

# TRAVEL TAKEOVER WEEK

HOLIDAY  THIS YEAR

## WHAT IS THE TRAVEL TAKEOVER WEEK?

The Travel Takeover Week is multi-million-dollar media campaign that will feature Australian travel programming and advertising nationally across multiple media partners.

## WHEN IS TRAVEL TAKEOVER WEEK?

For the week of 31 January to 6 February *Holiday Here This Year* advertising and content will be integrated into media roadblocks/takeovers, TV program and event sponsorships, publisher created content and in-program editorial integration.

## WHY NOW?

*Travel Takeover Week* aims to leverage an 8-month high in domestic consumer confidence<sup>1</sup> to kickstart domestic travel for 2021. After a challenging 2020 and disruptions to many summer holiday plans, Australians are still desiring a break,<sup>2</sup> just over half of all Australians are still considering/planning interstate travel.<sup>3</sup>

The week of 31 January to 6 February coincides with almost all Australians returning to work from their summer holidays and aims to help the holiday blues and give Australians something to look forward to by inspiring them to book their next Australian holiday.

## WHO ARE THE MEDIA PARTNERS FOR THE TRAVEL TAKEOVER?

Tourism Australia is working with multiple media partners across Broadcast TV, print, radio and digital channels to deliver the Travel Takeover. Activities will include:

- Publisher created travel content, in program and editorial integration
- Talent led travel integration in broadcast channels and across other touchpoints including radio, print and digital.
- Australian travel programming and stories
- *Holiday Here This Year* campaign asset amplification

## HOW CAN YOU SUPPORT AND MAKE THE MOST OF THE TRAVEL TAKEOVER WEEK?

Tourism Australia is encouraging all industry partners to get behind the *Travel Takeover Week* by:

1. Aligning your media and advertising activity to support the campaign and capture some of the attention this moment will be creating.

2. Download the *Holiday Here This Year* [industry toolkit](#) and add the campaign logo and other useful tools to your marketing activity.
3. Post on your business social media channels to encourage consumers to book using #HolidayHereThisYear and the *Holiday Here This Year* giphy stickers. [industry toolkit](#).
4. Share your deals and news at [internationalmedia@tourism.australia.com](mailto:internationalmedia@tourism.australia.com) to be considered to be promoted through our supporting PR activities.

## FURTHER DETAILS:

### WHAT IS THE HOLIDAY HERE THIS YEAR CAMPAIGN?

The *Holiday Here This Year* campaign was first launched in January 2020 to support the bushfire recovery by urging Australians to take a domestic holiday and provide a much-needed boost to tourism operators and communities around the country.

With the industry suffering the double impacts of the bushfires and the subsequent global COVID-19 pandemic, now more than ever, our tourism operators need support. The *Holiday Here This Year* campaign encourages Australians to book and plan a domestic holiday, with a strong focus on booking experiences to help fill the void left by international travellers.

The campaign is rolling out in several bursts of activity over the coming months. *Travel Takeover week* is the latest iteration of the campaign.

### DOMESTIC PUBLIC HEALTH MANAGEMENT

While international borders remain closed, domestic tourism is leading industry's recovery. As travel restrictions still exist in some parts of Australia, it is crucial that Tourism Australia continues to inspire those Australians who are able to travel, to spend on tourism. For those Australians who aren't in a position to take a holiday, the campaign encourages them to dream about all the wonderful tourism experience that exist on their doorstep.