

# Beach Tourism - Marketing Strategies

Briya Kodees



# Case Study 1: LOVEGC Campaign - Queensland’s Gold Coast - Australia

**https://digitaldefynd.com/IQ/travel-and-tourism-marketing-case-studies/**



## Case Study 1: #LOVEGC Campaign – Experience Gold Coast (2025)

### Company Overview

Experience Gold Coast is the official tourism organization promoting Queensland's Gold Coast region in Australia. Known internationally for its iconic beaches, surfing culture, vibrant nightlife, and lush hinterland, the Gold Coast is a premier tourism destination heavily reliant on visitor spending for economic growth and local employment.

### Objective

Following the destructive impact of ex-Tropical Cyclone Alfred in early 2025, which significantly eroded famous beaches, damaged infrastructure, and adversely affected tourism-dependent businesses, the primary objective of the #LOVEGC campaign was to rebuild the destination's image, restore visitor confidence, and rapidly stimulate tourism activity during the critical recovery period.

### Execution

The #LOVEGC campaign strategically utilized user-generated content to authentically portray the region's resilience, recovery, and ongoing charm. Leveraging social media platforms such as Instagram, TikTok, and Facebook, the campaign encouraged locals and tourists to share personal stories, images, and videos highlighting positive experiences in the Gold Coast. This initiative was further supported by endorsements from popular Australian celebrities, local influencers, and media personalities who participated voluntarily, amplifying the campaign's visibility and emotional resonance. The city council provided over AUD$3 million in dedicated funding for tourism recovery initiatives, including media buys, content creation, and events designed to attract visitors to the area.

### Results

The #LOVEGC campaign significantly contributed to tourism recovery, demonstrating measurable impacts:

a. Social media engagement exceeded targets, accumulating millions of impressions and generating substantial positive sentiment and online buzz within weeks of launch.

b. Easter holiday bookings in 2025 experienced a substantial uplift, returning to near pre-cyclone occupancy rates, critical for local hospitality businesses.

c. Notably, local businesses reported an increase in revenues of approximately 15% compared to initial post-cyclone projections.

d. Visitor confidence was largely restored, with visitor satisfaction surveys indicating a marked improvement in destination perception within two months post-campaign.

### Key Lessons

a. Community-led marketing campaigns, enriched by user-generated content, effectively restore and build trust following destination crises.

b. Emotional storytelling and genuine local narratives foster deep audience connections, rapidly enhancing a destination's appeal during recovery phases.

c. Timely strategic investments and strong collaboration between tourism authorities, businesses, and local communities are crucial in revitalizing tourism-dependent economies following environmental setbacks.

# Visual flow diagram

**Component**

1.Iconic Beach
2. Surfing culture
3. Vibrant Nightlife
4. Lush hinterland

**Cyclone in Early 2025**

1. Destroyed Beach
2. Damaged Infrastructire
3. Affected Tourism Depend Business

**LOVEGC Campaign Objectives**

1. Rebuild destination image
2. Restore visitor confidence
3. Rapidly stimulate tourism activities

**Marketing Strategies**

1. Community Driven Strategy
2. Emotional Story telling & Narrative marketing
3. Influencer & Celebrity Endorsement strategy
4. Social media – Digital marketing strategy
5. Integrated Marketing & funding support
6. Crisis Recovery – Oriented Marketing Strategy

# Analyze the Marketing Strategy

## 1. Community-Driven Strategy

The campaign focused on getting locals and visitors to share their personal experiences, photos, and videos of the Gold Coast [“the campaign encouraged locals and tourists to share personal stories, images, and videos highlighting positive experiences in the Gold Coast”]. This strategy used real voices instead of just official messages, making the promotion feel more genuine. The community-driven approach helps build trust, increase engagement, and show the destination through real experiences, which works especially well during recovery after a crisis [“community-led marketing campaigns, enriched by user-generated content, effectively restore and build trust following destination crises”].

# Analyze the Marketing Strategy

## 2. Emotional Storytelling and Narrative Marketing

The campaign used emotional storytelling by showing the region's resilience, recovery, and ongoing charm ["authentically portray the region's resilience, recovery, and ongoing charm"]. It highlighted how the community and environment recovered from the cyclone, creating a strong emotional connection with people. Emotional stories help influence how visitors see the place, rebuild their confidence, and encourage them to visit ["emotional storytelling and genuine local narratives foster deep audience connections, rapidly enhancing a destination's appeal during recovery phases"].

