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GOLD COAST SENDS HEARTFELT GRATITUDE TO PARENTS DOING IT TOUGH

“Because of you, we’re even closer to the day when we can all come out and play again” – that’s the motivation behind Destination Gold Coast’s [‘Thanks to You, Parents’](#) video, which launched today.

The 60-second video heroes the many exacerbated efforts of parents at home and the critical role they play in helping fast track the family-favourite’s tourism recovery journey.

With restrictions set to ease in Queensland from this weekend, the embattled Gold Coast tourism industry is already starting to feel a positive shift among the drive market, but has its sights set firmly on inspiring interstate families ahead of its rivals.

Destination Gold Coast CEO Annaliese Battista said the new campaign reflected the fact that we’re operating business ‘unusual’ right now.

“If there’s one positive outcome from this pandemic, it is the reset on what we value most – human connection, relationships and quality time together,” Ms Battista said.

“These are key attributes that go hand in hand with the experience of holidaying on the Gold Coast, and why we’ve earned our stripes as Australia’s favourite playground.

“So, unlike the majority of destination messages currently in the market, which are focused on spotlighting their own selling points, we’re taking a very different approach and simply reaching out to connect with families across Australia,” she said.

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

Ms Battista said while recovery wouldn’t happen overnight, Destination Gold Coast was already well ahead of its fellow domestic destination competitors with best-in-class content and campaigns ready for rollout.

“We may be in hibernation, but we are by no means sitting on our hands,” she said.

“The Gold Coast is all for families, so at a time where parents could really use the chance to exhale and reconnect with loved ones, we are ready to welcome them back to come and play in our incredible backyard.”

The Destination Gold Coast ‘Thanks to You, Parents’ video will be disseminated across social media, YouTube and Taboola.

Please view the ‘Thanks to You, Parents’ video [here](#).

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