

Chilly Winter Warmers

June 2019

The cold has well and truly set in for some parts of Australia, with snow, rain and down jackets all around. But for other parts of the country it's still warm days in the sun in shorts and t-shirts.

Australia's incredible climatic diversity offers both warm and cold regions all in the same season. We showcased this amazing characteristic in our recent social media campaign "Embrace Winter, Escape Winter", hosted on the [Quality Tourism Facebook page](#).

Centred around some of the most popular cold and warm destinations around Australia for domestic travellers, the campaign ran over 3-weeks leading into the winter season. A competition was successfully integrated with the campaign idea and ran for the entirety of the campaign.

Visual executions utilised attractive photography and text animation to capture the audience's attention and stand out on a Facebook feed. The content copy highlighted the activities and natural surrounds of the destinations while leveraging the existing Quality Tourism hashtags (#TrustTheTick and #FollowTheStars) to continue to increase brand awareness and association with the on-going weekly social content.

The key results from the 3-week campaign saw over:

- **196K** people reached within target audience.
- **1.9K** people engaged with the campaign.
- **280** people entered the campaign competition
- **3.8K** people viewed the videos (3-sec views)
- **290** new page likes on the Quality Tourism Australia Facebook page

The campaign was incredibly successful and achieved its goal to build awareness and increase the exposure of the Quality Tourism brand to a greater number of Australian travellers. The audience segment ensured the campaign reached and attracted the right type of Facebook users that would engage with the content.

The integration of a competition helped to stop users from scrolling through their feed and encourage them to interact with the content and business page. The results show the significant exposure opportunity and value that competitions, with giveaways, provide for audience participation and furthermore for Quality Tourism Accredited Businesses that are involved.

Quality Tourism Australia
Published by Jussara Bierman [?] · 3 June at 07:00 · 🌐

Want to WIN a winter getaway for you and a friend?! In 30 words or less, describe your most memorable winter experience.

Go into the running to WIN our incredible major prize package to escape the cold in tropical Darwin, including:

- Return airfares for 2 from closest major city,
- 3-nights accommodation at Palms City Resort.... See more



Quality Tourism Australia
Product/service

9,072 People reached **1,576** Engagements [Boost Post](#)

👍❤️🔥 Cristie Cai, Kellie Jean and 869 others 227 Comments 60 shares

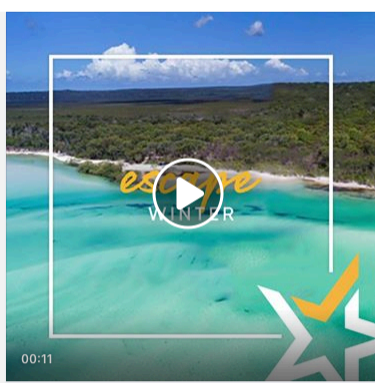
👍 Like 💬 Comment ➦ Share ✨ 📌

Quality Tourism Australia
Published by Jussara Bierman [?] · 7 June at 07:00 · 🌐

Escape Winter in your own piece of paradise at Fraser Island, QLD.

The cold chilly winter will seem like a world away when you throw a towel down on the incredible soft-sand beaches, surrounded by tropical rainforests, leading into warm and crystal-clear waters.

#TrustTheTick #FollowTheStars... See more



00:11

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Trust the Tick [Learn More](#)

30,016 People reached **70** Engagements [Boost Post](#)

👍❤️🔥 Ian Humphries, Sophie Elliott and 21 others 2 Comments 1 share


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Quality Tourism Australia
Published by Jussara Bierman [?] · 5 June at 07:00 · 🌐

Embrace Winter and get away to some of Australia's best snow in the incredible Perisher Valley, NSW.

No matter what adventure you're after, this is the place to chill out and do it all. Hit the slopes, drop into the half-pipe, head cross country, or stick by the fire.

#TrustTheTick #FollowTheStars... See more



00:11

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28,443 People reached **51** Engagements [Boost Post](#)

👍❤️🔥 Michelle Burger, Bronwyn Yudkin and 9 others 1 Comment

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