

## ***Holiday Here This Year Campaign - External FAQs***

**Q: What is the *Holiday Here This Year* campaign?**

**A:** Backed by all states and territories, the *Holiday Here This Year* campaign taps into the overwhelming goodwill and public support behind the bushfire recovery by urging Aussies to take a holiday in Australia. This will help to provide a much-needed boost to tourism operators and communities around the country. *Holiday Here This Year* asks Australians to get out there and see their own backyard. Whether it be a weekend away near home, a trip to another state or discovering somewhere in Australia they've always wanted to visit.

As part of this, we'll be making it easier than ever for consumers and industry partners to find the resources and inspiration Australians need to make the most of our great country and help out their mates in the process. The campaign aligns with activities that the states and territories are planning and provides practical tools to industry to use in their own marketing initiatives.

**Q: Is this a permanent return to domestic marketing for Tourism Australia?**

**A:** Tourism Australia's primary mandate continues to be promoting Australia as a leisure and business events destination to international markets. However, in light of the unprecedented bushfire situation, Tourism Australia is working with the State and Territory Tourism Organisations to help coordinate a national marketing response.

**Q: What is the value of domestic tourism to the industry?**

**A:** Australians took 115.7 million overnight trips and spent \$79.1 billion on overnight travel in the year end September 2019, up 13 per cent year on year.

**Q: How will the success of the campaign be measured?**

**A:** 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.

**Q: How will the campaign be launched?**

**A:** Tourism Australia is launching the campaign with a media placement on Thursday 23rd January 2020 on the front and back pages on a number of daily newspapers around Australia. This is designed for high impact delivery of the message amongst mass audience.

In addition, the campaign will roll out across Tourism Australia's digital and social media channels, including with a Facebook event. Tourism Australia is also launching extensive outdoor advertising and billboards across major cities and airport lounges. The launch is the first phase of domestic marketing activity that Tourism Australia is carrying out as an immediate response to the bushfires and does not represent a \$20 million spend.

**Q: Why is this new campaign being launched now?**

**A:** With Australia in the midst of its peak summer holiday period, it is crucial that we remind Australians now that most of the country is open for business. While hearts and minds are still very much with affected regions and those tackling the bushfires, it's also important to focus on the longer-term impact on our country as a whole.

**Q: What can I tell consumers who want to know how to get involved?**

**A:** Encourage them to commit to holidaying at home, spread the word using the hashtag #HolidayHereThisYear and then get out and explore their own backyard. There will be a range of resources available for consumers at [www.australia.com/holidayhere](http://www.australia.com/holidayhere) to help those planning trips in and around Australia.

**Q: How can industry get involved in the campaign?**

**A:** To support the campaign, industry are encouraged to:

1. Commit to the *Holiday Here This Year* message: Download the custom toolkit. It's got everything you need to know about the campaign and how to integrate *Holiday Here This Year* into your marketing.
2. Spread the word: Let everyone know you're open for business by posting on social media with #HolidayHereThisYear.
3. Show Australians your little bit of Australia: Join the [Facebook event](#) and engage with the posts by commenting and sharing photos and information about your destination.

**Q: What is the Facebook event?**

**A:** The 'Commit to Holiday Here This Year' Facebook event encourages users to commit to holidaying in Australia in 2020 by clicking "interested" or "going". It is a highly shareable way to spread awareness of our domestic campaign on that platform. The "event date" is set to 31 December 2020, which only serves as a reminder to support the campaign before the end of the year. Tourism Australia is not hosting an actual physical event.

**Q: What is the social video?**

**A:** The social video is an authentic and grass-roots message from industry to Australians, encouraging them to holiday in their own backyard. The video is an immediate call to action and reminds domestic consumers that small businesses and communities across Australia are at the heart of the *Holiday Here This Year* campaign. The video features operators from every State and Territory and shows that most locations across Australia are unaffected by fires and still welcoming visitors.

**Q: Who are the campaign partners?**

**A:** Tourism Australia is working with all State and Territory Tourism Organisations, as well as airlines and key distribution partners.

**Q: How will the campaign be adapted for each State and Territory?**

**A:** While the campaign has an overarching concept, it will be localised for different regions. For instance, the logo will be adapted for each State and Territory.

**Q: What other initiatives is Tourism Australia undertaking as part of the tourism recovery effort?**

**A:** The *Holiday Here This Year* campaign is the first phase of domestic marketing activity that Tourism Australia has launched as an immediate response to the bushfires. The campaign aims to provide a much-needed boost to tourism operators and communities around the country by asking Australians get out there and see their own backyard. There will be a series of domestic initiatives executed throughout 2020 to support the tourism industry recover. The Australian government has also provided Tourism Australia with additional funding to support the following initiatives:

- International recovery campaign (\$25 million);
- Increase our international media hosting activities (\$9.5 million); and
- Increase support for the Australian Tourism Exchange (\$6.5 million)