



HOLIDAY *here* 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 bushfire recovery by urging Australians to take a domestic holiday and provide a much-needed boost to tourism operators and communities around the country. With the industry now suffering the double impacts of the bushfires and the subsequent global COVID-19 pandemic, now more than ever, our tourism operators need support.

This next iteration of the *Holiday Here This Year* campaign involves a strategic two-phased approach that started with the roll out of an inspirational teaser video and was followed by a television commercial that was launched on 13 October 2020. The campaign encourages Australians to start booking and planning a domestic holiday, with a strong focus on booking experiences to help fill the void left by international travellers.

The campaign is fronted by two of Australia's most iconic homegrown personalities, Hamish Blake and Zoe Foster-Blake, who ponder some of the incredible things they're excited to do whilst on their next Australian holiday.

The campaign will be rolled out in several bursts of activity over the coming months.

WHY IS THIS CAMPAIGN BEING LAUNCHED NOW?

While international borders remain closed, domestic tourism will lead the industry's recovery. As domestic travel restrictions continue to ease around Australia and with consumer sentiment trending upwards, now is the perfect time to inspire Australians to book their next holiday. While travel restrictions still exist in some parts of Australia, it is crucial that Tourism Australia continues to inspire those Australians who are able to travel, to spend on tourism. For those Australians who aren't in a position to take a holiday, the campaign encourages them to dream about all the wonderful tourism experience that exist on their doorstep.

WHAT RESEARCH HAS BEEN DONE TO SUPPORT THE DEVELOPMENT OF THE CAMPAIGN?

Tourism Australia conducts regular consumer research and the most recent results indicate that over 60 per cent of Australians are keen to travel around Australia once restrictions ease and the key driver for this is that people feel like they really need a holiday. In addition, specific consumer testing has been done on the *Holiday Here This Year* concept. Two thirds of respondents who saw the initial campaign in January said they were more likely to consider taking a holiday in Australia and 70 per cent of people who saw the most recent iteration said they would be more likely to take a domestic holiday after seeing the ad and agreed with the campaign message.

HOW WILL THE SUCCESS OF THE CAMPAIGN BE MEASURED?

This campaign is about getting more Australians to holiday at home, 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, forward bookings and partner leads.

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 the two most recent additions to Tourism Australia's *Friends of Australia* program which harnesses the power of opinion leaders to tell authentic Australian stories.

ARE THERE ANY PARTNERS IN THE CAMPAIGN?

There are no specific campaign partners, however Tourism Australia is partnering with several travel and tourism companies as part of the ongoing push to encourage Australians to take a domestic holiday and convert interest into bookings. Where possible, these partnerships will align with the *Holiday Here This Year* campaign. All partner offers are featured on the [Australia.com](https://www.australia.com) marketplace.

IS THIS A PERMANENT RETURN TO DOMESTIC MARKETING FOR TOURISM AUSTRALIA?

In 2019, domestic tourism accounted for over \$100 billion in Australia's economy. In addition, Australians spent \$65 billion overseas. There is a significant opportunity to capture these travel dollars and while Australia's borders remain closed to international tourists, Tourism Australia's focus is on supporting the tourism industry by stimulating domestic travel demand.

WHAT DESTINATIONS FEATURE IN THE CAMPAIGN AND HOW WERE THEY CHOSEN?

All states and territories are featured in the campaign. Tourism Australia worked closely with the State and Territory Tourism Organisations to collate existing footage and still imagery for the campaign. Consideration was also given to locations that were affected by the bushfires, along with popular tourism destinations that have been badly impacted by COVID-19.

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.

HOW CAN INDUSTRY GET INVOLVED?

- Download the new [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.
- Download this [social media guide](#) for more tips and follow Tourism Australia's social media channels:
Facebook.com/seeaustralia
Instagram (@Australia)
Twitter.com/australiav

Tourism Australia will continue to update industry as the campaign evolves through key channels including the [Essentials](#) industry newsletter and [corporate website](#).

