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110 REASONS FOR BRISBANITES TO GET OUT AND PLAY ON THE GOLD COAST

Gold Coast attractions, tours and experiences are on show to a million Brisbanites this week as Destination Gold Coast launches a new digital campaign targeting commuters in the CBD and surrounding suburbs.

Featuring social media placements and 42 digital billboards across high-traffic areas and roads throughout Brisbane, the geo-targeted adverts are set to tempt those itching to get out and about to make their way down the M1 to the Gold Coast.

Destination Gold Coast CEO Patricia O'Callaghan said the marketing activity is aimed at enticing Queenslanders back to the Gold Coast for a well-earned getaway as restrictions in Queensland continue to ease.

"Gold Coast's status as a safe and spacious family destination is a priceless attribute that continues to attract Queenslanders and is instrumental for our recovery in both the short and long-term," Ms O'Callaghan said.

"We've seen Gold Coast operators and businesses giving it their all during what has been an exceptionally challenging 18-months for tourism, and we can't wait to welcome visitors back once again after an estimated \$550 million was wiped from our economy in the last two months.

"The billboards feature 110 key experiences which have been specially designed to include the driving time from the site location to the Gold Coast.

"Brisbanites are reminded of the hidden gems that await including Currumbin Wildlife Sanctuary, Movie World, SkyPoint Climb, or Tallebudgera Creek to a picturesque lunch with a beachfront view – a mere 1 hour 15 minutes' trip if you're in Moorooka."

The four-week billboard campaign will be visible to an estimated one million people each week until September 12.

The month of September is set to be further bolstered by the launch of Gold Coasters' 'Play Money Rewards' program to stimulate the local economy.

As businesses continue to struggle as a result of significant interstate COVID lockdowns, Destination Gold Coast is facilitating a \$3 million 'Play Money Rewards' program, funded by the City of Gold Coast, to provide Gold Coast residents with 60,000 vouchers worth \$50 each to spend at eligible Gold Coast businesses.

Gold Coast businesses can now apply to be part of the program. Eligibility criteria includes operating tours and attractions (including arts and culture experiences), accommodation, restaurants, and local retail businesses.

To register your interest as a business please visit <https://www.destinationgoldcoast.com/play-money-business>. Applications close 5:00pm AEST Friday, 27 August.

'Play Money Rewards' will be available to Gold Coast residents aged 18 years or over from 9:00am AEST on Thursday, 16 September 2021.

ENDS

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