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REUNITE IN PARADISE CAMPAIGN TO BRING FAMILIES AND FRIENDS BACK TOGETHER ON THE GOLD COAST

A new campaign will be launched offering discounted airfares and tourism vouchers for family and friends of interstate and international students studying on the Gold Coast.

In a first-of-its-kind initiative, Destination Gold Coast will partner with Study Gold Coast, Tourism and Events Queensland, and REX Airlines for *The Reunite in Paradise* campaign.

Tourism Minister Stirling Hinchliffe said the Queensland Government was backing innovative tourism campaigns to support the State's Covid-19 Economic Recovery Plan now underway.

"With world-class visitor experiences, the Gold Coast is Australia's favourite tourism destination and we're continuing to support its recovery," Mr Hinchliffe said.

"The Reunite in Paradise campaign is part of the Palaszczuk Government's \$15 million election commitment to help Regional Tourism Organisations like Destination Gold Coast to promote their best visitor experiences."

Destination Gold Coast CEO Patricia O'Callaghan said the campaign, with support and funding from the State Government, will help bring people back together to enjoy everything the Gold Coast has to offer.

"We know there are thousands of interstate and international students who study on the Gold Coast, and we want to help make it easier for their friends and loved ones to come and visit in 2022," Ms O'Callaghan said.

"*Reunite in Paradise* is about bringing people back together and supporting our tourism industry and local economy," she said.

"We're looking forward to working closely with Study Gold Coast on this exciting initiative."

Friends and family of Gold Coast based interstate and international students will be eligible for a \$100 REX Airlines flight credit and a \$50 Play Money voucher that can be used to enjoy a range of tourism products and experiences.

Study Gold Coast CEO Alfred Slogrove said the Gold Coast has long been the education destination of choice for domestic and international students who often have friends and family visit during their stay here.

“With our premium education and lifestyle offering we've seen increasing numbers of interstate students enrolling on the Gold Coast through high school boarders and tertiary students, as such there is considerable demand from friends and family wanting to visit,” Mr Slogrove explained.

“International students are also looking forward to the opportunity to reconnect with loved ones here so the Reunite in Paradise campaign will be a vital stimulant for local businesses and the city.”

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