# Analyze the Marketing Strategy

## 3. Influencer and Celebrity Endorsement Strategy

The campaign used popular Australian celebrities, local influencers, and media personalities to share content and stories about the Gold Coast [“This initiative was further supported by endorsements from popular Australian celebrities, local influencers, and media personalities who participated voluntarily”]. This helped reach more people and increase trust in the campaign. Influencer marketing works well in tourism because followers often trust personal recommendations more than regular ads.

# Analyze the Marketing Strategy

## 4. Social Media-Digital Marketing Strategy

The campaign focused on using Instagram, TikTok, and Facebook as the main platforms ["Leveraging social media platforms such as Instagram, TikTok, and Facebook"]. These platforms are great for sharing visual content, which is important for tourism marketing. Social media allowed the campaign to share content quickly, interact directly with audiences, and spread positive stories widely, helping to restore visitor confidence fast ["Social media engagement exceeded targets, accumulating millions of impressions and generating substantial positive sentiment and online buzz within weeks of launch"].

# Analyze the Marketing Strategy

## 5. Integrated Marketing and Funding Support

The campaign had strong financial support from the city council (AUD$3 million) for media, events, and content creation ["The city council provided over AUD$3 million in dedicated funding for tourism recovery initiatives, including media buys, content creation, and events"]. This helped run a well-coordinated campaign across multiple channels and reach more people effectively. Using paid, earned, and owned media together increased visibility and also helped local businesses grow ["Notably, local businesses reported an increase in revenues of approximately 15% compared to initial post-cyclone projections"].

# Analyze the Marketing Strategy

## 6. Crisis Recovery-Oriented Marketing Strategy

The campaign was planned carefully to help the Gold Coast recover after the cyclone ["Following the destructive impact of ex-Tropical Cyclone Alfred in early 2025, which significantly eroded famous beaches, damaged infrastructure, and adversely affected tourism-dependent businesses, the primary objective of the #LOVEGC campaign was to rebuild the destination's image, restore visitor confidence, and rapidly stimulate tourism activity during the critical recovery period."]. By combining community participation, storytelling, and media investment, the marketing worked to restore the destination's image, rebuild visitor trust, and encourage bookings ["Timely strategic investments and strong collaboration between tourism authorities, businesses, and local communities are crucial in revitalizing tourism-dependent economies following environmental setbacks"].



# Case Study 5: California’s Am I Dreaming (2022)

**https://digitaldefynd.com/IQ/travel-and-tourism-marketing-case-studies/**



## Case Study 5: California's Am I Dreaming (2022)

### Objective

The main goal was to showcase California's vast attractions and encourage tourism, particularly after the challenges posed by the COVID-19 pandemic. The campaign aimed to reinvigorate interest in travel to California by highlighting its unique and diverse destinations.

### Execution

"Am I Dreaming?" was a visually captivating advertisement highlighting a wide array of California landscapes, providing a glimpse of the diverse scenery and destinations from picturesque beaches to majestic mountains and everything in between.

The campaign extended beyond the Super Bowl ad, running on linear TV, online TV, and digital platforms through the peak spring trip-planning season. It also included a social media presence, with remixed ad versions and behind-the-scenes footage.

### Results

a. The pregame spot received 60 million viewers, a high percentage in the target 25-54 age demographic.

b. The ad was selected as AdForum's #1 ad worldwide.

