

DOMESTIC STRATEGY

Get Australians to do domestic travel like international travellers do - see more, stay longer and book more experiences.

STRATEGIC PRIORITIES

- 1** Drive domestic tourism expenditure.
- 2** Focus on driving interstate travel.
- 3** Create partnerships to amplify and underpin brand campaigns to maximise conversion.
- 4** Support the recovery of regions directly (or indirectly) impacted by the bushfires and COVID-19.

TOURISM AUSTRALIA'S DOMESTIC CAMPAIGNS FOR 2021

Holiday Here This Year is Tourism Australia's domestic campaign platform launched in response to the devastating effects the 2019/20 bushfires as well as ongoing impacts of COVID-19. **Holiday Here This Year** urges Australians to take a domestic holiday and provide a much-needed boost to tourism operators and communities around the country.

The following campaign themes will be rolled out this financial year:

FEBRUARY



TRAVEL WITH CONFIDENCE

Editorial led campaign designed to overcome barriers consumers have to taking a city break.

MARCH & MAY



CITY BREAKS

Mass market campaign encouraging consumers to take a city break showcasing the diversity of experiences.

MARCH/APRIL



PREMIUM/LUXURY

A content led campaign showcasing the diversity of luxury travel experiences available in Australia.

MAY/JUNE



SEE AUSTRALIA

Mass market campaign showcasing Australia's most iconic regions that are heavily reliant on international tourism.

PARTNERSHIPS – THREE TIERED APPROACH

NATIONAL PARTNERS

Working with commercial and affinity partners with matched funding and competitive offers to drive maximum conversion.

STATE TOURISM ORGANISATION PARTNERS

Working with all eight STOs to drive deeper conversion activity under **Holiday Here This Year** and campaign themes.

HALO PARTNERSHIPS

The opportunity for industry to get involved and integrate **Holiday Here This Year** in the work they do, aligning with campaign messages.

SUPPORTING INDUSTRY AND HOW TO GET INVOLVED:



Holiday Here This Year toolkit – Download the industry toolkit to access the campaign logo and other useful tools for use in your own marketing activity. Post on your business social media channels to encourage consumers to visit soon using **#HolidayHereThisYear** and one of the new **Holiday Here This Year** giphy stickers



The **Aussie Specialist Program** is an innovative online course designed to give frontline travel sellers the knowledge and skills needed to sell Australia effectively to their customers. Get involved with the Aussie Specialist Program by submitting your product training video and Travel Club offer.



The **Trade Resource Hub** is where our Trade, Media and Key Distribution Partners can access Tourism Brand resources. The Trade resources is housed at resources.australia.com with the same user experience as the TA Image and Video galleries.