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GOLD COAST WHETS THE APPETITE OF KIWIS IN \$1.3M MARKETING PUSH

As the first international market restarts, Gold Coast is wasting no time with a million-dollar promotion asking Kiwis to holiday here this winter to boost the region's visitor economy.

Destination Gold Coast CEO Patricia O'Callaghan said the campaign which debuts on April 21, coincides with the trans-Tasman travel bubble to remind travellers that there's no better place to holiday than in Australia's favourite playground.

"We know New Zealanders can't wait to come back to the Gold Coast and they will be welcomed with open arms by our 4,600 tourism businesses," Ms O'Callaghan said.

"Our \$1.3 million marketing push is the Gold Coast's largest-ever spend in New Zealand, so the proportion of investment reflects the importance of re-engaging with this key visitor market.

"New Zealand was our second-largest international visitor market source pre-COVID and this is a significant milestone for Gold Coast tourism operators being the first international market to come back online in more than a year.

"Quarantine-free flights kick-off this week and with the inclusion of the new Qantas Gold Coast-Auckland service supplying an additional 63,000 inbound seat, we have three carriers flying into the Gold Coast and expect capacity to rebuild quickly.

The 12-week campaign will entice New Zealanders to come and play through great value holiday offers promoted on national TV networks in partnership with House of Travel, New Zealand's most awarded travel group, and across cinema, digital placements and on social media.

Ms O'Callaghan said Kiwis have a strong affinity with the Gold Coast.

"One per cent of all Kiwis live on the Gold Coast and we know an annual holiday to our region is a tradition for thousands of Kiwi families who will now be able to flee winter for a sun-soaked holiday.

"The marketing approach reinforces the Gold Coast as top-of-mind for families abroad and our visiting friends and relatives' market.

"The campaign will highlight the Gold Coast's top-rated travel activities and a breadth of lesser-known experiences in addition to our golden beaches, rainforest hinterland, iconic theme parks, alfresco dining and calendar of events.

Gold Coast Mayor Tom Tate said the Gold Coast is a second home for New Zealanders.

"To our Kiwi cousins, I say come and play on the Gold Coast," he said.

“To see international flights arriving and departing gives us all great confidence that this is not the first travel bubble to expand out of the coast.

“Let’s roll out the welcome mat ... just don’t mention the rugby as we still can’t pinch that trophy off them.”

Last week, Destination Gold Coast released a social media video, ‘New Zealand: We’re On!’ in which Gold Coast Kiwis urged their “Cuzzies” to pack their bags and “get over here”.

Click [here](#) to view and embed the 15-second TVC.

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