### Key Lessons

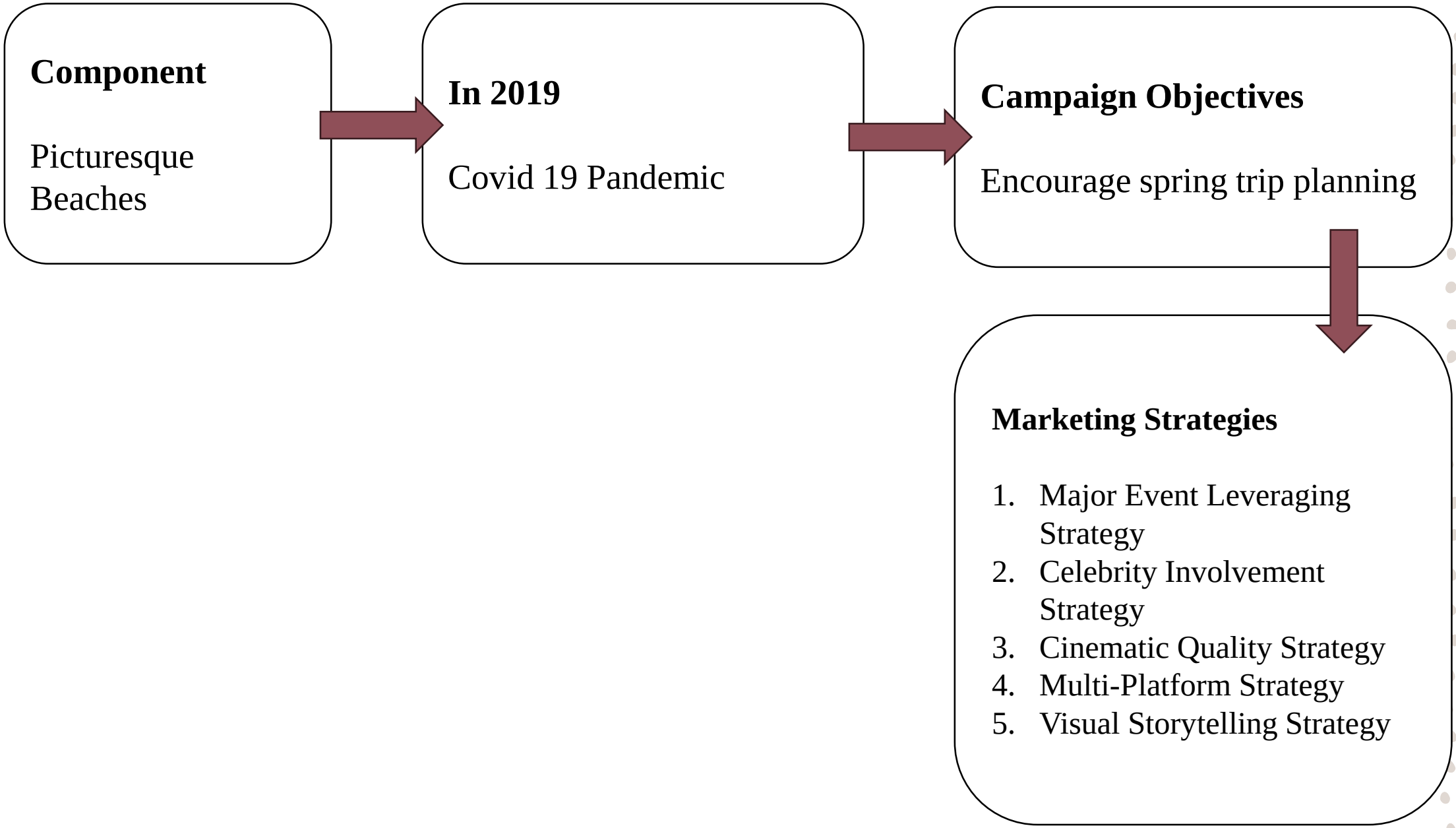
**a. Leveraging Major Events:** Premiering the campaign during the Super Bowl capitalized on the event's massive viewership.

**b. Celebrity Involvement:** Involving well-known celebrities helped increase the campaign's reach and appeal.

**c. Cinematic Quality:** High production value and engaging visuals can significantly enhance a tourism ad's effectiveness.

**d. Multi-Platform Strategy:** Extending the campaign beyond TV to digital and social media ensured broader and sustained engagement.

# Visual flow diagram



# Analyze the Marketing Strategy

## 1. Major Event Leveraging Strategy

The campaign launched its advertise during the Super Bowl, one of the world's most-watched events ["Premiering the campaign during the Super Bowl capitalized on the event's massive viewership"]. By doing this, it reached a very large audience quickly, including the key travel demographic of 25-54-year-olds, helping to generate immediate awareness and interest in visiting California.

# Analyze the Marketing Strategy

## 2. Celebrity Involvement Strategy

The campaign featured well-known celebrities to make the advertise more appealing and memorable [“Involving well-known celebrities helped increase the campaign’s reach and appeal”]. Celebrities helped attract attention, add credibility, and make viewers more likely to remember the advertisement and consider visiting California.

