



1 OCTOBER 2021

PLAY MONEY REWARDS DELIVER OVER \$7 MILLION INTO GOLD COAST ECONOMY

Gold Coast locals have snapped up 60,000 Play Money Rewards vouchers within two weeks, helping support local business and enjoy the best of what the region has to offer.

Play Money Rewards went live on Destination Gold Coast's website a fortnight ago (16 September) with around two million page views in the first two weeks.

The \$3 million initiative, funded by the City of Gold Coast and led by Destination Gold Coast, was created to encourage locals to support the hundreds of local businesses that have been impacted as a result of COVID-19 setbacks and border closures.

Gold Coast Mayor Tom Tate said incentivising locals to explore their hometown proved there was strong community appetite to support local.

"This Play Money Rewards scheme is putting the gold back into the Gold Coast," said Mayor Tom Tate.

"We've exceeded our \$6 million target with the local initiative delivering over \$7 million in voucher sales, which means more money in the pockets for mum 'n dad businesses and employees. Well done Destination Gold Coast."

Destination Gold Coast CEO Patricia O'Callaghan thanked Gold Coast locals for getting behind the campaign and doing their bit to help support local businesses.

"We love the Gold Coast and locals are loving that Play Money Rewards is giving them a great incentive to get out and not only enjoy the fun, food and fantastic tourism destination that we have on our doorstep but also keep money in the local economy," Ms O'Callaghan said.

"Gold Coasters have turned out in the tens of thousands spending in excess of \$7 million on vouchers at 420 businesses and we know that even more will be injected into the economy as a result of this program. Dining followed by tours and attractions were the most popular categories."

Ms O'Callaghan said this year's Play Money Rewards, with the support of City of Gold Coast, had been even more successful than last year's first-ever local area marketing campaign, Play Money.

"Gold Coasters have shown their overwhelming support to keep our tours and attractions, culture experiences, accommodation, dining and retailers humming until the year-end which is so important because they are the future of Gold Coast," she said.

"It's so important we support our local businesses during this time so when we can welcome interstate and international tourists back our operators are open and ready to share this fantastic place we are lucky enough to call home."

View more on the Play Money Rewards initiative [here](#).

ENDS

CONTACT: Madison Harding | 07 5584 6267 | madison.harding@destinationgoldcoast.com

CONTENT: Licensed images and video are available for non-commercial use by media, tour operators, travel agents, meeting professionals, and convention promoters. These assets are available for download via the Destination Gold Coast digital library, Content Hub by registering at <https://destinationgoldcoast.stylelabs.cloud/en-US/Account>