A Reopening Australia Encourages Travelers to Come Take a Long Vacation

By Ann-Marie Alcántara

Tourism Australia’s new ad campaign says “This is a time to emphasize the idea of an adventure—a trip of a lifetime.”

The strategy is to get travelers thinking beyond the weekend trips and short getaways that defined the pre-pandemic era, executives said. The high-profile nature of this strategy, which bears the tagline “Don’t Go Small. Go Australia,” is intended to entice domestic travelers during the pandemic and international tourists from countries that allow travel

Tourism Australia ran a commercial from its new campaign in the Los Angeles television market, targeting people in the Pacific Rim, Europe, and the Middle East. It will be running widely in some markets, Chief Marketing Officer Susan Coghill said.

In Australia, the government is allowing vaccinated international students, skilled migrants and people who hold working-holiday visas to enter the country freely starting in November, and vaccinated international students, who are willing to travel despite the risks.

“We really want to showcase the epic side of Australia and encourage people to come down and experience it themselves,” Ms. Coghill said. “It’s a strategy to remind and refresh our domestic travelers who are tired of the day for media and marketing technology, user experiences, and new...

For Many CxOs, Climate Concerns Collide with Business Decisions

As brands increasingly rely on data-driven tools and algorithms to make decisions, a growing number of companies are discovering that climate concerns are at odds with profit motives.

Company leaders around the world recognize the challenges, but are still finding it difficult to make the right decisions. For example, U.S. states such as West Virginia and Wyoming are working on different phases. Early in the pandemic, for example, U.S. states such as West Virginia and Wyoming are working on different phases. Early in the pandemic, for example, U.S. states such as West Virginia and Wyoming are working on different phases.

The Australian government’s tourism department is attempting to lure visitors back for a longer stay in the country with a new ad to domestic travelers. The campaign, which bears the tagline “Don’t Go Small. Go Australia,” is aimed at getting travelers thinking beyond the weekend trips and short getaways that defined the pre-pandemic era, executives said.

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