# Analyze the Marketing Strategy

## 3. Cinematic Quality Strategy

The advertisement used high-quality visuals and professional production to show California's beaches, mountains, and other attractions ["High production value and engaging visuals can significantly enhance a tourism ad's effectiveness"]. Beautiful, cinematic footage captured viewers' attention, created excitement, and inspired them to plan trips.

# Analyze the Marketing Strategy

## 4. Multi- Digital Platform Strategy

The campaign ran not only on TV but also on online streaming, digital platforms, and social media, including behind-the-scenes content [“Extending the campaign beyond TV to digital and social media ensured broader and sustained engagement”]. This helped maintain interest over time, reached people who use different media, and reinforced the campaign message across multiple channels.

# Analyze the Marketing Strategy

## 5. Visual Storytelling Strategy

The ad told a story of California's diverse attractions in a visually engaging way, from beaches to mountains ["'Am I Dreaming?' was a visually captivating advertisement highlighting a wide array of California landscapes"]. This strategy allowed viewers to imagine themselves traveling there and created a desire to experience the destinations firsthand.



# Case Study 9: Bermuda Pink (2019)

**https://digitaldefynd.com/IQ/travel-and-tourism-marketing-case-studies/**



## Case Study 9: Bermuda Pink (2019)

### Company Overview

Bermuda's tourism board embarked on a strategic marketing campaign aimed at reversing a decline in visitor numbers, particularly those arriving by plane, which had seen a 6% year-over-year decrease in 2019. Recognizing Bermuda's proximity to New York City and its stunning pink-sand beaches, the campaign sought to reinvigorate interest in the island as an ideal destination for families, friends, and couples seeking unique travel experiences.

### Objective

The primary goal was to rejuvenate Bermuda's tourism sector by showcasing the island's unique attractions and experiences. By highlighting Bermuda's accessibility from major cities like New York and underscoring its idyllic landscapes, the campaign aimed to educate potential travelers about the island and inspire them to make travel bookings, thereby targeting key demographic groups including families, friends, and couples.

### Strategy and Execution

To achieve these objectives, the campaign introduced "Bermuda Pink," a dynamic marketing initiative that combined a digital microsite with a traditional print campaign. The strategy capitalized on content developed jointly with travel and fashion influencer Wendy Nguyen, who has a following exceeding 1.1 million on Instagram, and Meredith Andrews, a renowned local photographer and artist. The campaign content was strategically diversified into three core themes—Family, Friendship, and Romance—featuring listicles, articles, and slideshows tailored to each audience segment.

The microsite was hosted on Travel & Leisure's website, a favorite among the target demographic, supported by sponsored social posts and traffic-driving efforts from DEPARTURES and Food & Wine. Additionally, high-impact advertorials in the print editions of Travel + Leisure and Food & Wine featured translucent acetate overlays and QR codes to direct readers to gotobermuda.com. The campaign's launch was celebrated with an exclusive event at the distinguished Roxy Hotel in New York, drawing influencers, members of the Bermuda Tourism Authority, and a select group from The Luxury Group at Meredith.

### Results

a. The microsite attracted nearly 185,000 total combined page views.

b. Generated 47.4k clicks to the campaign's content.

c. Achieved an average read time of 72 seconds on the microsite, which is a +6% lift over the Meredith benchmark of 68 seconds.

d. Display ads for the campaign delivered a Click-Through Rate (CTR) more than +67% above the industry benchmark.

e. Wendy Nguyen's Instagram posts related to Bermuda received a total of 58,040 likes.

f. Her most popular Bermuda campaign post received over 16,000 likes, significantly higher than her general post average of around 10,000 likes per post.

### Key Lessons

**a. Influencer Collaboration:** Partnering with influencers who have a strong, relevant following can significantly amplify a campaign's reach and impact.

**b. Integrated Marketing Approach:** Combining digital and print mediums, along with exclusive events, can create a comprehensive and immersive campaign experience.

**c. Content Tailoring:** Developing content that resonates with specific target groups—families, friends, and couples—can more effectively inspire travel intentions.

**d. Engagement Metrics:** High engagement rates, from page views to social media interactions, are crucial indicators of a campaign's resonance with its intended audience.

