



PUBLIC RELATIONS

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PUBLIC RELATIONS INSIGHTS & OPPORTUNITIES

Changing Media Landscape

- Consumer magazines and newspaper supplements printing suspended.
- Broadcast now accepting lower quality video, with more interviews happening via skype.
- Regional and Community papers going digital.
- Closing of newsrooms.

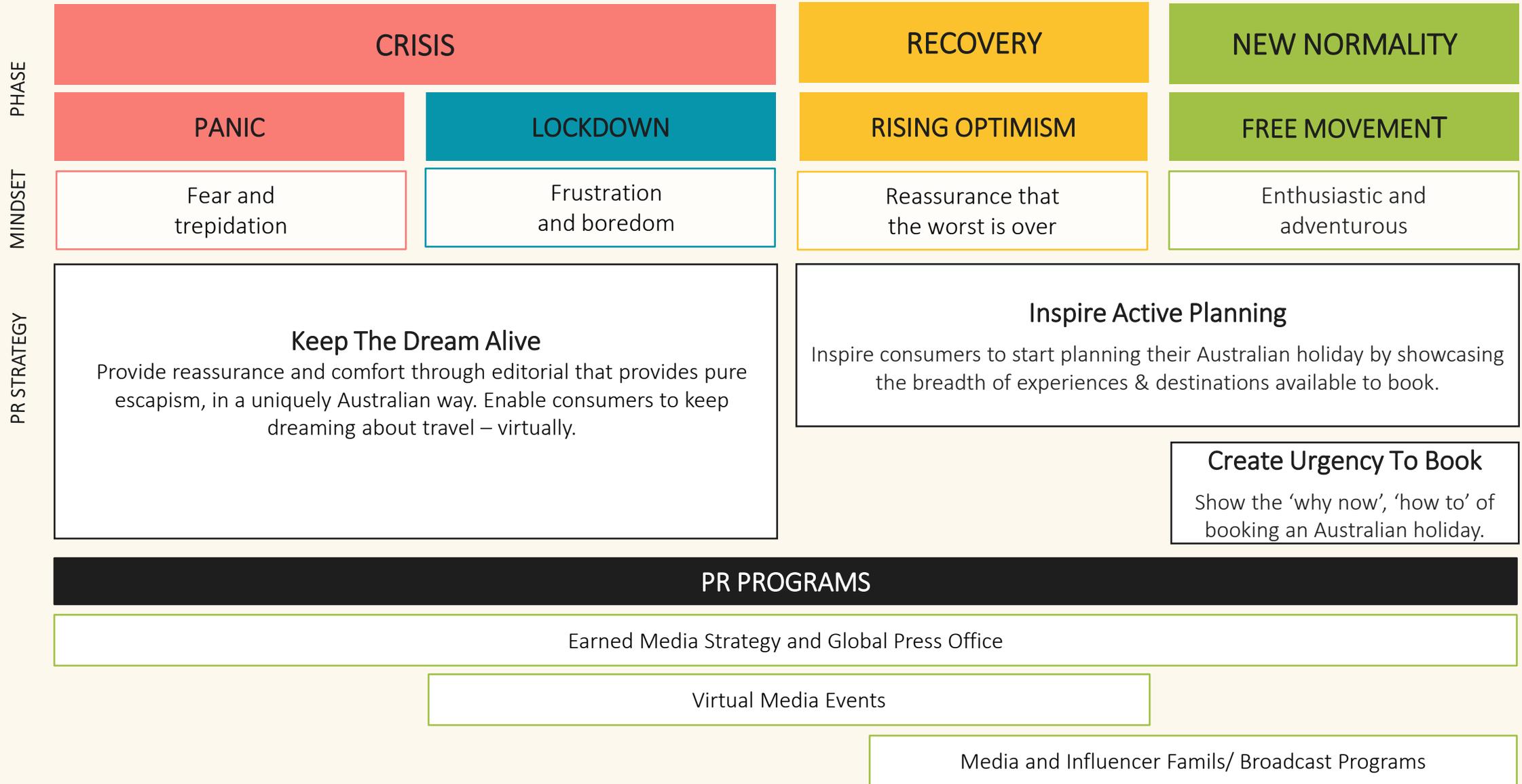
What Media Are Looking For

- Positive and quirky stories, moving away from Covid19.
- Hyperlocal and intrastate travel ideas based on easing travel restrictions.
- Travel tastes are likely to be inspired by a desire for a healthy lifestyle, a sense of purpose and family first priorities.
- "Holidaying in your own country/state" is likely to be popular as borders remain closed.
- 2020 being written off – focusing on international travel from 2021

