



DESTINATION
GOLDCOAST.

**COME BACK
AND PLAY
FACT SHEET**

Destination Gold Coast (DGC) launched its first 'Come Back and Play' campaign in June 2020, encouraging Queenslanders to holiday in their own backyard on the Gold Coast. The \$3.5 million Pre-Summer launch is the second iteration of the campaign in the 'restart' phase of DGC's [marketing recovery plan](#) to reignite Gold Coast's visitor economy.

WHAT IS THE PURPOSE OF THE CAMPAIGN?

DGC is focused on stimulating demand, visitation and expenditure for the Gold Coast by targeting all available domestic markets including drive, fly and day trip visitors. The tourism landscape has experienced significant disruption as a result of the COVID-19 crisis and consequently a new world of travel has emerged. Reaffirming the Gold Coast's distinct advantage for families and multi-generational holidays, the tourism body will draw upon its successful domestic brand **Australia's Favourite Playground** to capitalise on the momentum of the **Come and Play** platform to win the hearts and minds of travellers near and far.

By design, the large-scale national campaign is aimed at enticing [high-spending travellers](#) (HSTs) within the family segment to come back and play in the lead up to summer. DGC research shows that the HST segment represents the biggest opportunity to generate greater return through increased expenditure. With domestic restrictions further relaxed and as consumer confidence improves, the campaign will be rolled out in bursts across available markets, with the flexibility to scaled up or down as required.

WHAT IS THE COME BACK AND PLAY CAMPAIGN?

The Come Back and Play campaign draws upon Gold Coast's rich offering and key experiences to encourage Aussie holidaymakers to look no further than Australia's Favourite Playground. Rekindling the playful tone of the Gold Coast in anticipation of welcoming kids of all ages, the campaign emphasises strengthening familiar bonds, creating lifelong unique memories through unforgettable family holidays and relaxation in tandem with key experiences.

The multi-faceted campaign uses new and refreshed family-centric creative assets brought to life across DGC and partner channels. The eight-week campaign will be in market 25 October – 20 December 2020 and is timed to promote bookings in the lead up to the December holiday period. This includes free-to-air and subscription television advertising, cinema, outdoor, radio, digital and social media placements in previously targeted intrastate markets in addition to expanding to new domestic regions in Queensland and across New South Wales, ACT and South Australia regional and metro areas. Other regions and cities may be added once aviation capacity and accessibility into the Gold Coast is further re-established.

The Come Back and Play campaign will be supported by a 32-page printed supplement that will be included in News Corp metro masthead newspapers in Brisbane, Sydney, Adelaide and Melbourne (when possible). More than 1.1 million copies will be distributed to promote the Gold Coast using experience-driven content to highlight the diversity of tourism products and encourage those dreaming of a holiday to look no further than Australia's Favourite Playground.

Visit destinationgoldcoast.com/play to learn more about the campaign.

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HOW DOES INDUSTRY FEATURE IN THE CAMPAIGN?

The Gold Coast tourism industry is at the forefront of delivering and creating a memorable visitor experience. Our operators and providers, attractions, tours and restaurants are key to the success of the Come and Play platform in Australia's Favourite Playground.

The Come Back and Play campaign page on Destination Gold Coast's website will feature a rich cross-section of experiences and products that are highly sought-after by the target market: nature based discovery, tasting local produce, exploring well-known and new areas of the Coast, relaxing by the pool, visiting iconic theme parks, beaches and swimming holes.

Operators will feature on Destination Gold Coast's social media channels and website. A number of online holiday deals in support of the campaign can be found [here](#). In addition, a range of new and free content images are available for download via Crowdriff.

Fifteen experiences, events and products from across the Gold Coast that feature in the campaign include:

- Peppers Soul, Surfers Paradise
- Mantra Sun City, Surfers Paradise
- Mantra Crown Towers, Surfers Paradise
- Burleigh Pavilion, Burleigh Heads
- Rainbow Bay, Coolangatta
- Sea World, Main Beach
- Warner Bros. Movie World, Oxenford
- SWELL Sculpture Festival, Currumbin
- Jumpinpin, South Stradbroke Island
- Curtis Falls, Tamborine Mountain
- Gwinganna Lifestyle Retreat, Tallebudgera Valley
- Gold Coast Broadwater
- Dreamworld, Coomera
- Tallebudgera Creek
- Sea World Cruises, Main Beach

HOW TO GET INVOLVED AND LEVERAGE THE CAMPAIGN

There are a number of opportunities for industry to engage with the Come Back and Play campaign. These include:

1. DGC members with an active Australian Tourism Data Warehouse (ATDW) listing can submit an online holiday deal (OHD) through the [ATDW](#). The listing is automatically transferred to DGC's dedicated [campaign landing page](#) where travellers can view and click to access the latest deals.
2. Download [campaign images](#) available for free from Destination Gold Coast's image gallery.
3. Share campaign videos featured on [DGC's YouTube](#) channel.
4. Share your product or experience with Destination Gold Coast to be considered for future promotion to our social media channels by using the hashtag **#playgoldcoast**. Images selected will be credited and tagged in any content shared by Destination Gold Coast.



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5. Follow [DGC's Corporate LinkedIn](#) page for campaign and corporate news.
6. Maximise your [DGC membership](#) or contact our [team](#) to enquire about a membership package.
7. Connect with Destination Gold Coast and [keep up to date](#) with destination and corporate news [here](#).