HOLIDAY HERE
THIS YEAR
THE GIFT OF TRAVEL
INDUSTRY TOOLKIT

October 2021
The purpose of this toolkit is to provide you – our industry partners – with everything you need to benefit from Tourism Australia’s latest campaign, *The Gift of Travel*. 
CAMPAIGN OVERVIEW

1. What is it all about?
2. Why we need your support.
THE GIFT OF TRAVEL IS A TRULY MEANINGFUL GIFT

2021 was another tough one for Australians and our industry. But true to the Aussie spirit we’ve looked for the positives and re-evaluated what matters - family, friends and supporting our communities.

This year, Aussies will reconsider how and what they give at Christmas. They want it to be both meaningful and memorable, to help make up for some of the missed moments and memories this year has deprived us of.

Australian travel and tourism experiences can be that meaningful and memorable gift.

The positive, emotional impact of giving an experience is far greater and longer lasting than a physical one. Plus, our rallying cry to get Australians to holiday here this year allows us to overlay additional meaning: giving the gift of travel is good for who I’m giving it to but also a way to support struggling communities & tourism operators.
AUSTRALIA
THE GIFT SHOP

The next iteration of our Holiday Here This Year campaign inspires Aussie shoppers to find more meaningful gifts this holiday season, by showing them that Australia itself is the best gift shop in the world, full of unforgettable experiences ready to be wrapped up.

It will highlight the depth and breadth of Australian tourism experiences that can easily be given as gifts, while also helping to build overall demand for travel.

For those Australians who aren’t in a position to take a holiday, the campaign encourages them to plan for life beyond the lockdowns and border closures.
A new film features Tourism Australia’s ambassadors Hamish Blake and Zoe Foster-Blake, on the ultimate quest to find an unforgettable gift in Australia, the gift shop.

The TVC will be available for you to share on your own channels from 31st October.
SECONDARY CHANNELS

Examples

This is a sample of our key visual creative, which will be used across social, digital and OOH.

All states and territories will be represented.
WHY WE NEED YOUR SUPPORT

We need everyone across the industry to help spread the word that the gift of an Australian travel experience, is the most unforgettable gift you can give this year. The more visibility, discussion and engagement of this message, the greater awareness and influence there will be to drive domestic tourism across the country.
We have refreshed our key assets for use in promotional activity, and provided new messaging guidelines. This includes:

1. Campaign Logos
   Primary Logos

2. How to get involved
1. Campaign Logos
To help get the message out there, we’ve created various logos and stickers for you to use across your own channels like press, outdoor, social, and digital.

GIVE THE GIFT OF TRAVEL

From Australia, the best gift shop in the world.

Download Master Assets
2. HOW TO GET INVOLVED
SOCIAL MEDIA

Australia, the gift shop can thrive on social media. On the next pages you’ll find inspiration on how you can put your business at the top of anyone’s Christmas list.
SOCIAL MEDIA CHECKLIST

Before you start to promote the campaign on social, ensure you’re set up for success with the following steps:

1. Make sure your social media profiles include a direct link to your website for ease of booking. To do this simply insert your web link, or a bitly link, into your ‘about me’ bio copy.

2. When featuring specific experiences use your caption to direct followers to the link in your bio (as mentioned above!) to find out more about booking the product. This could be your general website or even a link that goes straight to the bookable experiences part of your site.

3. Ensure any image or video you use in relation to the campaign is a bookable experience, ideally only featuring those currently open for bookings.

4. Ensure your website is up-to-date and the experience you promoted on social is easy to find so the booking journey is clear and simple.

5. To build trust with your brand, if any of your experiences become unavailable or sold out during the campaign period, consider deleting any previous feed posts that mention it or update the copy to reflect that it’s no longer available.
SOCIAL MEDIA IMAGE FEEDS

You can get behind the campaign and inspire your followers to give the gift of travel by posting our 4:5 static image lock up. You can post this to your Instagram, Facebook and Twitter feed along with messaging that puts your product front and centre.

Example copy IG:
For a gift that means more this holiday season, give the gift of travel. And what better gift than [insert your product or experience]. Tap the link in our bio for more unforgettable gifting experiences. #HolidayHereThisYear

Example copy FB:
For a gift that means more this holiday season, give the gift of travel. And what better gift than [insert your product or experience]. Visit [insert bitly link to website] for more unforgettable gifting experiences.

