



DESTINATION
GOLDCOAST.

MEDIA RELEASE

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WE MISS YOU NZ TURNS INTO WE'RE ON AHEAD OF TRANS-TASMAN BORDER BUBBLE

“We’re on Cuzzies!”, “Pack your bags”, “Get over here”, “We’re so excited that you’re coming over soon”, that’s the message to family, friends and Kiwis in DGC’s new social media push ahead of the travel bubble between Australia and New Zealand opening on April 19.

The 30-second video stars Gold Coast Kiwis that featured in the first instalment ‘Kia Ora Koutou, we miss you!’ who now share their tear-jerking reactions as reunions and holidays await as early as Monday.

Destination Gold Coast CEO Patricia O’Callaghan said the video heroes the significance of reuniting family and friends on the Gold Coast, marking a welcomed milestone for Gold Coast’s tourism sector.

“The countdown is on with quarantine-free travel commencing in a matter of days and we are excited to welcome New Zealanders back to rediscover everything they love and have missed about Australia’s favourite playground,” said Ms O’Callaghan.

“The reanimation of New Zealand travel represents our first international market to come back online in over a year, so the significance of this moment cannot be understated.

“We know visiting family and friends will be the first to dust off their passports, but equally important is an annual Gold Coast holiday, a tradition for thousands of Kiwi families who will now be able to flee winter and soak up our sunshine and experiences.

“Gold Coast Kiwis Felicity and Vallen will get to cuddle their mums; Nikita can finally show off her toddler-aged daughter to her parents from Christchurch; Tyrone can hang out with his baby sister Leiani and father-and-son surfers Narf and Jada will be able to catch waves with their cuzzies.

“The push is timed before the first planes touch down from New Zealand, but we’re not taking our foot off the pedal and have a major million-dollar marketing blitz at the ready to ensure we capitalise on our iconic status as a quintessential holiday destination for Kiwi travellers,” she said.

The [first instalment](#) of the video series launched in February and notched up 7 million views across TV stations in New Zealand.

‘New Zealand: We’re on!’ will be promoted across digital and social media placements. To view and embed the ‘New Zealand: We’re on’ video, please click [here](#).

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