

DESTINATION GOLDCOAST.

#COMEBACKANDPLAY FACT SHEET

Destination Gold Coast (DGC) has launched its first market re-entry campaign to drive intrastate tourism. The ***Come Back and Play Queensland*** campaign represents the first burst of activity part of a phased [marketing recovery plan](#) devised to reignite the Gold Coast visitor economy. 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 multigenerational holidays, the tourism body will draw upon its successful domestic brand ***Australia's Favourite Playground*** to capitalise on the momentum of the ***Come Back and Play*** platform to win the hearts and minds of would-be travellers. The new Queensland-focussed campaign entices families and holidaymakers aged over 50 to come back and play in the cooler months on the Gold Coast. As travel and social restrictions continue to be relaxed, the push is set to be extended interstate.

WHAT IS THE NEW RE-ENTRY FAMILY CAMPAIGN?

DGC is firmly engaged on stimulating demand, visitation and expenditure for the Gold Coast with the immediate focus to target intrastate overnight travellers and the drive market. With time, DGC will continue to re-engage and target High-Spending Travellers (HSTs) to return, as the segment is expected to deliver greater economic benefits to the destination per visitor than Non-HSTs.

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

The multi-faceted campaign uses new family-centric creative assets brought to life across DGC and partner channels. The fourteen-week campaign will be in market 15 June - 21 September 2020 and is timed to promote bookings in the short-term through to spring. This includes free-to-air and subscription television advertising, radio, digital and social media placements across Brisbane and regional Queensland.

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



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CAMPAIGN STAGES

While targeting intrastate overnight travel, the Come and Play platform is designed to increase in scope to core interstate drive and fly markets and finally throughout Australia and trans-Tasman into New Zealand as travel restrictions are further eased at State and Federal levels.

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 Queensland 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, visiting iconic theme parks, beaches and swimming holes.

Operators will feature on Destination Gold Coast's social media channels and website including via Ignite Travel MyQLDHolidays offers. In addition, a range of new and free content images are available for download via [Crowdriff](#).

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

- Rainbow Bay, Coolangatta
- Sea World, Main Beach
- Warner Bros. Movie World, Oxenford
- Miami Marketta, Miami
- 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 COME BACK AND PLAY QUEENSLAND

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

1. DGC members with an active Australian Tourism Data Warehouse (ATDW) listing can submit an online holiday deal 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](#).