16 SEPTEMBER 2021

GET AMONGST IT GOLD COAST: PLAY MONEY REWARDS ON OFFER TO DRIVE ECONOMIC RECOVERY

Gold Coasters are being urged to spread the local love by snapping up one of 60,000 vouchers to eat, play and enjoy first-hand the best the region has to offer.

Play Money Rewards is a $3 million buy local play local program funded by the City of Gold Coast and facilitated by Destination Gold Coast to stimulate bookings by incentivising residents to explore their own backyard while supporting businesses at a critical time.

Powered by Experience Oz, 60,000 vouchers of $50 each are on offer to save on Gold Coast tours and attractions, culture experiences, accommodation, dining and retail when the purchase is $100 or more using the code 'PLAYMONEYREWARDS' on experiences listed on destinationgoldcoast.com/playmoneyrewards from 9:00AM on Thursday, 16 September.

Gold Coast Mayor Tom Tate said Council is doing all they can to help Gold Coast businesses.

"Today, there's 60,000 reasons for our much-loved business community to smile as the $3 million Play Money Rewards experience rolls out,'' said Cr Tate.

"The best part of this voucher scheme is that it is specific to Gold Coast businesses. Shop, dine, play and stay locally as we all help drive our economic recovery from the challenges of Covid-19.''

Destination Gold Coast CEO Patricia O'Callaghan said the program would deliver a shot in the arm to boost the local economy and support ailing businesses during the school holidays and through to summer until the year end.

"We've seen Gold Coast tourism operators and small businesses giving it their all during what has been an exceptionally difficult period and this initiative will go a long way to help bridge the gap until borders reopen to our key interstate markets and international travel returns," said Ms O'Callaghan.

"With more than 500 participating businesses and experiences on offer, here is your chance to support local and be a tourist in your hometown.

"We saw the success of Gold Coast's first-ever local area marketing campaign, Play Money, sell out in less than 72 hours last year and this time around we hope it will deliver an even stronger return to the pockets of hundreds of businesses as it's scaled up by the support of City of Gold Coast.

"Conquer the SkyPoint Climb, enjoy a long lunch at HOTA Gallery's rooftop bar, stay and play in that hotel you've been dreaming about or take to the seas on a whale watching or jet boating tour. Get amongst it Gold Coast!

"We also welcome an additional $1 million from State Government to boost this initiative with a focus on the border zone. This is on top of the recent announcement from the Federal and State Government for an emergency support package for Gold Coast businesses."

To book and browse tourism experiences visit destinationgoldcoast.com/playmoneyrewards. To download media assets, the campaign fact sheet and frequently asked questions, please click here.

About Play Money Rewards

A limit of one Play Money Reward will be available to Gold Coast residents aged 18 years or over from 9:00am AEST on Thursday, 16 September 2021 until the maximum allocation of 60,000 Play Money Rewards have been exhausted. Each Play Money Reward features a unique code and pin. All Play Money Rewards must be used by 11:59pm AEST on Friday, 31 December 2021.

How to use Play Money Rewards

1. Go to destinationgoldcoast.com/playmoneyrewards.
2. Select your favourite eligible tour, attraction, dining, accommodation or retail product worth $100 or more.
3. When you check out, use the code **PLAYMONEYREWARDS**, you'll then receive $50 off your purchase of $100 or more.

ENDS

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