



DESTINATION
GOLDCOAST.

50+ FACT SHEET

Destination Gold Coast is evolving its consumer brand after launching its successful domestic iteration ***Australia's Favourite Playground*** in 2019. The deliberate move to reposition to a more leisure facing brand leverages the Gold Coast's competitive strengths as a key tourism destination. Underpinning the shift is the ***Come and Play*** platform that serves to reinforce the brand's playfulness through highlighting core authentic experiences (going to the beach, relaxing by the pool, eating local produce and casual dining, visiting theme parks and exploring the lush hinterland rainforest) to reignite Australia's love affair with the Gold Coast. The new [campaign](#) entices high-spending travellers (HSTs), aged 50+ to come and play in the cooler months on the Gold Coast.

WHAT IS THE NEW CAMPAIGN?

Destination Gold Coast is continuing its focus on building its tourism market share through efforts to attract more HSTs and in turn generate greater return through increased expenditure for the economy. Those aged 50+ travelling with or without children provide the biggest opportunity for growth over the next few years. Australia's aging population, unprecedented levels of household wealth and a high propensity for frequent domestic travel provides the Gold Coast with a largely untapped and rapidly growing segment to leverage.

The 50+ campaign showcases the Gold Coast's breadth of core experiences to encourage reconsideration of the Gold Coast as a holiday option. Celebrating the 50+ market's young at heart zest for life through emphasis on desired experiences such as prioritising relaxation, time with their partner and comfort, are highlighted in tandem with the Coast's key experiences.

The \$2 million campaign will be brought to life through a suite of creative assets used across Destination Gold Coast and partner channels. This is timed to promote bookings in traditionally off-peak seasons, autumn and winter. The nine-week campaign commences from 2 February – 5 April 2020. This includes free-to-air and subscription television advertising, cinema, radio, print, outdoor, digital, social media and public relations in key markets Sydney, Melbourne and Brisbane.

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

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 50+ campaign page on Destination Gold Coast's [website](#) will feature a broad cross-section of seventeen experiences and product that are highly sought-after by the target market: Nature based discovery, tasting local wine and produce, exploring cafes and markets, regional areas and self-drive holidays.

These operators will feature on Destination Gold Coast's social media channels and website including in [crafted itineraries](#) for exploration beyond the Gold Coast's well-known neighbourhoods and via Ignite Travel MyQLDHolidays offers. In addition, a range of new and free content images are available for download via [Crowdriff](#).

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Seventeen experiences and products from across the Gold Coast that feature in the campaign include:

- Curtis Falls, Tamborine Mountain
- Sailing in Paradise, Gold Coast Broadwater
- Gold Coast Fishermen's Co-operative, Main Beach
- Jumpinpin, South Stradbroke Island
- Palazzo Versace, Main Beach
- Robert Sowter Park (Hang Gliders Lookout), North Tamborine
- Go Ballooning, Gold Coast
- Gwinganna Lifestyle Retreat, Tallebudgera Valley
- Sea World Whale Watching, Main Beach
- Snapper Rocks, Coolangatta
- Sea World, Main Beach
- Movie World, Oxenford
- Miami Marketta, Miami
- Swell Sculpture Festival, Currumbin
- Dreamworld, Coomera
- Burleigh Heads National Park, Burleigh Heads
- Tallebudgera Creek, Palm Beach

HOW TO GET INVOLVED AND LEVERAGE COME AND PLAY

There are a number of opportunities for industry to engage with the Come and Play 50+ campaign. These include:

1. Download [campaign images](#) available for free from Destination Gold Coast's image gallery.
2. Share campaign videos featured on DGC's [YouTube](#) channel.
3. 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.
[Instagram:](#) @destinationgoldcoast / [Facebook:](#) @DestinationGoldCoast / [Twitter:](#) @DestGC
4. Follow DGC's Corporate [LinkedIn](#) page for campaign and corporate news.
5. Maximise your [DGC membership](#) or [contact our team](#) to enquire about a membership package.
6. Connect with Destination Gold Coast and keep up-to-date with destination and corporate news [here](#).