

# Queensland Country

## Queensland is Bluey's world for real life

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### FOR IMMEDIATE RELEASE

- Tourism and Events Queensland launches its biggest campaign in more than a decade.
- Queensland Country features as part of the campaign which is live in five countries as well as Australia.
- Queensland Country took part as Queensland played a mega game of Keepy Uppy.
- More than 500+ holiday deals available statewide, including an exclusive Winemaker's Tasting Experience at Ridgemill Estate Winery and Cellar Door.

Queensland is Bluey's world – for real life.

That's the latest major tourism marketing offensive Tourism and Events Queensland (TEQ) is kicking off today, in its biggest campaign in more than a decade, and Queensland Country has a starring role.

Building on the global phenomenon, Queensland will be pitched as 'Bluey's world, for real life', encouraging visitors from around the world to come and live the *Bluey* lifestyle in Queensland.

Tourism industry representatives gathered at locations right around the state today, playing a mega game of Keepy Uppy - inspired by one of Bluey's favourite games where a balloon must be kept in the air as long as possible.

In Queensland Country, the game was played at Picnic Point in Toowoomba, with 11 people joining in to show off the best of the region.

The event joined others around the state to form a mega game, while the Australian Book of Records declared a world record was set across multiple locations.

Following its debut in Australia in 2018, the award-winning animated global TV phenomena *Bluey* has gained millions of fans around the world.

This partnership is a first between TEQ and BBC Studios and builds on the incredible popularity of *Bluey* to bring visitors to Bluey's home state of Queensland and to explore the immersive *Bluey's World* experience, set to open at Brisbane's Northshore on November 7.

The campaign sees tourism heavyweights offer exclusive deals, with the Qantas Group, Expedia Group, the Flight Centre Travel Group and Accor Group coming in behind it to convert global publicity into booked Queensland holidays.

TEQ will launch a major local and international publicity blitz from today, expected to reach tens of millions in Australia, New Zealand, United States, United Kingdom, Japan and Singapore - some of the state's top international markets and countries where *Bluey* is also popular.

The television ad is fronted by the Queensland tourism industry's own Robert Irwin, recently named Australia's most popular broadcast personality.

TEQ is giving away a 12-night Queensland holiday, including a money-can't-buy family experience at the *Bluey's World Brisbane* event launch. Enter at [www.queensland.com/blueysworld](http://www.queensland.com/blueysworld).

A major high-impact advertising campaign also kicks off today across Australia and New Zealand on television, print, digital, social media, out-of-home and with major media partners.

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TEQ anticipates that the campaign will help support visitor growth to reach targets of an additional 1.3 million holiday visitors to Queensland who are estimated to spend an additional \$1.7 billion by June 2025.

## **Quotes attributable to Tourism and Events Queensland CEO Patricia O’Callaghan:**

“In a globally competitive market, Queensland must show the world what makes us special.

“*Bluey* is a true international sensation and we could not be more excited to be working with BBC Studios to invite the world to experience *Bluey*’s world for real life here in Queensland.

“Equally we are delighted that travel industry heavyweights the Qantas Group, Expedia Group, Flight Centre Travel Group and Accor Group have thrown their support behind this campaign. We all recognise the power of working together to influence travel decisions and drive conversion for families worldwide to come and visit Queensland.

“Our tourism industry employs more than 200,000 Queenslanders and we have very bold goals for industry growth that require us to think outside the square, lead with our unique strengths and be bold. This campaign delivers that in spades.”

## **Quotes attributable to Queensland Country CEO Peter Homan:**

“Queensland Country is thrilled to collaborate with TEQ on this exceptional campaign, showcasing our beautiful region to a global audience!

We know that Queensland is the premier destination for travellers to Australia. In particular, Queensland Country offers an unparalleled, authentic Australian experience with beautiful natural attractions, diverse wildlife and abundant food and wine experiences.

Thanks to TEQ and BBC Studios for their support in promoting our remarkable region.”

## **ENDS**

### **Media Contact:**

Sheree Gillies, Queensland Country Marketing Manager  
0437 008 712, Sheree@sqct.com.au

TEQ: Danielle Krista 0414 313 769