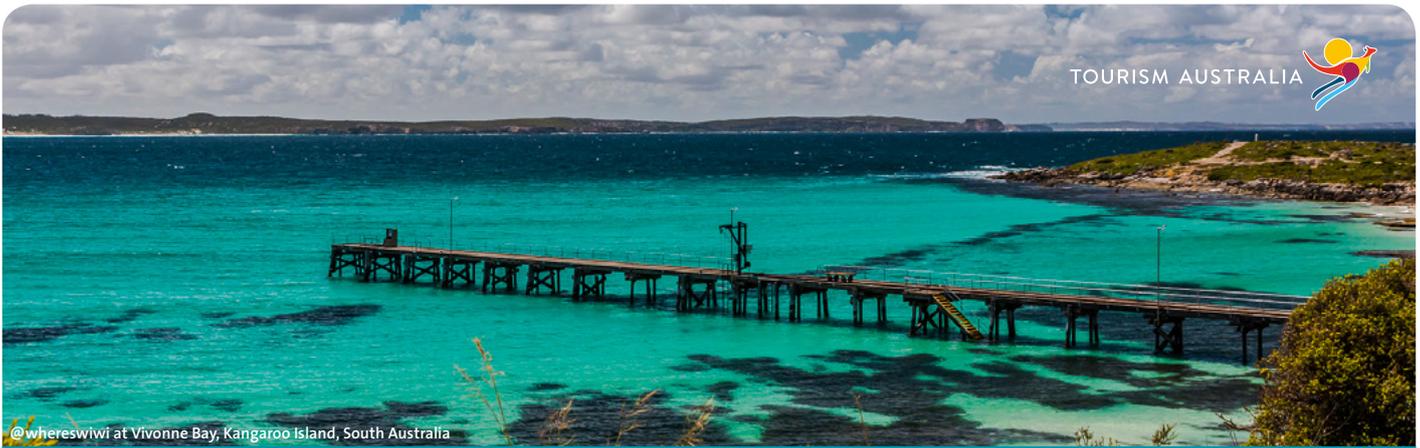


INDUSTRY OPPORTUNITIES



@whereswiwi at Vivonne Bay, Kangaroo Island, South Australia

'THERE'S NOTHING LIKE AUSTRALIA' AQUATIC AND COASTAL CAMPAIGN

Since 2010 Tourism Australia's global consumer marketing campaign, 'There's nothing like Australia', has been successfully attracting millions of international travellers Down Under by showcasing some of the best attractions and experiences Australia has to offer.

The flexible campaign has evolved and developed over time and now, from early 2016, the next phase will focus attention on one of Australia's key competitive advantages – the quality and variety of our aquatic experiences and our abundant, natural coast line.

Using insights from in depth consumer research, the campaign will renew and reinvigorate perceptions of our country's aquatic and coastal offering.

THE CAMPAIGN WILL INCLUDE:

- » Inspiring aquatic and coastal content for Australia.com, which will continue to be at the heart of the campaign and the call to action on all advertising;
- » A new broadcast ad highlighting examples of Australia's world class aquatic and coastal product and experiences which will be used in broadcast TV, cinema and digital channels;
- » Technology that provides 'immersive experiences' to bring Australia's incredible aquatic and coastal experiences to life for media, travel sellers and consumers overseas. This will include virtual reality '360 footage' that provides a rich experience with or without a headset;
- » New print and digital advertising including interactive and 'rich media' banners;
- » A social media focus on using inspiring user generated content that shows how exciting, fun and welcoming Australia's variety of interesting experiences are year round;
- » Online video content and short films;
- » New consumer, media and trade itineraries;
- » Aquatic and coastal themed itineraries for international media hosted for familiarisation visits;
- » Major broadcast opportunities that have a strong aquatic and coastal theme;
- » Targeted consumer travel offers through Tourism Australia's network of preferred travel sellers in key international markets.

GET INVOLVED

The campaign has been developed in close collaboration with the tourism industry who can get involved by:

1. Submitting aquatic and coastal videos and photos to be featured in the campaign through Tourism Australia's social media channels;
2. Accessing new campaign assets from Tourism Australia's image and video galleries for use in their own marketing activities for aquatic and coastal from February 2016;
3. Sending Tourism Australia new news and story ideas on aquatic and coastal products and experiences.

Using insights from in depth consumer research, the campaign will renew and reinvigorate perceptions of our country's aquatic and coastal offering.



EXPERIENCE WHY
THERE'S NOTHING
LIKE AUSTRALIA



1. SUBMIT CONTENT

Industry can contribute towards Tourism Australia's popular social media profiles by posting their best aquatic and coastal videos and photos directly onto the Australia.com Facebook wall, hashtagging their Instagram photos with #SeeAustralia or including @Australia in their Twitter posts.

The 'best of the best' user generated content will be curated and featured across Tourism Australia's social media platforms and Australia.com to inspire international visitors to experience our aquatic and coastal offering for themselves. All content should include short captions about where it was captured.

- » Facebook www.facebook.com/seeaustralia
- » Instagram www.instagram.com/australia
- » Twitter www.twitter.com/australia



2. ACCESS CAMPAIGN ASSETS

The following campaign assets will be available for businesses promoting tourism to Australia from **February 2016**.

360 footage	Virtual reality scenes can be viewed on multiple platforms and are a compelling method to bring to life aquatic and coastal experiences. A variety of scenes will be shot above and below various aquatic environments. 360 footage provides an immersive experience that can be viewed with or without virtual reality headset. In particular, the footage works well on mobile.	To register interest in using these assets please contact marketing@tourism.australia.com .
Broadcast ad	Tourism Australia's new broadcast advertisement will feature some of Australia's most iconic aquatic and coastal areas.	Visit Tourism Australia's video gallery from February 2016.
Aquatic and coastal imagery	Refreshed aquatic and coastal imagery from each State and Territory will be used in print and digital executions including interactive and rich media digital advertising banners and out-of-home.	Visit Tourism Australia's image gallery .



3. SEND US YOUR NEWS AND STORY IDEAS

News and story ideas on aquatic and coastal products, experiences and events can be submitted to internationalmedia@tourism.australia.com for use in:

- » **Australian Stories** – Tourism Australia's weekly product and destination newsletter that keeps international media and travel industry partners informed on what's new and trending in Australia.
- » **Media itineraries** – Be featured in aquatic and coastal itineraries for media and influencers who are travelling to Australia as part of Tourism Australia's International Media Hosting Program.
- » **The Aussie Specialist Program** – Provide ideas and suggestions to Aussie Specialist travel sellers to help them design aquatic and coastal itineraries and better serve the needs of their customers.
- » **Australia.com** – Appear in the latest product and destination news on Australia.com. Business listings should be submitted to the Australian Tourism Data Warehouse through your relevant State or Territory Tourism Organisation.

STAY UPDATED

For updates on how to get involved and when assets will be available for use subscribe to Tourism Australia's weekly e-newsletter Essentials at www.tourism.australia.com/subscribe.

The latest information about the campaign will be published on Tourism Australia's corporate web site, www.tourism.australia.com.

Further to this, tips and tricks from Tourism Australia's social media team can be found at www.tourism.australia.com/socialmedia.