



24 OCTOBER 2020

## RECOVERY BECKONS FOR GOLD COAST TOURISM AS MAMMOTH CAMPAIGN DEBUTS ACROSS AUSTRALIA

**The largest ever tourism push to promote the Gold Coast urges Aussies to ‘Come Back and Play’ as part of Destination Gold Coast’s latest campaign launched today.**

The \$3.5 million promotion is the second iteration of Destination Gold Coast’s (DGC) *Come Back and Play* campaign which first launched in June - asking Queenslanders to explore their own backyard - aims to further springboard economic recovery.

Destination Gold Coast Chairman Paul Donovan said that the campaign will look to inspire Aussies to turn their holiday dreams into reality as businesses and operators eagerly await the reopening of Queensland’s border slated for November.

“*Come Back and Play* represents the largest multimillion-dollar investment in the domestic market to entice high-spending travellers to indulge in a well-deserved holiday in Australia’s favourite playground,” Mr Donovan said.

“As restrictions are further relaxed and travel confidence continues to grow, we are investing responsibly in markets that we can dial-up or down to ensure maximum benefit for every tourism dollar spent.

“The addition of interstate holidaymakers from key markets is anticipated to deliver a much-needed boost to revive Gold Coast’s \$6 billion tourism economy.

“We know many people will be looking to reconnect with family, friends and loved ones after what has been an incredibly challenging year.

“The Gold Coast is a safe and inviting destination for Aussies looking to escape ahead of the summer holidays and with an abundance of natural and manmade experiences on offer, there is no better place to holiday than on the Gold Coast.”

The eight-week campaign will be rolled out in bursts throughout Brisbane, regional Queensland, ACT and South Australia followed by New South Wales (8 November), on free-to-air and subscription TV, radio, outdoor digital billboards, cinema placements and in digital and social media.

Gold Coast Mayor Tom Tate said the Gold Coast has never been so ready to welcome visitors to the city.

“I’m sure when the rest of Australia sees this campaign, they will be lining up to come and enjoy the nation’s favourite holiday destination,” Mayor Tate said.

“We are open for business and as the country continues to open up, we hope our tourism operators enjoy a bumper summer.”

Featuring experiences from relaxing by the pool to visiting iconic theme parks and nature-based experiences, the campaign will appeal to holidaymakers seeking quality time with their loved ones and encourage visitation through to summer.

Accor Pacific Chief Executive Officer, Simon McGrath, said partnering with Destination Gold Coast on the extensive marketing campaign gives Accor a great opportunity to showcase the breadth of accommodation options it has on the Gold Coast, in particular its Peppers, Mantra and BreakFree hotels, resorts and apartments.

“We hope our range of affordable and flexible deals will inspire travellers to go on a Gold Coast holiday to remember,” Mr McGrath said.

“This campaign offers a much-needed boost for tourism businesses and operators, like ours.

“The Gold Coast is a much-loved holiday destination and we are delighted visitors are returning. The Gold Coast should ready itself for a summer surge in tourism.”

Accor, the largest hotel operator on the Gold Coast, is offering 42 accommodation deals at 23 different Gold Coast hotels, resorts and apartments. Here’s a selection of some of the flexible accommodation deals on offer:

- **Mantra Crown Towers Surfers Paradise, Stay 3 nights in a One Bedroom Apartment from \$345\* (Sun-Fri) for 2 people.**
- **Mantra Sun City Surfers Paradise, Stay 3 nights in a One Bedroom Apartment from \$345\* (Sun-Fri) for 2 people.**
- **BreakFree Diamond Beach Broadbeach, Stay 7 nights in a Two Bedroom Apartment from \$735\* for 4 people.**
- **Peppers Soul Surfers Paradise, Stay 3 nights in a One Bedroom Ocean View Apartment from \$819\* (Sun-Fri) for 2 people.**

To book any of these deals (and more), visit <http://destinationgoldcoast.com/play>.

The *Come Back and Play* campaign is supported by a 32-page printed supplement that will be included in metro publications across Brisbane, Sydney and Adelaide from 8 November.

Access the Come Back and Play campaign factsheet, research insights and media assets [here](#).

\*Conditions apply. Offer subject to availability. Valid for sale until 20/12/2020 and travel until 17/09/2021. Block out dates and minimum night stays apply.

## **ENDS**

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