

DESTINATION  
**GOLDCOAST.**

# LOCAL AREA MARKETING TOOL KIT



## WHAT IS THE 2020 PLAY MONEY CAMPAIGN?

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. Destination Gold Coast will partner with experience and attractions booking platform, Experience Oz to create and launch an incentive scheme of 'Play Money' to drive local bookings.

For more information, see [here](#).

## 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. Use the 2020 Play Money campaign key messages from the campaign [here](#) in your own activity.
3. 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
4. Follow DGC's Corporate [LinkedIn](#) page for campaign and corporate news.
5. Maximise your [DGC membership](#) or [contact our team](#) to enquire about a membership package.
6. Connect with Destination Gold Coast and keep up-to-date with destination and corporate news [here](#).



## WHAT ARE THE KEY MESSAGES?

- Hey Gold Coasters! How would you spend some 'Play Money' in your own backyard? Get 50% off your next Gold Coast experience, up to \$50 off. The offer is for locals only so get in quick!
- It's Play Money time. Our lucky Gold Coast locals can get up to \$50 off Gold Coast tours and attractions. Use code 'PLAYMONEY' at [DestinationGoldCoast.com/playmoney](https://DestinationGoldCoast.com/playmoney)
- Are you a Gold Coast local? Get in quick to claim your Play Money for some extra playtime right here on the Gold Coast. The code 'PLAYMONEY' unlocks a 50% discount (up to \$50) on Gold Coast activities at [DestinationGoldCoast.com/playmoney](https://DestinationGoldCoast.com/playmoney) - what are you waiting for?
- Lucky enough to call yourself a Gold Coaster? Use code 'PLAYMONEY' at [DestinationGoldCoast.com/playmoney](https://DestinationGoldCoast.com/playmoney) to unlock 50% off local experiences, up to a value of fifty bucks. Where will you play?
- Have you always wanted to give [insert that fun activity or experience i.e. jetboating] a go, but for some reason you just never did? Now's the time to play on the Gold Coast! Get 50% off using PLAYMONEY code when you book at [DestinationGoldCoast.com/playmoney](https://DestinationGoldCoast.com/playmoney)
- Never got around to trying [insert that cool experience i.e. SkyPoint climb]? It's play time on the Gold Coast so grab your 'PLAYMONEY' code and head to [DestinationGoldCoast.com/playmoney](https://DestinationGoldCoast.com/playmoney) to unlock 50% off local experiences, up to a value of fifty bucks. See you soon!
- What's one Gold Coast activity you've always wanted to try? There's no better time to book in some fun...! Gold Coast locals can get up to \$50 to spend on tours and attractions using the code 'PLAYMONEY' at [DestinationGoldCoast.com/playmoney](https://DestinationGoldCoast.com/playmoney)

## MEDIA ASSETS AND CAMPAIGN IMAGES

If you'd like to share our media assets and campaign images across your own channels, to align with the activity and further expose the campaign to larger audiences, please feel free to download the assets [here](#). Please take note of the terms and conditions for use, including that assets should only be used in positive promotion of the Gold Coast.

The creative campaign assets have been designed to suit specific channels. Each asset will be more effective if used in the intended way, for example the square images have been designed for sharing on Instagram. Please follow the labelling to ensure the assets are used effectively across your own channels.

## YOUR BUSINESS ON DISPLAY

If you need help with how your business is being shown or promoted across the Experience Oz platform throughout the campaign, please contact Experience Oz Supplier Relations Manager, [Jacinda Passeri](#) or General Manager [Clint Gudenswager](#).

Remember to keep your ATDW listing up to date with all your latest business information and the latest, high resolution images. For instructions on how to maximise this, see [here](#).

Remember to maintain your COVID safe practices and encourage guests to do the same so we can all play safely.