

DESTINATION
GOLDCOAST.

MORE WAYS TO *Play*

 SURFERS PARADISE

WHAT IS THE 'MORE WAYS TO PLAY' CAMPAIGN?

Due to the impact of Covid-19 over the last two years, many Australian families haven't had the chance to discover and experience all the exciting new businesses, developments and experiences that have sprung up on the Gold Coast. Our city has been booming and we want to share the news with our southern state neighbours.

To do that, Destination Gold Coast is launching a Spring extension of the new Play the Day Away campaign, called More Ways to Play. The campaign is designed to highlight both New and Undiscovered ways for families to play on the Gold Coast ahead of the September school holidays. It provides an opportunity to not only convert visitors with strong to medium intent to travel, but also itinerary-fill for those who have already booked their Gold Coast holiday, ultimately helping drive short-term visitation and increase leads to our members' products.

Targeting our heartland audience - Sydney & Melbourne Families - this campaign will aim to focus on showcasing fun-filled family memories through the retail lens of stay, play and eat experiences. This three week activity burst will launch 22nd August and run until 11th September, 2022.

The campaign will be run through paid Facebook advertising and combines a family focused brand video to disrupt and excite family decision makers, followed up by Facebook carousels featuring the identified new and undiscovered offers. These carousel images will have a clickable link that direct the target audience straight through to the member's booking page.

WHAT IS CLASSIFIED AS 'NEW AND UNDISCOVERED'?

We want to showcase all the new, exciting and undiscovered experiences on the Gold Coast to our audiences who think they've seen it all. So how does your business fit?

The only requirement is that it must have a family lens and appeal to the family demographic.

THINK OF NEW AND UNDISCOVERED AS

- A new accommodation option with a family focus
- A new family friendly dining option
- A new family experience/tour/activity
- An existing business that has a new value-add package, new offering, new tour/activity that appeals to families
- An offering that may not yet have wide awareness, and is therefore considered undiscovered
- For this campaign, what isn't considered new and undiscovered is a new price/discount.

WHY NOW?

We have had a strong return to travel in 2022, but are yet to reach pre-Covid visitation levels. While the nervousness around travel is starting to dissipate, some apprehension still lingers. So we want to encourage people to continue to Play the Day Away on the Gold Coast as we move into the spring/summer period, dusting off the winter blues and creating fun family memories!

WHAT DO I NEED TO DO TO BE INVOLVED?

Good news, we've done the first step for you! We are very pleased to reach out to you specifically, as a business we are keen to feature, based on the above criteria. So here's what we need from you to leverage the campaign and maximise the results for your business:

FACEBOOK CAROUSEL IMAGERY

PLEASE PROVIDE 2 OPTIONS BY 5TH AUGUST TO: MEMBERSHIP@DESTINATIONGOLD Coast.COM

Provide us with a family focused image that relates to the new and undiscovered offer as per the below specs:

- Image file type: JPG or PNG
- Ratio: 1:1
- Resolution: At least 1080 x 1080 pixels (the higher the better)
- Size: up to 30mb

SOME HANDY TIPS ON SELECTING THE RIGHT IMAGE FOR THE BEST RESULTS

- Images play an important role in helping convert users
- Please ensure the image highlights the new or undiscovered offering
- Accommodation - images that show a view of the ocean or pool
- Attractions and activities - images that show visitors enjoying the experience

WEBSITE LANDING/BOOK NOW PAGE

This will be the page that visitors see first after clicking on the "book now" on the Facebook ad (i.e. the URL linked to the ad). This is the most important page, as this is where the potential visitors can book an experience with your business - it's where clicks become conversions!

FOR OPTIMAL RESULTS

- Your landing page needs to be optimised for both desktop and mobile
- Google Analytics tracking: Your website should have analytics tracking and allow you access to the stats for the landing page. This will allow you to track how many visits are driven to your landing page
- A 'Book Now' button is a great Call To Action (CTA) on your landing page and should be used to encourage conversions. If the user can't make a booking or send a request for booking through the landing page, you may miss out on a sale.

- It would be ideal to have a booking engine on the website but if not, we would recommend having a 'book now' button that is linked to an email ID so that the user can send a request if they are interested.
- Use visually appealing images of your product/service as this builds trust with the user and helps them visually grasp the product/service that is being advertised.
- Your page's text should emphasise the product offerings/positioning that is highlighted in the ad. This ensures consistency and relevancy for the user as they get redirected from the ad to the landing page. A different offering/proposition may confuse the user resulting in them leaving your website.

SUGGESTED BEST PRACTICES

- To have good load speed and low page size. This will ensure that the landing page loads instantly on all devices (including mobiles).
- Have FAQs on the page that are relevant to the product/service being advertised. This ensures that most queries will be answered, which can lead to quicker bookings.
- Make sure that there are no banners or links to other products or offerings on this landing page as the objective is to sell the product that has been advertised.
- Use images of happy customers using your product/service. This adds social proof to your product/service. Also using 'power' words on your landing page like exclusive, new, limited offer etc. copy can help convert users.
- Highlight the benefits and unique selling points of your product/service. eg: new product, 10 minutes away from CBD/airport, fun for all ages, etc.
- Your 'Book Now' button should be in a contrasting colour to the rest of the landing page to draw the customer's attention.

HOW WILL THE SUCCESS OF THE CAMPAIGN BE MEASURED?

Visitation is the No.1 goal - the More Ways to Play campaign aims to get more Australians to holiday on the Gold Coast for the Spring School Holidays (Sept/Oct). DGC will also track a range of metrics including campaign reach, leads generated and forward bookings.

WHEN WILL DGC'S "MORE WAYS TO PLAY" CAMPAIGN BE IN MARKET?

Paid digital advertising will start on 22nd August and run through until 11th September.

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