



14 MARCH 2022

MILLION-DOLLAR CAMPAIGN INVITES AUSSIES TO 'PRESS PLAY' ON A GOLD COAST HOLIDAY

After two years of disrupted domestic travel and paused holiday plans, the Gold Coast has launched a national advertising blitz inviting interstate holidaymakers to get in now and book their next getaway to the Sunshine State.

Destination Gold Coast has today (14 March) released a tourism assault interstate to target high spending travellers and lucrative single and double income earners with no kids, with a focus on key visitor markets of Melbourne and Sydney.

Destination Gold Coast CEO Patricia O'Callaghan said *Press Play* is a tactical-led campaign to catch the eyes of holidaymakers from across Australia.

"We know that while travel remains high on the agenda for Australians and short lead times continue to be a trend, there is still some hesitancy to book interstate as we re-emerge from COVID-19," Ms O'Callaghan said.

"With aviation connectivity now largely restored and over 100 deals on offer from tours, attractions, dining, and accommodation, we are coming out of the gate strong to position the Gold Coast as a stress-free and memorable holiday destination for families, couples and multi-generational travellers.

"*Press Play* is all about creating urgency around travelling now with attractive fares and holiday packages to drive immediate visitation and support our 4,400 tourism businesses as we work hard with members and partners to aid the rebuild of the local visitor economy.

"Instead of hovering over the book now button, our message to Aussies is to embrace the spontaneity and 'press play' on a Gold Coast getaway."

Ms O'Callaghan said the month-long campaign will lead with inspiring destination creative and be further bolstered by two aviation partnerships to ensure the Gold Coast is front and centre in the minds of interstate travellers.

"The Gold Coast is dominating the audiences of Virgin Australia and Jetstar this month, with competitive airfares set to generate up to 20,000 inbound seat sales to the region," said Ms O'Callaghan.

"Whether you'd like to take a dip at QT Gold Coast's signature striped pool or stand-up paddle at Tallebudgera Creek with Pure Aloha Yoga, hot air balloon over the greenspaces of the Gold Coast or bask in fine dining beachside at The Tropic, the Gold Coast has a plethora of experiences that can't be replicated anywhere else in the world.

Press Play will be promoted across free to air TV, radio, out of home, digital and social media whilst harnessing the extensive network and consumer channels of each aviation partner.

Part of the Jetstar project received grant funding from the Australian Government, under the Recovery for Regional Tourism Program, an initiative of the \$1 billion COVID-19 Relief and Recovery Fund.

Click [here](#) to embed the 15-second campaign video. View the [campaign factsheet](#) and [holiday deals](#).

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 [HERE](#)