The New Normal

- 'How will tourism bounce back?'
- 'Where and when will people be able to travel?'
- Practical information informing readers on how and where to travel safely.
- Appeal in experiences that are away from crowds, offering small group interactions and bespoke experiences so travellers can maintain social distancing.
- Travellers seeking authentic interactions and interest in sustainable and eco-tourism.

PUBLIC RELATIONS STRATEGIC FOCUS



PUBLIC RELATIONS **ACTIVITIES AND PROGRAMS**

The earned media and global publicity program will create editorial and content that inspires consumers to keep dreaming about travel, assist them in beating the boredom of lockdown by through editorial and content that provides pure escapism in a uniquely Australian way and inspire active planning once travel restrictions lift.



Strategy

PR Strategy Framework
Messaging Framework



Media Relations

Earned Media Strategy
Press Office
Pitch Packs
Australia Media Kit
PR/Storytelling Assets



Media Hosting

Domestic Famils
International Famils
Broadcast Program



Events

Virtual Events
Virtual Desksides



Campaigns

Live from Aus
Holiday Here This Year
TSNLA



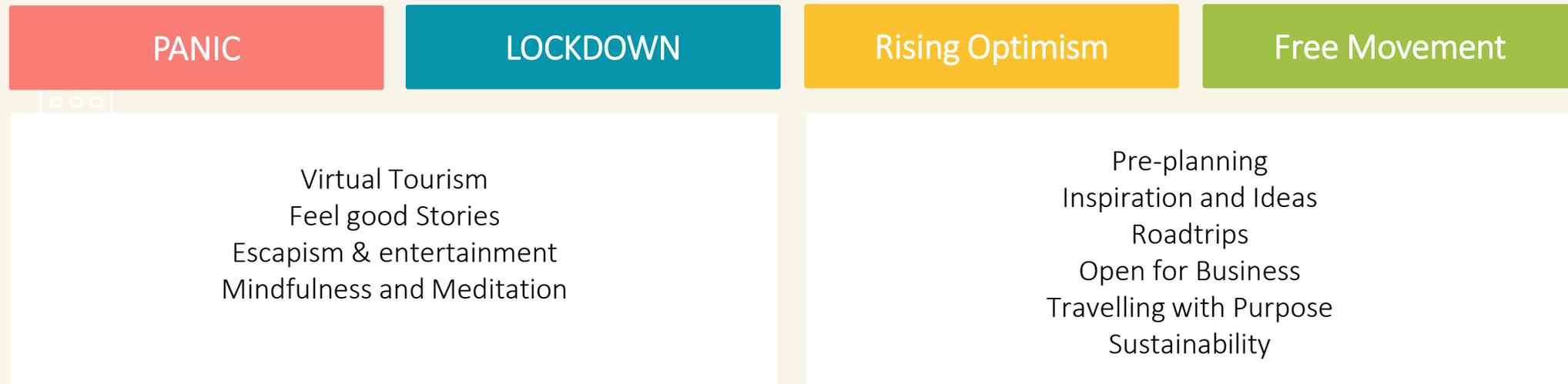
Advocacy

Friends of Australia
Industry Storytellers

PUBLIC RELATIONS **OUR APPROACH**

1. Provide reassurance and comfort through editorial that provides pure escapism, in a uniquely Australian way.
2. Provide escapism through inspiring content and editorial. Provide content to take their minds off the heaviness of the current situation.
3. Place inspirational stories showing how Australia's tourism destinations and businesses are ready and waiting to welcome travellers.

