

## Forget the Passport and Explore Australia December 2018

To gain exposure for the new Quality Tourism Accredited Business trademark and to get travellers excited about potential holiday plans leading into Christmas and summer, we ran the *Forget the Passport* (#ForgetThePassport) Facebook campaign for 3 weeks in November.

The extremely successful campaign, hosted on the [Quality Tourism Australia](#) Facebook page, was an excellent way to engage keen domestic travellers by showcasing some hidden, and not-so-hidden, locations around Australia.

Using bold and eye-catching imagery, the campaign highlighted some of the incredible locations and experiences Australia has to offer, boldly pitching them against some of the most desired and frequented destinations around the world. A range of creative content was published, mixing high-resolution photography with moving graphics, that reached and engaged our target audience. The weekly competitions, supported with giveaways from Quality Tourism accredited businesses, proved to be a highly successful incentive to further engage travellers.

The primary objective of this campaign was to gain exposure for the trademark, starting the journey for travellers to associate it with quality Australian tourism experiences. Future campaigns will continue this messaging and focus on driving visitation to the consumer websites [www.trustthetick.com.au](http://www.trustthetick.com.au) and [www.starratings.com.au](http://www.starratings.com.au)

The Facebook posts sparked thousands of reactions and comments with some travellers reminiscing over previous holidays, whilst others dreamed of future travels. There were also a handful of comments that centred around the expense of travel within Australia comparative to more accessible and cheaper overseas destinations.

The key results from the 3 week campaign period saw:

- **191K+** people REACHED within the target audience
- **4.7K+** people ENGAGED with the campaign
- **10.4K+** people VIEWED the moving graphics
- **215** new PAGE LIKES on the Quality Tourism Australia Facebook page

The results of the campaign clearly show the great opportunity that is present for Quality Tourism accredited businesses and the exposure that can be achieved. With this success in mind, we are eagerly looking forward to our next planned campaign to further build upon our ongoing social media strategy.

