

TEQ Feb – March Campaign: Queensland is Calling with Unmissable Deals

<p>What</p>	<ul style="list-style-type: none"> • Tourism and Events Queensland are extending Queensland is Calling into Australia and New Zealand over February and March. • The campaign will run from February 5 – March 31. • The focus of this campaign will be on unmissable deals and highlighting the incredible value able to be found in Queensland • Channels will include NewsCorp, display, social media, Broadcast Video on Demand, and radio. • Will be supported by a compelling roster of trade and aviation partners across Australia and New Zealand
<p>Why</p>	<ul style="list-style-type: none"> • Rising cost of living costs are impacting on consumers' travel behaviours. For example, they will take shorter holidays and spend less on eating out to ensure they can still holiday • Therefore, Queensland needs to be in market with unmissable deals across the state to compel visitors to book their next holiday here
<p>How</p>	<ul style="list-style-type: none"> • Upload a deal to ADTW (High traffic from holiday seekers will be directed to Queensland.com in TEQ's latest campaign. To maximise your exposure, update your ATDW listing and load your current deals. For tips on what makes a great listing click here.) • Update your profile with the latest imagery, ensure everything is up to date • Deal should be live from 5 Feb and can be valid as long as you'd like to be valid for
<p>Key Messages</p>	<ul style="list-style-type: none"> • Upload a deal/s now, deals should be compelling and lead by cost-of-living impacts (i.e. monetary) rather than value add ons • The best deals will have the most impact and could be picked up for things like PR or editorial support • Tell your operators to upload a deal now • Share in your industry comms, industry social and 1:1 with operators who you know have great sales going on

Messaging for EDM

High volumes of traffic are expected to visit Queensland.com in TEQ's latest campaign 'Unmissable Holiday Deals', so please load your best and most compelling deals into ATDW and with trade partners now to be part of the action.

The marketing campaign activity which will run in Australia and New Zealand from 5 February to 31 March. TEQ will run a two-month deal push, with the focus on unmissable deals and the incredible value to be found in Queensland.

Supported by a significant media buy, TEQ will host compelling deals from Queensland's tourism industry on Queensland.com. The Unmissable Deals campaign is strongly conversion-focused to bring more interstate visitors to Queensland, supporting our goal of holding the dominant share of Australia's domestic holiday market.