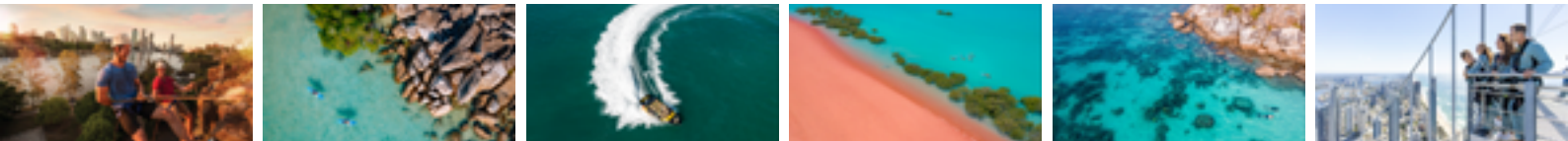


# HOLIDAY THIS YEAR

TOURISM AUSTRALIA



## WHAT IS THE HOLIDAY HERE THIS YEAR CAMPAIGN?

The *Holiday Here This Year* campaign was first launched in January 2020 to support the industry recovery from the 2019-20 summer bushfires by urging Australians to take a domestic holiday and provide a much-needed boost to tourism operators and communities around the country. Following the bushfires, the global COVID-19 pandemic hit and is continuing to severely impede travel. The impact of these two crises on the tourism industry has been significant.

The latest iteration of the *Holiday Here This Year* campaign - The Gift of Travel - encourages Australians to purchase travel experiences as gifts this festive season, and in doing so, provide much needed support to the tourism industry.

As part of the campaign, Tourism Australia has developed a comprehensive holiday season hub and Gift Finder on [Australia.com](https://www.australia.com) that features tailored, giftable experiences and a variety of industry offers at all price points. Tourism Australia has also developed a series of practical tools for industry to use in their own marketing initiatives.

## WHY NOW?

While international travel remains limited, destinations across Australia continue to experience a downturn in tourism, particularly those regions most reliant on international visitation. For domestic tourism to help fill the void of lost international travel, Tourism Australia is encouraging domestic travellers to support the tourism industry by continuing to plan holidays, booking with flexibility and travelling more like international tourists. This means seeing more, travelling further afield, doing more in the way of experiences and taking some of those aspirational trips.

## HOW IS TOURISM AUSTRALIA WORKING WITH THE STATES AND TERRITORIES ON THE CAMPAIGN?

The campaign supports the domestic recovery activities of the states and territories, with Tourism Australia taking a national approach to stimulate demand for the entire tourism sector.

## ARE THERE ANY PARTNERS IN THE CAMPAIGN?

Yes, Tourism Australia is partnering with a selection of partners across the distribution chain to ensure a wide range of product across Australia is featured in the campaign.

## WHY WERE HAMISH BLAKE AND ZOE FOSTER-BLAKE SELECTED TO BE PART OF THE CAMPAIGN?

Advocacy is critical to how Tourism Australia tells the story of Australia and forms an important part of Tourism Australia's overall marketing strategy. Hamish Blake and Zoe Foster-Blake were specifically selected for this campaign as they are two well-known Australians who love travelling and want to give back to the community. They are also part of Tourism Australia's [Friends of Australia](#) program, which harnesses the power of opinion leaders to tell authentic Australian stories.

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## WHICH DESTINATIONS FEATURE IN THE CAMPAIGN AND HOW WERE THEY CHOSEN?

All states and territories are featured in the overarching *Holiday Here This Year* campaign. Locations and experiences are chosen to reflect the diversity of Australia's tourism offering. Consideration is also given to locations that were affected by the bushfires, along with popular tourism destinations and regions that have been badly impacted by COVID-19.

## HOW WILL THE SUCCESS OF THE CAMPAIGN BE MEASURED?

This campaign is about getting more Australians to holiday in Australia, and ultimately this will be measured over time through domestic tourism data reported in Tourism Research Australia's National Visitor Survey. Tourism Australia will also track a range of metrics including campaign awareness, travel intention and forward bookings.

## HOW CAN I ENCOURAGE CONSUMERS TO VISIT MY PRODUCT WHEN THEY HAVE CONCERNS ABOUT SAFETY AND FLEXIBILITY?

You can reassure them by:

- Ensuring your COVID Safe procedures are clear and obvious so that consumers can feel ‘safe-at-a-glance’. Display official posters or stickers on your businesses, walls or windows to reassure consumers. Find more COVID Safe resources for industry [here](#) and see examples of messaging below.
- Ensuring your flexible booking policies are easily accessible for customers on your website, booking forms and email confirmations.
- Linking to Tourism Australia’s [COVID Safe Travel in Australia](#) page in your own channels.
- Updating your business listing on the [Australian Tourism Data Warehouse](#) with your flexibility policy and COVID Safe plan.

## HOW CAN INDUSTRY GET INVOLVED?

Industry can get involved by:

- Downloading the *Holiday Here This Year* toolkits, which are available for download on the [corporate site](#). The toolkits contain campaign overviews, campaign logos, imagery for use in your own channels and social media tools.
- Aligning marketing activity to support the campaign.
- Posting on business social media channels to encourage consumers to book using #HolidayHereThisYear and the *Holiday Here This Year* gifhy stickers.

## EXAMPLE MESSAGING

SENTIMENT	EXAMPLE 1	EXAMPLE 2	EXAMPLE 3
<b>OPEN FOR BUSINESS</b>	Now is a great time to come and experience all XX has to offer. We’re open, ready and waiting for you to have an amazing holiday.	From tour operators to restaurants, our tourism providers can’t wait to welcome you back and are pulling out all the stops to keep you safe and happy while you visit.	There’s no better time to experience our XX. We are open, ready and waiting. Come and enjoy our experience/product with confidence.
<b>FLEXIBILITY</b>	We are very accommodating and flexible in our booking processes.	To ensure a hassle-free adventure in our destination, we offer flexibility in our booking policies, so you can holiday here with confidence.	Our flexible booking policies include unlimited rescheduling and fee-free cancellations up to 24 hours before your booking.
<b>SAFETY</b>	We are open, ready and following COVID Safe practices to ensure you can holiday here with confidence.	Our COVID safe practices include: <ul style="list-style-type: none"> <li>• Being contactless and clean</li> <li>• Requiring pre-bookings</li> <li>• Wearing a mask</li> <li>• Practicing physical distancing</li> </ul>	We are a COVID Safe certified business, <a href="#">click here for more information</a> (link to the relevant COVID certification).
<b>DISCLAIMERS</b>	Staying COVID Safe is a shared responsibility and staying informed will help to ensure a COVID Safe environment for all.	Please note this information is kept as up to date as possible, however the situation is changing regularly, and you should always seek the latest available information from the relevant Government authority (insert link to relevant authority).	Travellers must also observe state and territory entry requirements and travel restrictions when entering or leaving; and check current restrictions and the latest health advice at the relevant State and Territory government website or visit the Australian Department of Health.