

DESTINATION GOLDCOAST.



WINTER FAMILY CAMPAIGN FACT SHEET

Destination Gold Coast launched its domestic Winter Family Campaign in mid-May, 2021, to capture the hearts and minds of the family market in the lead up to the winter school holiday period. The \$1.75 million campaign continues to re-engage and target High-Spending Travellers (HSTs) to return to the Gold Coast in the cooler months, as the segments expected to deliver greater economic benefits to the destination. The Winter Family Campaign falls under the third phase of DGC's marketing recovery plan to reignite the Gold Coast visitor economy after a challenging year for tourism in 2020 due to the COVID-19 pandemic.

WHAT IS THE NEW CAMPAIGN/ WHAT IS THE PURPOSE OF THE NEW CAMPAIGN?

For the first time in a year, all Australian borders are open for interstate travel without restrictions. Couple this with the ramping up of Australia's COVID-19 vaccination program and consumer confidence is slowly being restored. The Winter Family Campaign will leverage this increase in confidence to maintain consideration and intention to travel.

The seven-week campaign, running from 16 May – 4 July 2021 targets High-Spending Travellers (HSTs) within the Family segment through an omni-channel approach encompassing free-to-air and subscription television advertising, outdoor, digital, social media and public relations. This is timed to promote bookings during the winter holiday period.

Campaign creative draws upon Gold Coast's rich offering and key experiences to encourage domestic holidaymakers to look no further than Australia's Favourite Playground for their next holiday. Drawing on the playful tone of the Gold Coast, the campaign emphasises connecting and having fun with family members, creating lifelong unique memories through unforgettable family holidays and relaxation in tandem with key experiences.

Designed to drive immediate demand from the highest yielding domestic markets for the Gold Coast, this high-impact campaign will be promoted across the eastern seaboard - a return to previously targeted markets prior to the COVID-19 pandemic. The campaign will be amplified through tactical partnerships with Jetstar and TripADeal to bring overnight visitors and expenditure to the region.

Visit destinationgoldcoast.com/play to view the campaign landing page.

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HOW DOES THE INDUSTRY FEATURE IN THE CAMPAIGN?

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

- 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
- Sailing In Paradise, Main Beach

HOW TO GET INVOLVED AND LEVERAGE THE CAMPAIGN

There are a number of opportunities for industry to engage with the Winter Family 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.



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4. Follow [DGC's Corporate LinkedIn](#) page for campaign and corporate news.
5. Look out for member opportunities in DGC's weekly Tourism Matters Newsletter. Not a member? [Contact our team to enquire about a membership package.](#)