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## NEW CAMPAIGN SHOWCASES GOLD COAST'S PLAYFUL PERSONALITY

**A musical-style campaign showcasing the Gold Coast as a multi-faceted destination to the tune of an ultimate Fred Astaire classic is set to entice interstate holidaymakers to 'play the day away'.**

Destination Gold Coast has today (25 May) launched an all-out advertising blitz to cut through the crowded tourism market and convert the pent-up demand for travel into Australia's favourite holiday playground.

*Play The Day Away* blends elements of musical, singing and dancing to promote the Gold Coast's well-loved venues, places, and experiences in a new way, while casting a spotlight on the discovery of other lesser-known locations.

Destination Gold Coast CEO Patricia O'Callaghan said the campaign will showcase the breadth of offering to drive travellers further into the region than ever before.

"Destinations are investing millions of dollars globally into marketing campaigns to attract visitors, so we knew we had to do something different to cut through an exceptionally crowded market," Ms O'Callaghan said.

"That's why we have chosen to use the energy of dance and song in this campaign to showcase the Gold Coast in a way that has never been done before.

"After two years of lockdowns, disrupted travel plans and cancelled holidays, the need to have fun and the desire to travel again is stronger than ever. *Play The Day Away* is a burst of colour and a window into the Gold Coast's playful personality.

"Through this campaign we will not only broaden perceptions of the region among interstate families, couples, and friends but also get our core interstate visitors of Sydney and Melbourne to reappraise the Gold Coast as their top holiday destination.

"Only on the Gold Coast can you surf world-class waves, chase waterfalls through World Heritage Listed rainforest, discover diverse wildlife, sip cocktails by a luxurious pool, squeal on a rollercoaster, and savour the finest dining all in the same day."

Ms O'Callaghan said it was important for the Gold Coast to stand out from the pack with competition for market share fierce as consumer confidence grows.

"COVID-19 had an unprecedented and heartbreaking impact on Gold Coast's tourism industry with 10 million visitors lost that wiped some 31 million nights from our overnight economy," said Ms O'Callaghan.

"*Play The Day Away* is our biggest campaign post-COVID to bolster recovery by attracting our staple market of families as well as high spending travellers from across Australia to 'play the day away' on the Gold Coast this winter and beyond."

The campaign will be spruiked across free to air TV, BVOD, digital and social media placements and further upweighted by local influencers used as extras in the campaign who will share bespoke destination content.

Eight experiences, products, and locations from across the Gold Coast that feature in the campaign include:

- The Pink Hotel Coolangatta
- Greenmount Beach, Coolangatta
- Warner Bros. Movie World
- The Tropic, Burleigh Pavilion
- O'Reilly's Rainforest Retreat, Lamington National Park
- QT Gold Coast, Surfers Paradise
- Q1, Surfers Paradise
- Surfers Paradise Beach

Click [here](#) to view and embed the 60-second TVC. View the [campaign factsheet](#) and [website](#).

**ENDS**

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