Topics & Themes via Recovery Stage



15 Pitch packs created
March – April

PUBLIC RELATIONS **PITCH PACKS**

LOCKDOWN

Virtual Tourism

How to safely support Australia's tourism industry

Can't get to Australia? Take a virtual trip Down Under

TA releases a series of Zoom backdrops so you can pretend you are sunning yourself Down Under on your next conference call

Escapism & Entertainment

Top 10 Australian films to help satisfy your wanderlust and keep you entertained

Keep the kids entertained this Easter School Holidays with these virtual experiences

10 Incredible Natural Phenomena Found in Australia

Feel Good Stories

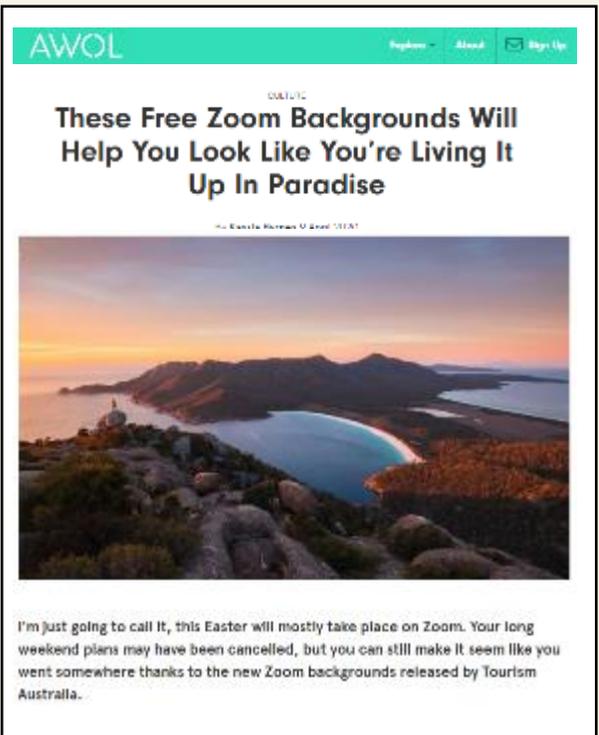
Against all odds: Koala star Anwen returns to Australia's bushland after a full and speedy recovery

Sand Dune Adventures helping to stop the spread of coronavirus one face mask at a time!