Example copy Twitter:
Give the gift of travel this holiday season with an unforgettable [insert experience here]. Head to [website] for more #giftinginspiration #HolidayHereThisYear

Download Assets
SOCIAL MEDIA CAROUSEL

A Facebook or Instagram carousel is a great format to tempt your customers with the range of experiences you have to offer – appealing to all different type of Christmas shoppers.

We recommend inserting the official 4:5 static asset for your first carousel to introduce the campaign, and then add images of some of the experiences you have to offer in the subsequent carousel cards.

Example copy IG & FB: Looking for a gift that means more? (insert experience/operator) has a huge range of unforgettable gifts just waiting to be unwrapped. Tap the link in bio for more gifting ideas. #HolidayHereThisYear

NB: if you are creating a paid carousel (advertising product) you will be able to include individual links and text to each image to provide more detail.

The following images in your carousel can come straight from your own image assets/library.
Use the stories feature to upload an image video related to the experience you have to sell and then search #givethegiftoftravel to access our animated campaign logo to place on top. You can get creative with other native stickers and GIFs like Christmas trees, tinsel etc – just search what you’re looking for using the sticker function and add as you please.

If you’d like to feature more than one experience, you can use the ‘layout’ feature available on the left toolbar when creating your story to include multiple images in your style of grid – this shows a real range of holiday gifting ideas. See examples attached.

Verified accounts will be able to add a link to their site, or this is possible if you buy a paid IG/FB story.

SOCIAL MEDIA STORIES

Download Asset

Examples of how to use your own Imagery.
SOCIAL MEDIA STICKERS

A GIPHY sticker is an animated GIF that can be placed over an image or video on social media.

We’ve created six different versions you can ‘stick’ on your Instagram and Facebook stories.

**How to use:**
1. Click on ‘add to story’ on Instagram or Facebook.
2. Select your image or video content.
3. Click on the ‘GIF sticker’ feature and type #givethegiftoftravel in the search bar.
4. Tap on the sticker you like.
5. Move the sticker around your image or video until you’re happy with it.
6. On Instagram stories add #HolidayHereThisYear
7. Post it to your Story.

NB: GIPHY Stickers will be available on Instagram and Facebook from October 18.
A few thought starters for you:

- Consider how you could bundle or 'value-add' your product to create a giftable experience.
- Consider how you can optimize your digital web experience including optimized for mobile.
- Consider how your product can be easily purchased including online booking functionality.
- Gift vouchers are a good option for giftable experiences. Consider the validity dates (longer validity tends to be more attractive).
- If your consumers are required to book a specific date, speak with your reservations system provider about expanding your offering to include gift vouchers.
- Consider offering flexible booking terms and conditions.
- You could offer your giftable experience via trade distribution.
- Update your ATDW listing and include your latest imagery.
- Consider a deal or offer on your ATDW profile so that it can be pulled through via our STO partners.
- Ensure you are leveraging your social media and online sites.
Updating your listing:

It’s best practice to regularly review and update your ATDW Profile, especially when any details related to your business change. It’s recommended to update your ATDW Profile seasonality to the different types of tourist interest at that point in time.

1. Login to www.ATDW-Online.com.au with your email address and password.
2. From your ATDW Dashboard, click Update on the ATDW Profile you would like to update.
3. Navigate through the available information fields by either:
   4. Scroll to the bottom of the page and click the Next Step button to navigate through every information field,
   5. Click the Summary in the top right to see an overview of your ATDW Profile’s information and click the pencil icon to edit the section, or
   6. Selecting the relevant information section from the Orange Menu on the left.
7. Use the Summary button to see the overview of all your ATDW Profile’s information check for any further updates.
8. Click on Send for Review when you have finished updating your Profile.
9. Your ATDW Profile will be sent for review and approved shortly afterwards

Marking your product COVID safe:

Let visitors know your product is COVID Safe by selecting the applicable COVID accreditation for your business. This will be displayed on applicable distributor websites alongside your other ATDW Profile information.

