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GOLD COAST CELEBRATES SECOND HALF OF 2020 WITH THE RETURN OF FAMILY HOLIDAYS

With borders now open to interstate travellers,* Destination Gold Coast has today released a new video that reaches out to Australian families with one simple message: *'You Deserve a Holiday'*.

The new clip has been released as Warner Bros. Movie World and Wet'n'Wild today join the growing list of family favourites on the Gold Coast that have reopened to the public.

The third and final instalment of a series of social inspiration videos, which have so far generated close to seven million views, the *'You Deserve A Holiday'* video provides a prelude to a multi-million dollar interstate campaign scheduled for later this month.

Reminding interstate families why the Gold Coast is Australia's favourite playground, the new video features stunning shots of popular hotspots and favourite experiences such as SkyPoint Observation Deck, Get Wet Surf School, Sanctuary Cove Golf and Country Club, Go Vertical SUP Hire and Currumbin Wildlife Sanctuary, to name a few.

Destination Gold Coast CEO Annaliese Battista said after all the sacrifices – big and small – made by Australians to allow Gold Coast operators to be back open for business, now was the time to get out and enjoy the rewards.

"After months of restrictions, uncertainty and struggles, we're thrilled to be at a stage where it's safe to welcome back families to experience Australia's favourite playground once again," Ms Battista said.

"Whether it's relaxation, long lunches and a solid night's sleep, or high adventure, fun and thrill time – the Gold Coast is the perfect place to come back and play.

"Our operators have demonstrated incredible resilience and creativity, and now we're thrilled that the time has come to welcome families from interstate, and keep taking strides towards an economic recovery."

Last year, the Gold Coast drew a record 14.2 million visitors, but the COVID-19 travel ban has halted the city's biggest economic driver in tourism, worth almost \$6 billion.

Destination Gold Coast launched a \$1.5 million Queensland-focused marketing campaign in mid-June, and is slated to complement its tourism recovery with a further \$2.5 million interstate campaign on 26 July.

Ms Battista said while recovery was going to take some time, the Gold Coast was focused on regaining its domestic share, while also capturing outbound demand before international borders open.

“We’ve already seen green shoots from interstate visitors returning to the Gold Coast since Queensland’s borders opened last week (July 10), and we’re cautiously optimistic in expecting this upward trend to continue for the rest of the year,” said Ms Battista.

Destination Gold Coast’s ‘*You Deserve A Holiday*’ video will be disseminated across South Australia, New South Wales and the Australian Capital Territory on social media and across the YouTube platform. A dedicated version is also planned for New Zealand visitors.

Please see the link to embed the ‘*You Deserve A Holiday*’ video content [here](#).

*With the exception of Victoria, as well as Liverpool and Campbelltown local government areas.

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