



# GOOD TO GO CAMPAIGN FACTSHEET

## WHAT IS GOOD TO GO?

Good to Go is TEQ's major tourism marketing campaign targeting Aussie travellers. First launched in June 2020 as COVID-19 travel restrictions first began to ease, the campaign has continued with a steady presence in domestic markets ever since. It has a strong conversion focus, aiming to drive short- and medium-term bookings for Queensland's tourism and events industry.

To further endorse the Queensland is Good to Go message, the next burst of campaign activity goes live in March 2021 and aims to build confidence in travelling to and within Queensland. This will inspire visitors across Australia to explore the very best of Queensland, and also raise awareness that Queensland is safe, clean and accommodating if travel plans need to change.

Research shows the window for booking travel is short, with some hesitation to commit to holiday plans in advance. The continuation of Queensland's Good to Go marketing approach will meet the changing needs of travellers to reassure them that tourism and events operators are ready to welcome them.

Good to Go will drive demand for tourism and events in Queensland to support the state's \$28b industry and the 230,000 Queenslanders it employs.

## REASSURING CONSUMERS ABOUT YOUR BUSINESS

If businesses have the required COVID Safe documentation in place, they can display the 'Good to Go' stamp in their marketing.

### Being Good to Go assures travellers that:

- Queensland's regions are open
- Queensland's regions and tourism operators are ready to welcome guests
- Queensland tourism operators have required COVID Safe documentation
- Where possible, Queensland tourism operators will highlight flexible bookings options.

## WHO IS THE TARGET AUDIENCE FOR GOOD TO GO?

**The campaign continues to focus on reaching two target audiences:**

- **Queenslanders (intrastate)**  
Inspire Queenslanders to take their next local trip and take part in activities and tours.
- **Australians (interstate)**  
Build consumer confidence and reassure travellers that they can book a Queensland holiday with flexibility and safety.

## CAMPAIGN CREATIVE

Our next burst of the Good to Go campaign will roll out from mid-March 2021, running across television, social media, digital, radio, and out-of-home advertising. Queensland musicians Busby Marou - who provided the soundtrack to Queensland's incredibly successful Beautiful One Day, Perfect The Next relaunch - will continue to support the Good to Go message and feature in the 'Good to Go' television commercial.

## HOW CAN MY BUSINESS BE INVOLVED?

- To be featured in the campaign, your business must be Good to Go (as defined, left), which includes required COVID Safe documentation. You can access the information [here](#).
- Make sure you spread the word about why you're Good to Go. Post on your social media accounts about your COVID Safe practices and highlight any flexible booking options. Ensure you tag us with [#thisisqueensland](#) so we can share your content.
- Share your good news with us - have you made any outstanding innovations to your product offering, significantly changed experiences, or gone above and beyond to create a COVID Safe experience? Let us know at [media@queensland.com](mailto:media@queensland.com).
- For best practice social media suggestions and guidelines, use [Queensland's Content Framework](#).
- Engage with Queensland's social media channels on [Facebook](#), [Instagram](#), [Twitter](#) and [YouTube](#).
- We also encourage Queensland tourism businesses to connect with the Industry Media Agency for Tourism and Events in Queensland ([IMATE](#)) to learn more about how you can leverage TEQ's investment in the Good to Go campaign for your business.

# GOOD TO GO CAMPAIGN FACTSHEET *Continued*

Align your marketing activity to support the Good to Go campaign. For example:

Sentiment	Example
Primary message	If a Queensland business is Good to Go, it means it has completed a COVID Safe program, including having COVID Safe documentation in place, the COVID Clean module completed, or a COVID Ready program completed.
Open for business	Now is a great time to come and experience what Queensland has to offer. We're open, ready and waiting for you to have an amazing holiday.
Flexibility	We offer flexible booking options so you can confidentially make plans, and book ahead.
Safety	With the most stringent COVID safe practices in place, we are open and ready to ensure you can holiday here safely.
Disclaimers	Staying COVID safe is a shared responsibility and staying informed will help to ensure a COVID Safe environment for all.

## Through IMATE you can:

1. Access the industry toolkit
2. Subscribe to the IMATE emails for campaign updates
3. Contact the IMATE team to access the paid media packages
4. Brief the IMATE team on a campaign

Make sure you [ATDW](#) listing is up to date, including imagery and opening hours. You can also upload a holiday deal on ATDW.

## CAMPAIGN STYLE GUIDE

Download the [Good to Go stamp](#) and view guidelines on its usage using our [Good to Go style guide](#). We encourage all business that are Good to Go to use the stamp. You may choose to use it on social media, your website, or on media activity - we want all Australians to know that we're Good to Go.

### FAQ

- Q. What's changed about the Good to Go campaign in this latest roll-out?
- A. In order to continue to deliver on changing consumer demands and expectations, we are evolving our campaign creative to build confidence to travel to and around Queensland by highlighting COVID Safe plans and flexible booking options where possible.
- Q. How can my business be featured in campaign creative?
- A. The creative executions will include a mix of destinations and operators that are Good to Go and reflect Queensland's experience offering across our major pillars of reefs, islands and beaches; natural encounters; adventure and discovery; lifestyle, culture and people; and events. Best of Queensland Experiences will be prioritised when making creative decisions.
- Q. Can I use the Good to Go stamp on my website or social media channels?
- A. To feature the stamp, your business must be Good to Go (as defined above), which includes ensuring you have the required COVID Safe documentation and procedures in place. You can access the information [here](#).
- Q. I'm still seeking clarity about the health directions and COVID Safe Plans and how I can operate. Where can I find more information?
- A. The [TEQ corporate website](#) has further information on how to navigate through the information you need to know in order to operate. If you have further questions, reach out to your RTO or TEQ Destination Director.
- Q. What happens to the campaign if borders are closed or if Queensland experiences an outbreak?
- A. TEQ's strategy remains fluid and flexible.