Passion of Paradise use staff and vessels for coral restoration

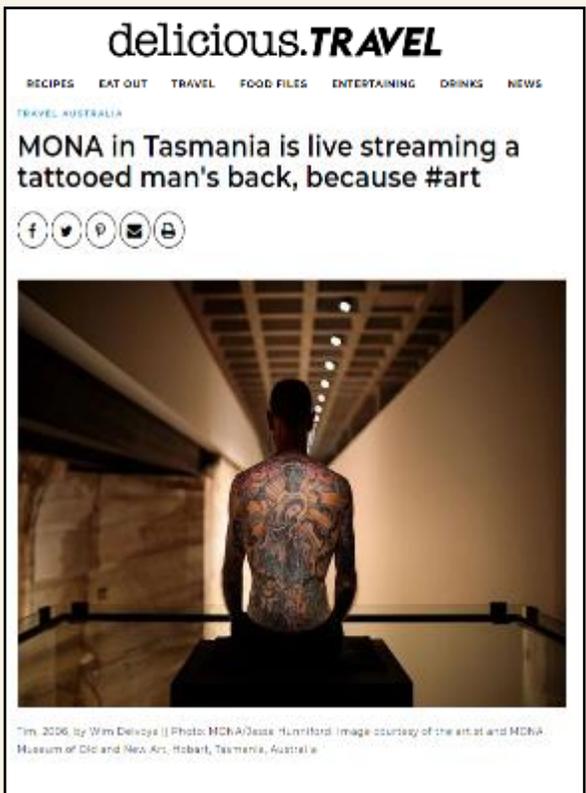
PUBLIC RELATIONS MEDIA COVERAGE

2,269 pieces of coverage generated



Virtual Tourism

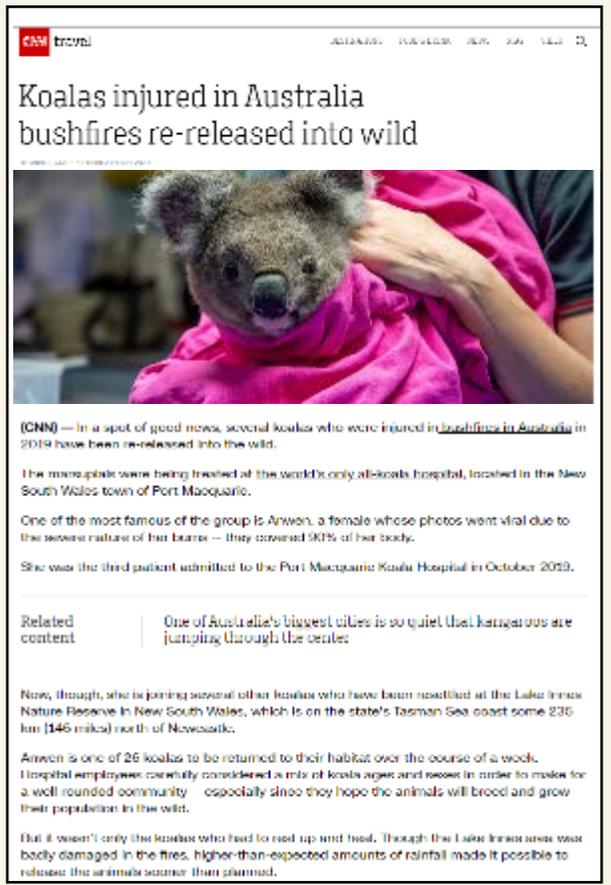
Virtual Tourism



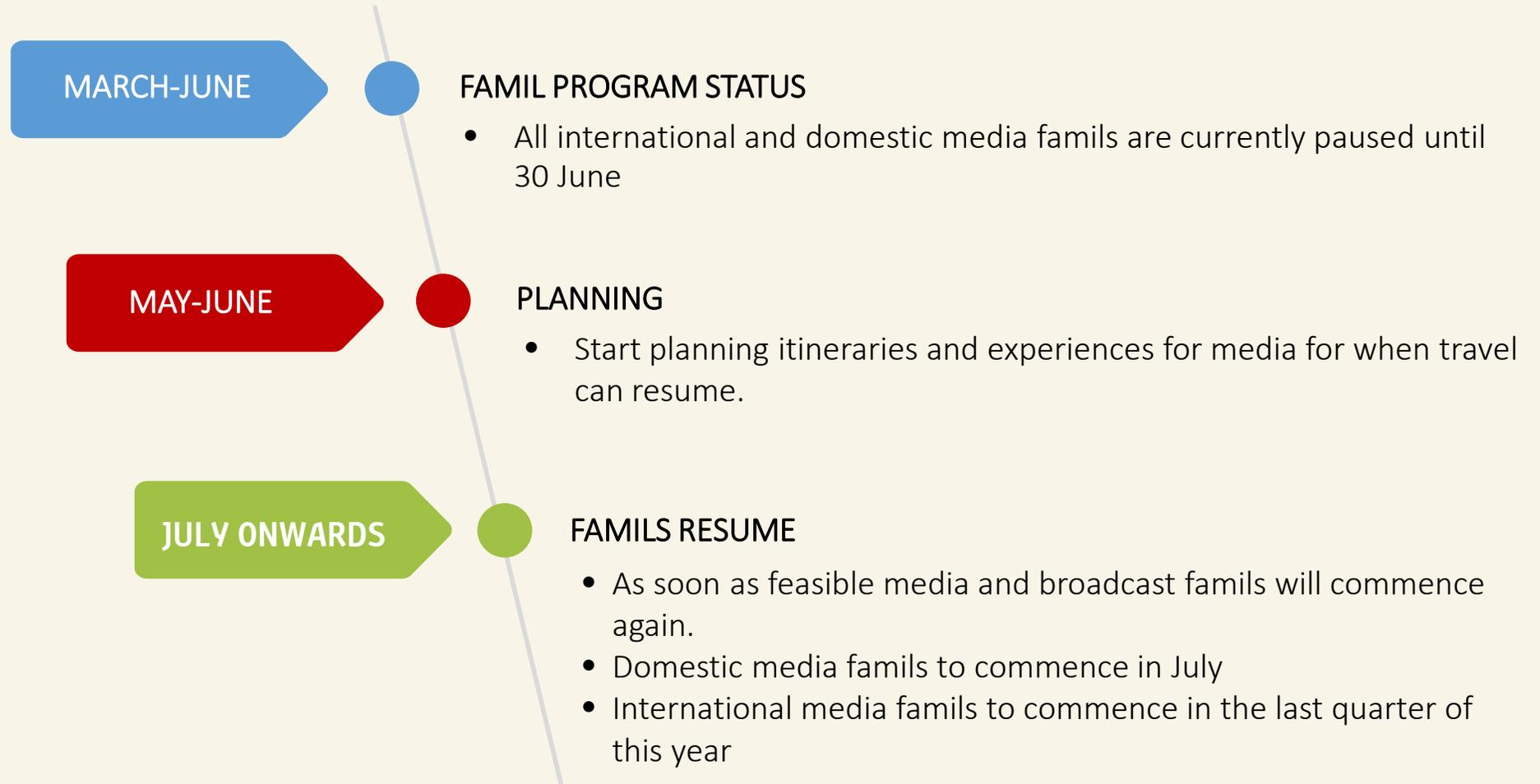
Escapism & Entertainment



Feel Good Stories



PUBLIC RELATIONS MEDIA AND BROADCAST PROGRAM



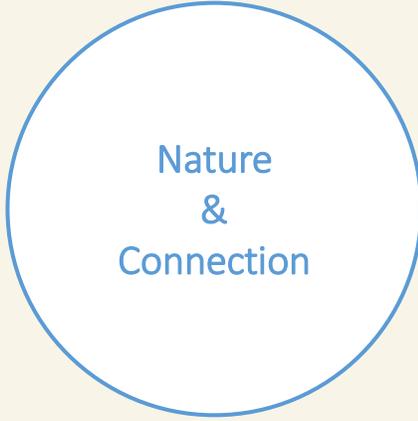
PUBLIC RELATIONS MEDIA AND BROADCAST PROGRAM

Key Themes & Topics

IMHP itineraries will showcase *There's Still Nothing Like Australia* and showcase the breadth and depth of experiences that are on offer.

In addition a number of key themes and topics that will be a focus for the year ahead.

We will work with the industry to create new itineraries demonstrating these themes.



PUBLIC RELATIONS VIRTUAL MEDIA EVENTS

Create an event series to connect the Australian tourism industry with the world's media in a virtual environment.

OBJECTIVES

- Keep Australia top of mind with key international and domestic media targets.
- Generate solid story leads and motivational media coverage about Australian travel experiences.
- Provide opportunities for tourism industry to meet and pitch media while media famils are paused.

THE FORMAT

Themed Webinars Series

- TA, STOS and tourism operators to speak to key themes resonating with travel media

Virtual Media Meets

- One-on-one appointments between tourism operators and media.
