

DESTINATION
GOLDCOAST.

LOCAL AREA MARKETING FACT SHEET



The COVID-19 pandemic has had a significant impact on the Gold Coast tourism industry due to the resulting travel restrictions as well as a slump in demand among Australian travellers. The extreme unpredictability of border closures and 'hot spots' has required Destination Gold Coast to constantly scenario-plan for all domestic markets and all eventualities. In a bid to offset those who can't travel to the Gold Coast or can but are unwilling due to safety concerns, Destination Gold Coast is evolving to undertake a large-scale local area marketing campaign that entices Gold Coasters to explore their own backyard, via the concept of 'Play Money'.

Although local area marketing has traditionally sat outside of Destination Gold Coast's remit, these are extraordinary circumstances that require the organisation to take an active and leading role in marketing to locals and encouraging them to experience the Gold Coast's incredible tourism offering first-hand.

The overarching objective of the 2020 Play Money campaign is to encourage locals to book and experience Gold Coast tours and attractions, to support and provide value to Destination Gold Coast members and instil civic pride among residents.

WHAT IS THE NEW CAMPAIGN?

Destination Gold Coast will partner with local experience and attractions booking platform, Experience Oz to create and launch an incentive scheme of 'Play Money' to drive local bookings for Gold Coast tour and attraction operators. Residents of the Gold Coast will be encouraged to visit DestinationGoldCoast.com/playmoney and explore the array of local tours and attractions. Upon booking, users will need to apply the code 'PLAYMONEY' which will initiate an automatic discount of 50% off, up to the value of \$50. To be quick to market, this pilot program will only include tours and attractions however if successful and still relevant, Destination Gold Coast will consider rolling this out across accommodation and hospitality industries.

The 'Play Money' campaign will be brought to life through a suite of creative assets used across Destination Gold Coast and partner channels. Media includes local radio, print, outdoor, digital, social media and public relations across the Gold Coast, until the end of the year or until the 10,000 discount code allocation has been exhausted.

DATES

This campaign is timed to promote bookings in the lead up to the summer school holidays. The campaign commences from Tuesday 6 October 2020, with the 'Play Money' code redemption active from 9am Friday 9 October.

Visit destinationgoldcoast.com/playmoney to learn more about the campaign.



HOW DOES INDUSTRY FEATURE IN THE CAMPAIGN?

The Gold Coast tourism industry is at the forefront of delivering and creating a memorable visitor experience and participation from our key tour and attraction operators is key to the success of the 'Play Money' platform.

Via the weekly Tourism Matters industry newsletter, Destination Gold Coast invited all members that fall within the tour and attractions category to be involved in this unique and exciting initiative.

Those members that were not currently listed or contracted with Experience Oz, were able to fill in a Supplier Kit Form and email it directly to Experience Oz contacts to request involvement in the campaign. Destination Gold Coast negotiated a lower and standardised commission structure with Experience Oz for any members wanting to participate in this program only. And for any members already listed with Experience Oz, their product will be included automatically.

Over 200 tour and attraction operators from across the Gold Coast will be included.

HOW TO LEVERAGE PLAYMONEY

There are a number of ways Gold Coast tourism businesses can leverage the 2020 Play Money campaign. These include:

1. Download media assets and campaign images available for free from Destination Gold Coast's image gallery [here](#).
2. Share campaign videos featured on DGC's [YouTube](#) channel.
3. Use the 2020 Play Money campaign key messages from the campaign [here](#) in your own activity.
4. Share your product or experience with Destination Gold Coast to be considered for future promotion to our social media channels by using the hashtag **#playgoldcoast**. Images selected will be credited and tagged in any content shared by Destination Gold Coast.
[Instagram](#): @destinationgoldcoast / [Facebook](#): @DestinationGoldCoast / [Twitter](#): @DestGC
5. Follow DGC's Corporate [LinkedIn](#) page for campaign and corporate news.
6. Maximise your [DGC membership](#) or [contact our team](#) to enquire about a membership package.
7. Connect with Destination Gold Coast and keep up-to-date with destination and corporate news [here](#).