



PRESS ON A GOLD COAST

Holiday

DESTINATION
GOLD COAST.

 QT GOLD COAST

WHAT IS THE 'PRESS PLAY' CAMPAIGN?

The Press Play campaign is purposed to drive short-term domestic visitation while increasing leads to industry (referrals) and member products. There is the opportunity to leverage customers who have a medium to strong intent to travel, to stop hovering over the 'book now' button and 'press play' on a Gold Coast Getaway.

Targeting SINKS/DINKS (Single/Double Income, No Kids) and High Spending Travellers in the Melbourne and Sydney market, the three-week retail activity burst will launch 14 March and run until 9 April 2022.

The digital campaign will drive unique deals and offers to DestinationGoldCoast.com/Play. Taking an adapted approach to traditional DGC marketing campaigns, to focus on experiences that are tailored to those seeking value and creating fun-filled memories.

KEY MESSAGING

'Press Play' with the sentiment of un-pausing and resuming your life. Press PLAY for a Gold Coast getaway.

**"FEEL LIKE LIFE'S BEEN ON PAUSE LATELY?
PRESS PLAY ON A GOLD COAST GETAWAY."**

ARE THERE ANY PARTNERS IN THE CAMPAIGN?

There will be two aviation partnerships to drive demand for immediate interstate travel with a focus on Sydney and Melbourne. The partnership activity is expected to generate 20,000 inbound seat sales to the Gold Coast.

Acknowledging the short lead time trend of the current market, the messaging is focused on encouraging Australians to take a spontaneous trip to the Gold Coast. Leading with inspiring destination creative showcasing all there is to see and do on the Gold Coast, the campaigns will be supported by sharp tactical airfares to the Gold Coast to convert bookings.

With an extensive media presence throughout March, the aviation partnerships will ensure the Gold Coast is front and centre of the interstate consumer's minds. Media will include TV, radio, out of home, digital search and display, digital video, and social media. The partnerships will also leverage the respective partners' extensive network and consumer channels, thus further extending the campaign's reach.

WHY NOW?

We know that travel remains high on the agenda but customers are still hesitant to book. With concerns on the next covid wave and potential cancellations, customers are nervous that they will encounter a fractured holiday experience.

With abundant flight opportunities and red hot deals from operators, there is an opportunity to position the Gold Coast as a fast, low stress and high value holiday destination.

HOW CAN INDUSTRY GET INVOLVED?

- Download the Press Play toolkit, which will be available for download on the DGC corporate site. The toolkit contains campaign overview, logos and imagery for use on members' owned channels.
- Align their own marketing activity to support the campaign
- Posting on business social media channels to encourage consumers to book using #PressPlay and tagging @DestinationGoldCoast
- Uploading a deal to ATDW. Further [instructions here](#).

HOW WILL THE SUCCESS OF THE CAMPAIGN BE MEASURED?

This campaign is about getting more Australians to holiday on the Gold Coast in the immediate to near future. DGC will also track a range of metrics including campaign reach and forward bookings.

[PAGE 21

Insitu Examples

PRESS ON A GOLD COAST *Holiday*