- Focus on exhibitors sharing new/updated product details, news, story angles etc. that are of interest to media.

THEMES & TOPICS

- Destination Spotlights
- Purposeful travel in Australia: how to holiday responsibly
- Discover Aboriginal Experiences
- Wildlife wonders
- Barefoot luxury and immersive wilderness
- Resilience and recovery
- Transformative experiences
- Great Aussie Road Trip
- Indigenous flavours
- Family Travel
- Adventure
- Urban/City Experiences
- Health and Wellness

PUBLIC RELATIONS **SEND US YOUR STORIES**

We want to hear from you!

- We can help promote your stories, products and experiences through our PR and publicity activities.
- We want to hear all about your products and experiences, tours, accommodation and attractions, awards, restaurant openings or event and festival announcements.
- We're also always on the hunt for great storytellers and quirky personalities that can authentically and comfortably talk to Australia in media interviews, along with new imagery and video content to share with our media contacts and our in-market teams.
- Send us your stories to internationalmedia@tourism.australia.com
- Register your interest in the Media Hosting Program at mediahosting@tourism.australia.com

CHECKLIST

- Send us your latest news on your product or experience
- Do you have rights free Images and videos we can use
- Pitch us your story or idea
- Tell us about your storytellers
- Listed website URL and social media handles
- Come and see us!



TOURISM
AUSTRALIA

THANK YOU