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\$1.75M CAMPAIGN CALLS ON AUSSIES TO DITCH THE CHILLS FOR WARMTH AND THRILLS

The Gold Coast is being promoted in a new marketing blitz, debuting on Sunday (16 May) in cities across Australia, aimed at boosting visitor numbers in the lead up to winter.

The campaign sees the Gold Coast call on Aussies to flee the cooler Southern temperatures for sunshine, beautiful beaches, untouched hinterland and a playground of experiences and attractions.

Destination Gold Coast CEO Patricia O'Callaghan said the campaign springboards recovery for Gold Coast's tourism sector as the marketing body remains focused on stimulating visitor demand and expenditure for its 4,600 tourism operators.

"This \$1.75 million campaign will support Gold Coast's visitor economy in the lead up to and during winter, which we know is traditionally a softer travel period, to safeguard our status as a preferred holiday destination," Ms O'Callaghan said.

"We know through our insights that there is more than just a pent-up desire to travel, there is pent-up demand to play, and reconnecting with family and friends is so important for our wellbeing.

"Targeting families and over-50s, the campaign plays into the nostalgia of multi-generational getaways supported by more than 100 unbeatable accommodation, tour and attraction deals.

"Most-loved experiences from these key traveller segments feature throughout the campaign including going to the beach, relaxing by the pool, eating local produce and exploring natural scenery.

"The campaign invites our southern neighbours to "come and play" in the sunshine state and swap a cold commute to work for a memorable holiday in Australia's favourite playground."

The seven-week campaign will be promoted across outdoor placements, television, tactical aviation and online booking platform partnerships, digital and social media in Sydney, Melbourne, Brisbane, Newcastle, Hobart, Perth and Adelaide.

By extension, a two-day activation at Sydney's Westfield Paramatta Centre Court later this month will see 10 Gold Coast tourism operators showcase their products, holiday deals and the destination to capitalise on high foot traffic in the key interstate market.

Ms O'Callaghan said a multi-pronged approach to recovery is critical for the Gold Coast's tourism sector to bounce-back after \$3.2 billion was wiped from the pre-COVID \$5.9 billion visitor economy in 2020.

"The Gold Coast continues to top the list as a preferred holiday destination on booking engines and this is backed up by consumers voting with their feet, seeing us as the leading beneficiary of the Federal Government's half-price flights scheme," said Ms O'Callaghan.

“With some 200,000 flights to-date sold to the Gold Coast, it is initiatives like this that will drive visitors into the region coupled with increased aviation connectivity and cut-through destination marketing.”

Click [here](#) to view and embed the 60-second TVC and download [campaign imagery](#).

View the campaign factsheet, holiday deals and families market insights [here](#).

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