

## Summertime Socialising

November 2018

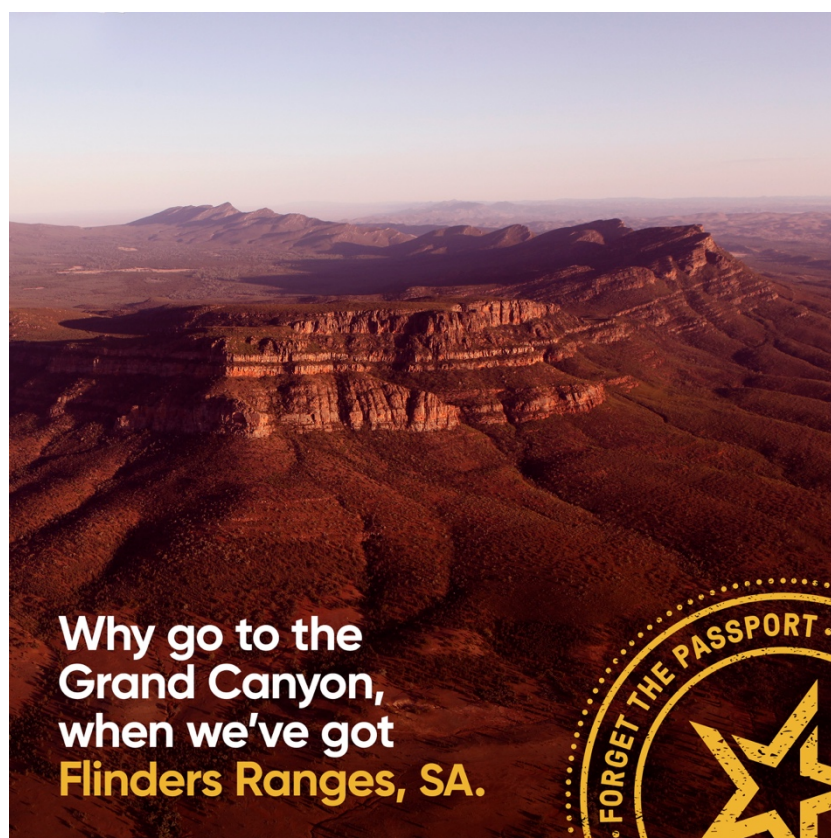
We are excited to present our summer social media campaign, *Forget the Passport*.

Over the last few months we have been focussing on building brand awareness of the new Quality Tourism brandmark through our owned Facebook channel. To capitalise on this momentum, this social campaign was launched at a time when Australians are actively planning their Christmas and summer getaways.

The *Forget the Passport* campaign encourages travellers to leave their passports at home and discover what's available in their own backyard. Australia has some of the most amazing landscapes, natural wonders, experiences, and cosmopolitan attractions in the world, that are sometimes taken for granted.

With this in mind, we pitched Australian destinations against the best in the world, and designed content that highlighted some of the incredible locations and experiences Australia has to offer. To engage Facebook users further, we created competitions where people had to correctly guess out of 4 similar looking destinations, which was in Australian and where.

We are excited to share the results of this campaign in next month's Industry Piece.









*Guess for  
a getaway!*



*Guess for  
a getaway!*

