



9 DECEMBER 2021

## **GOLD COAST CELEBRATES SUMMER BY RESCUING HOLIDAY-DEPRIVED AUSSIES**

**Destination Gold Coast is rescuing a lucky southern family this summer, whisking them away by chopper to Australia's favourite playground to celebrate the reopening of Queensland's border to vaccinated arrivals.**

Fancy a surprise #PlayRescue chopper flight to the Gold Coast for an all-expenses-paid week away? Destination Gold Coast has today (9 December) launched its new campaign, #PlayRescue, for Aussies who have missed out on countless Gold Coast family holidays due to lockdown.

The new campaign reignites the idea of play as a relevant motivation to travel featuring a #PlayRescue helicopter rescue of a suburban family from the grind of everyday life.

Destination Gold Coast CEO Patricia O'Callaghan said the reopening couldn't have come at a better time for Aussie families to spend quality time together on the Gold Coast.

"While we've spent a lot of time at home, we are also yearning to make memories and have a little fun in the sun and that is why Destination Gold Coast is encouraging southern visitors to head up to the Gold Coast this summer," said Ms O'Callaghan.

"The Gold Coast has been through a significant transformation that will tempt holidaymakers from across Australia, from new dining and a beach bar to invigorated experiences and attractions, walking trails and the country's first-ever tandem helicopter skydive, we're coming back online with more to offer than ever before.

"With so many things to see and do, there's no better place in Australia to 'play' than the Gold Coast right now.

"We hope the #PlayRescue competition gives a deserving family some much needed time to reconnect and have fun following more than 18 months of disruption. It's time to get back to the people and places we love."

The reopening of Queensland to interstate visitors is imminent, with the state to open on 13 December.

Gold Coast Mayor Tom Tate welcomed the initiative.

"Every state and major city is fighting for market share so it's important we showcase the Coast," he said.

"We hold the ace in the pack as Australia's favourite holiday destination and I'm confident the Play Rescue message will remind Aussies why they simply have to visit us as they escape their Covid lockdown blues."

Click [here](#) to view and embed the 60-second campaign video.

View the [campaign factsheet](#).

### **About #PlayRescue Competition**

Australians are invited to enter by visiting [competition.destinationgoldcoast.com](https://competition.destinationgoldcoast.com). In 25 words or less, entrants are asked to tell us why their family needs a #PlayRescue to the Gold Coast after nearly two years of travel restrictions. Entries close Thursday, 30 December 2021.

Competition winners will fly from their home base to Gold Coast Airport where they will be welcomed by Gold Coast Helitours and whisked away to the luxurious five-star Sheraton Grand Mirage. The lucky family will undergo a barrage of complimentary activities including a day at Currumbin Wildlife Sanctuary, time at Jellurgal Aboriginal Cultural Centre, exploring the thrill of Dreamworld and dining at Southport Yacht Club. Winners for the #PlayRescue competition will be notified by Friday, 14 January 2022.

### **ENDS**

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