update your ATDW Product Listing** (or create a new offer).
2. **Register your OFF-PEAK offer at this [link](#).**

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INDUSTRY BUY-IN OPTIONS

	Package A No fee	Package B \$500	Package C \$1000
Product showcased under the Off-Peak campaign pillars on fleurieupeninsula.com.au to leverage leads and traffic generation.	✓	✓	✓
Hero product placement on fleurieupeninsula.com.au from 1 April to 8 October 2024 (reaching over 60,000 consumers annually).		✓	✓
Product embedded through bespoke travel blogs on fleurieupeninsula.com.au & social channels with investment in targeted social advertising.		✓	✓
Integrated social media ad campaigns themed by specific experience pillars across the Fleurieu Peninsula.		✓	✓
Operator support, digital tools, campaign resources and training video.	✓	✓	✓
6 x monthly Off-Peak promotions through the Fleurieu Peninsula Tourism Consumer EDM (5000+ subscribers) .	✓	✓	✓
Local (Hello SA broadcast and social) and interstate media-buy to support campaign reach and operator leads.	✓	✓	✓
Winter-themed photography shoot with 20-30 images owned by the operator & FPT. Imagery will be used by FPT as part of this campaign promotion.			✓