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Australians urged to holiday at home to boost bushfire recovery

AUSTRALIANS are being encouraged to throw their support behind Australia's tourism industry in the wake of the devastating bushfires by holidaying in their own backyard.

Tourism Australia's *Holiday Here This Year* campaign launched today taps into the overwhelming goodwill and support for local communities impacted by the recent bushfires, by urging Australians to plan, book and take a domestic holiday and share their experiences with friends and online.

Supported through a \$20 million government funding boost, the campaign forms part of a coordinated marketing push involving all states and territories that provides a unified platform to galvanise the tourism industry and Australians.

Tourism Australia Managing Director Phillipa Harrison said that the *Holiday Here This Year* campaign would help spread the important message that Australian tourism was open for business and ready and eager to welcome visitors.

"There is no doubt that Australian tourism has been hit hard by the recent bushfires. It's critical that we help the industry get back on its feet as soon as possible," Ms Harrison said.

"The desire from ordinary Australians to assist the communities impacted both directly and indirectly by the bushfires has been overwhelming. This campaign seeks to show them how they can directly support the recovery by simply holidaying here in Australia.

"We are currently in the middle of the peak summer period and we're already seeing an impact on tourism as people delay or cancel their travel plans, including to areas that haven't been directly affected.

"That is why we are asking people to commit to holidaying in their own backyard this year - whether it's a drive up the coast, taking a trip interstate, or ticking off a bucket list destination - and to spread the word that Australia is ready to welcome more travellers.

"*Holiday Here This Year* is a practical way that Australians can help bushfire affected communities by filling hotel rooms, restaurants, caravan parks, beaches and more.

"The launch of the campaign is the first of a package of measures that we'll be rolling out over the coming weeks and months to help Australian tourism rebuild and recover."

The *Holiday Here This Year* campaign will be rolled out across print, social media, billboards across major cities, content partnerships, radio and outdoor advertising, with Australians being encouraged to demonstrate their support using the hashtag #holidayherethisyear.

Tourism Australia will be making it easier than ever for consumers and industry partners to find the resources and inspiration needed to plan and book a holiday in Australia and help out affected

MEDIA RELEASE



communities in the process thanks to additional information and resources at www.australia.com/holidayhere.

This will also include practical tools to industry to use in their own marketing initiatives.

A summary of some of Australia's most popular destinations for international travellers, and whether they have been impacted by the current bushfires or are safe to visit, can be found at <https://www.australia.com/en/travel-alerts.html>.

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BACKGROUND:

On 19 January 2020, the Australian Government announced an initial \$76 million tourism recovery package as part of the National Bushfire Recovery Fund to encourage tourists to travel across Australia. The package includes funding for the following initiatives:

- A domestic marketing campaign (\$20 million)
- Increased funds for Tourism Australia's international marketing (\$25 million)
- Increased funds for Tourism Australia's International Media Hosting Program (\$9.5 million)
- Increased support and funding for the Australian Tourism Exchange (ATE) (\$6.5 million)
- A regional tourism events initiative (\$10 million)
- Additional funding for the international diplomatic network (\$5 million)