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*Queensland*Eye on *Q**25 July 2021*

Queenslanders encouraged to enjoy 'Days Like This'



A major new \$2.4 million aspirational tourism campaign has today launched inspiring Queenslanders to experience 'Days Like This' in their home state.

The campaign, featuring Van Morrison's famous song which has been re-recorded with a distinctly Queensland feel by local musicians Tia Gostelow and Busby Marou, is the first step in a long-term strategy to maintain Queensland's brand leadership position.

The campaign is designed to stir emotions and showcases holiday moments that are joyful, boost wellbeing, drive emotional connections to people and places, and celebrate the simple pleasures in life.

A major campaign like this aims to keep Queensland first in people's minds when they're planning and booking their next trip. TEQ will partner with travel retailers to market 'Days Like This' holiday packages and deals, supporting tourism businesses around the state.

The 'Days Like This' television commercial is expected to reach 2.9 million Queenslanders aged 18+ (almost the entire state's 18+ population), by taking advantage of huge broadcast audiences tuning into the Tokyo Olympics coverage, as well as leveraging the highly-rated Survivor Australia series, which was filmed in Outback Queensland. The campaign will also feature in print outlets, broadcast video on demand, out of home, cinema and social media.

Days Like This will extend when travel restrictions have eased, to inspire both Aussies and Kiwis to experience 'Days Like This' in Queensland.

WATCH AND SHARE THE NEW AD



How to get involved

Tourism and events businesses right around the state are encouraged to get on board and leverage the new brand campaign. Our campaign fact sheet has been designed to help the industry understand what 'Days Like This' aims to achieve, and how it fits in with the evolution of Queensland's brand.

- Campaign and creative background
- Target audience and timing
- Campaign objectives
- Creative examples
- What you can do to leverage the campaign

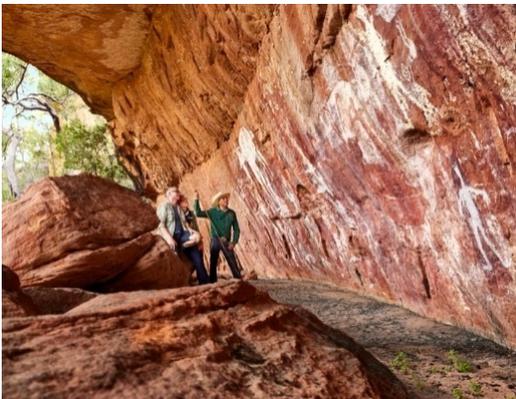
CAMPAIGN FACT SHEET



Leverage the campaign media buy for your own marketing

TEQ's industry media agency, IMATE, has a range of packages available for businesses who would like to leverage the 'Days Like This' campaign media buy for their own advertising.

[SEE THE PACKAGES](#)



Learn more: Industry briefing tomorrow

TEQ will host a virtual industry briefing at 10:30am tomorrow, Monday 26 July 2021 to share all the details of the campaign. There will also be an opportunity to hear more from IMATE on the packages available for businesses to leverage the campaign and its media spend.

REGISTER NOW



Please ensure industry.news@corp.e.queensland.com is on your 'safe' list to ensure you continue to receive our updates.

Feedback on Eye on Q is welcomed at industry.news@queensland.com.

TEQ is working towards becoming a White Ribbon Accredited Workplace.

Tourism and Events Queensland acknowledges the Traditional Owners of Country and recognise their continuing connection to land, waters, culture and community. We pay our respects to Elders past, present and future.

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