**e. Event Marketing:** Exclusive events can serve as a powerful tool for generating buzz and fostering direct engagement with key influencers and potential travelers

# Visual flow diagram

**Component**

Pink Sand Beaches

**In 2019**

6% of visitors decreased year over year

**Bermuda Pink - Campaign Objectives**

1. Showcase Unique & Experience
2. Inspire Family, Friends & Couples

**Marketing Strategies**

1. Influencer Collaboration Strategy
2. Integrated Marketing Approach
3. Targeted Content Strategy
4. Microsite and Digital Traffic Strategy
5. Print and QR Code Strategy
6. Event Marketing Strategy

# Analyze the Marketing Strategy

## 1. Influencer Collaboration Strategy

The campaign partnered with travel and fashion influencer Wendy Nguyen (1.1 million followers) and local photographer Meredith Andrews to create content ["The strategy capitalized on content developed jointly with travel and fashion influencer Wendy Nguyen … and Meredith Andrews, a renowned local photographer and artist"]. This helped reach a larger, relevant audience and boost engagement, as shown by Wendy Nguyen's posts receiving 58,040 likes, with her most popular post getting over 16,000 likes, above her usual average.

# Analyze the Marketing Strategy

## 2. Integrated Marketing Approach

The campaign combined digital and print media along with an exclusive launch event [“a dynamic marketing initiative that combined a digital microsite with a traditional print campaign … launch was celebrated with an exclusive event at the distinguished Roxy Hotel in New York”]. Using multiple channels helped create a full, immersive experience for potential travelers.

# Analyze the Marketing Strategy

## 3. Targeted Content Strategy

Content was tailored to three audiences (Family, Friendship, and Romance) through list-based articles (Points only), articles (Standard articles), and slideshows ["the campaign content was strategically diversified into three core themes—Family, Friendship, and Romance, featuring listicles, articles, and slideshows tailored to each audience segment"]. This can more effectively inspire travel intentions. This ensured the messaging resonated with different traveler groups and encouraged bookings.

# Analyze the Marketing Strategy

## 4. Microsite and Digital Traffic Strategy

A microsite (mini-website created just for this purpose) hosted on Travel & Leisure was used to showcase Bermuda and drive engagement ["The microsite was hosted on Travel & Leisure's website … supported by sponsored social posts and traffic-driving efforts from DEPARTURES and Food & Wine"]. The site attracted 185,000 page views and 47.4k clicks, with an average read time of 72 seconds, indicating strong audience interest.

# Analyze the Marketing Strategy

## 5. Print and QR Code Strategy

High-impact print advertorials in Travel + Leisure and Food & Wine included QR codes directing readers to the microsite (Mini website) [“high-impact advertorials … featured translucent acetate overlays and QR codes to direct readers to gotobermuda.com”]. This integrated print with digital engagement, improving interaction and tracking interest.

# Analyze the Marketing Strategy

## 6. Event Marketing Strategy

An exclusive launch event in New York involved influencers and industry stakeholders ["The campaign's launch was celebrated with an exclusive event at the distinguished Roxy Hotel in New York, drawing influencers … and a select group from The Luxury Group at Meredith"]. This got people talking, built stronger connections, and made more people notice the campaign.

# Combined Marketing Strategies

| No | LOVEGC Campaign - Australia | California's Am I Dreaming (2022) | Bermuda Pink (2019) |
|---|---|---|---|
| 01 | Community-Driven Strategy | Major Event Leveraging Strategy | Influencer Collaboration Strategy |
| 02 | Emotional Storytelling and Narrative Marketing | Celebrity Involvement Strategy | Integrated Marketing Approach (digital and print media) |
| 03 | Influencer and Celebrity Endorsement Strategy | Cinematic Quality Strategy (Clear high quality photo, video) | Targeted Content Strategy |
| 04 | Crisis Recovery-Oriented Marketing Strategy | Multi- Digital Platform Strategy | Microsite (Mini website) and Digital Traffic Strategy |
| 05 | Social Media-Digital Marketing Strategy | Visual Storytelling Strategy | Print and QR Code Strategy |
| 06 | Integrated Marketing and Funding Support | | Event Marketing Strategy (Launching event) |

# Thank you

