



6 OCTOBER 2020

## **GOLD COASTERS OFFERED 'PLAY MONEY' TO BOOST TOURISM ECONOMY**

**Locals are being urged to support Gold Coast businesses by snapping up Play Money to spend on Gold Coast tours, attractions and experiences. But, with only 10,000 digital 'promocodes' up for grabs it's time to get browsing!**

'Play Money for Gold Coasters' is a \$1 million program led and funded by Destination Gold Coast to stimulate bookings by incentivising residents to explore their own backyard at discounted prices while supporting business at a critical time.

Destination Gold Coast has today (6 October), launched a local campaign to boost economic recovery through highlighting Gold Coast's incredible tourism offering by way of promoting exclusive 'locals only' discounts. Play Money unlocks 50 per cent, (up to \$50) on experiences listed on [DestinationGoldCoast.com/playmoney](https://DestinationGoldCoast.com/playmoney) available from 9:00AM on Friday, 9 October.

For those located out of region that are still keen to cash-in on the promotion a \$10 discount will be applied at checkout.

Destination Gold Coast Chairman, Paul Donovan said tapping into localised marketing was a first for the organisation which is 'ordinarily' charged with promoting the tourist destination throughout Australia and internationally.

"It is imperative during this extraordinary time to safeguard the economic sustainability of Gold Coast tourism and that includes lending a hand to struggling businesses who desperately need our support now and into the future," Mr Donovan said.

"Whilst local area marketing traditionally sat outside of Destination Gold Coast's remit, ongoing impacts to tourism businesses resulting from COVID-19 and the disruption at large to interstate travel, led us to take an active and leading role to market to the region to Gold Coasters," he said.

'Gold Coasters Play Money' will be available on Friday morning with 10,000 unique promotional codes unlocking more than 200 experiences offered by operators including theme park and amusement venues, nature-based encounters, hot air ballooning, jet boating, wine tastings and transfers, to name a few.

Powered by [Experience Oz](https://ExperienceOz.com) in partnership with Destination Gold Coast, the incentive will be accessible per unique user to book local tours and attractions up for grabs until the end of the year.

Destination Gold Coast has continued to promote the region strongly during what has been an exceptionally challenging and complex year for tourism to leverage available opportunities that directly benefit the sector.

The nimble approach has set the Gold Coast in good stead to bounce back as a quickly as possible with industry-led re-entry campaigns in Queensland and South Australia over the past three months and more recently digital activity in ACT taking priority.

“By extension, emphasis on the Gold Coast market ensures we effectively target 100 per cent of the visitor economy available to us right now and we hope ‘Play Money’ inspires locals to experience Australia’s favourite playground for themselves,” Mr Donovan said.

“Campaign tracking shows that DGC’s Queensland re-entry campaign is performing well, with respondents more likely to consider the Gold Coast as a safe destination for holidays and getaways.

“We know that safety remains a primary consideration for travellers decision-making processes at this time.

“In a bid to offset those who can’t travel to the Gold Coast, or may be reluctant to travel at-large, the local campaign is set to shoulder recovery efforts in the immediate term whilst instilling civic pride among residents.

“Once Queensland’s border reopens and travel restrictions are further eased, we will turn our attention as planned to recapture the Gold Coast’s core visitor fly markets, starting with New South Wales.”

Gold Coast residents will be able to view offers on DGC’s website from Tuesday, 6 October where they can pre-plan preferred experiences.

The code ‘PLAYMONEY’ will be live and redeemable on Friday, 9 October from 9:00am (AEST) until exhausted.

Experiences must be booked and redeemed before Thursday, 31 December 2020 in order to be valid for the promotional code discount.

To book and browse tourism experiences visit [DestinationGoldCoast.com/playmoney](https://destinationgoldcoast.com/playmoney). To download media assets, the fact sheet and frequently asked questions, please [click here](#).

## ENDS

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