To mark your product as COVID Safe:

1. Click Update on the relevant ATDW Profile.
2. From the Orange Menu select the Accreditation section.
3. Tick any of the three applicable COVID Accreditations that apply to your business:
   - COVID Safe - Government COVID Safe compliant
   - COVID Clean - Completed the ATIC program
   - COVID Ready - Completed the ATEC program
4. Click Send for Review once you have completed your updates.
A deal / offer is a discount, special rate or package that can be associated to an ATDW Profile, adding value to consumers for a select period of time. Deals / Offers can be created in collaboration with other ATDW Profiles and Businesses or be an enticing offering exclusively on your ATDW Profile, making your tourism product more competitive in the marketplace. Deals / Offers can be applied to all ATDW Profile categories and is displayed on State and Territory tourism websites.

How to create a Deal / Offer for your ATDW Profile:
1. Login to www.ATDW-Online.com.au with your email address and password.
2. From your ATDW Dashboard, click Update on the ATDW Profile you would like to add a deal to.
3. Click Add a Deal / Offer on the orange menu on the left to create a Deal / Offer for the ATDW Profile. Tours & Accommodation: If you want to create a Deal / Offer for a specific tour or accommodation type, you can click the service offering in the orange menu and then click the associated ‘Add a Service Deal / Offer’.
4. Complete the information fields in the Deals / Offers template, you can use the guidance section on the right to help you enter your information. All edits are auto-saved when you click out of the information field.
5. When you are finished entering the details of the Deal / Offer, you can add more Deals / Offers by clicking the ‘Add a Deal / Offer’. You can add up to three per ATDW Profile.
6. Complete any other updates to your ATDW Profile by navigating through the sections in the orange menu.
7. Once you are satisfied with all updates to your ATDW Profile, click the Send for Review button in the top right corner. Your Deal / Offer and other updates will be reviewed before being published on State and Territory tourism websites.
WHAT IS TOURISM AUSTRALIA’S LATEST HOLIDAY HERE THIS YEAR CAMPAIGN?
Tourism Australia’s (TA) Give the Gift of Travel campaign is the latest iteration of its domestic focused Holiday Here This Year (HHTY) campaign, first launched after the 2019/20 summer bushfires. The campaign will include a new TVC fronted by TA ambassadors, Hamish Blake and Zoe Foster-Blake and will be rolled out across a range of channels including TV, print, online, social media, content partnerships, search, radio, cinema and outdoor advertising. And will highlight the depth and breadth of Australian tourism experiences that can easily be given as gifts, while also helping to build overall demand for travel.

WHAT DOES THE CAMPAIGN AIM TO DO?
While Australians’ desire to take a holiday is strong, many are not booking the types of experiences they would if they were travelling overseas. Because of this, many operators are struggling with some shutting their doors.

This campaign aims to encourage people to purchase travel as a gift this festive season. It will highlight the depth and breadth of tourism experiences that can easily be given as gifts, while also helping to build overall demand for travel.

TA research shows that experience based tourism businesses are struggling from a lack of demand, with international travellers twice as likely to undertake an experience on their Aussie holiday, when compared to domestic travellers. (Source: TRA – IVS and NVS (2019) - 7 per cent of domestic overnight travellers vs. 13 per cent of international overnight travellers)

To support recovery, we need Australians to actively experience the destinations they visit. By encouraging consumers to plan and book experiences and other activities on their holidays, TA aims to build confidence in the sector and ensure Australia has a range of thriving experiences still available when our borders reopen.

HOW IS TRAVEL A MORE MEANINGFUL GIFT?
Travel is a meaningful gift. There is an undeniable link between exploration, happiness and wellbeing. Giving a travel experience as a gift will give back to the tourism operators and communities who have struggled this year.

Restrictions on international travel, domestic border closures, and the recent COVID-19 outbreaks have resulted in a significant decline in business for tourism operators across the country. Gifting a travel experience will give back to the tourism operators and communities who have been impacted by the ongoing impacts of the global COVID-19 pandemic on travel.

Q: HOW WILL TA MEASURE THE SUCCESS OF THE GIFTING CAMPAIGN?
A: 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.

Q: WHEN WILL THE CAMPAIGN RUN FROM?
A: The new campaign will run from 31 October to 24 December 2021.
We look forward to working with you to help spread our holiday message.
THANK YOU

October 2021