

6 April 2021

Unrestricted travel to commence between Australia and New Zealand

MACKAY CAY, CAIRNS & GREAT BARRIER REEF



Unrestricted travel between Australia and New Zealand will be allowed from 11:59pm (NZST) Sunday, 18 April 2021, opening up the first international tourism market for Queensland since COVID-19 border restrictions were introduced in March 2020.

The New Zealand Government has today announced that it will allow visitors from Australia, and returning New Zealanders, to travel to the country without needing to quarantine. New Zealand travellers have been able to arrive quarantine-free into Australia since October 2020, however today's announcement opens up the tourism industry for free-flowing travel both ways.

Details for travellers can be found on the [Australian Government](#) and [New Zealand Government](#) websites.



Marketing Queensland in New Zealand

As the first international market to re-open, TEQ has marketing ready to go to keep Queensland top of mind in New Zealand and drive conversion, in what will undoubtedly be a competitive market. Marketing for Queensland will be delivered in phases:

Phase one: Travel bubble announcement

An inspirational video (*see above*) has gone live on social media this afternoon, encouraging New Zealanders to start planning their Queensland holiday. PR efforts, as well as existing trade partnerships, are also ramping up.

Phase two: Lead-up to bubble open

Existing 'always-on' marketing activity will start to evolve, with messaging aimed at ensuring Queensland is top of the consideration list for Kiwis come April 19. We will highlight new and exciting experiences on offer in Queensland, as well as those experiences we know New Zealanders have been missing. This phase will also provide reassurance around the accessibility and safety of travel to Queensland.

Phase three: Bubble open

New Zealanders will be told they are 'Good to Go' to Queensland through an integrated paid media campaign that incorporates reverse co-op messaging, as well as multiple trade and airline partnership campaigns.

CONTACT IMATE TO GET INVOLVED



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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