

GOOD TO GO CAMPAIGN FACTSHEET

WHAT IS GOOD TO GO?

'Good to Go' is Tourism and Events Queensland's (TEQ) new domestic campaign that will firstly encourage Queenslanders to holiday at home, and then extend to drive interstate travel to Queensland with a focus on converting Australians who planned to travel overseas this year.

The campaign aims to encourage visitors to get outside again, immerse themselves in our natural wonders, and reconnect with those closest to them.

The campaign's core message is built on the premise that Queensland's tourism industry is open, ready to welcome visitors and our industry is following COVID Safe practices.

This shift in Queensland's marketing approach will meet the changing needs of consumers post-COVID and will drive demand for tourism and events in Queensland to support the state's \$28b industry and the more than 230,000 Queenslanders it employs.

HOW TO BE GOOD TO GO

Being Good to Go assures travellers that:

- Queensland's regions are open
- Queensland's regions and tourism operators are ready to welcome guests
- Queensland tourism operators have required [COVID Safe documentation](#)

WHO IS THE TARGET AUDIENCE

The campaign is focused on reaching Queenslanders, Australians, and Australians with a desire to travel overseas with two core audiences identified:

- Holiday Travellers
- Overnight Visiting Friends & Relatives (VFR) Travellers

Outbound Holiday Travellers, those who regularly travel overseas to holiday, who reside in Australia, present a significant opportunity to drive Queensland visitation and overnight visitation expenditure as stage two of the campaign rolls out.

CAMPAIGN STAGES

To capitalise on shifting consumer behaviour, the campaign will be split into two key stages as per the Queensland Government's [roadmap to easing restrictions](#) and will evolve over time.

The movement between stages will be timed to follow the health advice of the Queensland Government.

Stage 2 - Queensland Intrastate travel open

Stage 3 - Interstate travel open



CAMPAIGN CREATIVE

Stage 2 will periodically roll out from 7 June with 'Queensland, You're Good to Go' across print, social, digital, radio, television and search with a focus on encouraging visitation during the June/July school holidays.

The creative will encourage Queenslanders to explore every part of Queensland, from top to bottom, east to west.

The campaign will be supported by significant retail offers from our partners to help drive visitation in the short and long term.

In this phase, TEQ will launch a new television commercial (TVC) featuring Queensland musicians Busby Marou, who will encourage Queenslanders to explore our state through the Good to Go message.

In coming weeks, the Good to Go big book of travel inspiration will be available to Queenslanders. This book of travel inspiration will curate road trips, stories and holiday ideas tailored to appeal to the key drivers of consumer wants and needs following lockdown.

Stage 3 will include a similar media mix as Stage 2 and will target the interstate market once restrictions ease. The creative will share the simple yet powerful message of 'Queensland is Good to Go'.

QUEENSLAND, YOU'RE GOOD TO GO



Queensland
AUSTRALIA



GOOD TO GO CAMPAIGN FACTSHEET *Continued*

HOW CAN MY BUSINESS BE INVOLVED

- To be featured in the campaign, your business must be Good to Go (as defined above), which includes required COVID Safe documentation. ([You can access the information here](#)).
- Once you're Good to Go, make sure you spread the word. Post on your social media accounts that you're Good to Go - ensure you tag us with #thisisqueensland so we can share your content.
- Share your good news with us - any outstanding innovations you've made to your product offering, and significantly changed experiences you may now offer, or where you've gone above and beyond to create a COVID Safe experience. Send to media@queensland.com
- For best practice social media suggestions and guidelines, use [Queensland's Content Framework](#).
- Engage with Queensland's social media channels.
- We also encourage Queensland tourism businesses to [connect with IMATE](#) to understand how you can leverage TEQ's investment in the campaign for your business. Through IMATE you can:
 1. Access the industry toolkit
 2. Subscribe to the IMATE EDMs for campaign updates
 3. Contact the IMATE team to access the paid media packages
 4. Brief the IMATE team on a campaign
- Make sure your ATDW listing is up to date, including imagery and opening hours. You can also upload a holiday deal on ATDW.

CAMPAIGN STYLE GUIDE

You can access the Good to Go stamp and view guidelines on its usage by downloading our Good to Go style guide [here](#).

We encourage all business that are Good to Go to use the stamp. You may choose to use it on social media, your website or on media activity - we want all Australians to know that we're Good to Go.

FAQ

Q How can my business be featured in campaign creative?

A The creative executions will include a mix of destinations and operators that are Good to Go and reflect Queensland's experience offering across our major pillars of reefs, islands and beaches; natural encounters; adventure and discovery; lifestyle, culture and people; and events.

Best of Queensland Experiences will be prioritised when making all creative decisions.

Q Can I use the Good to Go stamp on my website or social media channels?

A To feature the stamp, your business must be Good to Go (as defined, above), which includes ensuring you have the required COVID Safe documentation and procedures in place. ([You can access the information here](#)).

Q I'm still seeking clarity about the health directions and COVID Safe Plans and how I can operate

A TEQ has comprehensive information available on our [corporate website](#) to help you navigate all of the information you need to know in order to operate.

If you have further questions you can reach out to your RTO or TEQ Destination Director.



QUEENSLAND, YOU'RE
GOOD TO GO

