

VITAMIN ME - FACT SHEET

What is Vitamin Me?

Vitamin Me is Tourism Queensland's latest domestic campaign aimed at encouraging Australians to take a Queensland holiday.

The campaign signifies the evolution of the *Queensland, Where Australia Shines* brand and brings to life our promise that Queensland is Where Australia feels most alive.

Vitamin Me is a powerful natural elixir that results from a Queensland holiday – it's a remedy for the pressures of daily life, it's in unlimited supply and Queensland has the highest concentrations on earth.

How was Vitamin Me discovered?

Vitamin Me is the brainchild of Tourism Queensland and its creative agency Sapient Nitro, designed to bring to life the *Queensland Where Australia Shines* brand and our promise that Queensland is where Australia feels most alive.

Vitamin Me is the name given to that special feeling of relaxation, connection with loved ones and inner shine of the "real you" that you can only get on a Queensland holiday.

How valuable is Vitamin Me?

You can't put a dollar value on *Vitamin Me*. It's a powerful natural elixir that results from a Queensland holiday – it's a remedy for the pressures of daily life, an antidote for negativity, stress and feelings of disconnection with loved ones.

How is Vitamin Me measured?

Every experience, both negative and positive has an effect on your *Vitamin Me* levels, which can be dialled up or down depending on the experience.

Vitamin Me is a fun, creative way to measure the intangible – how something makes you feel.

Every Queensland experience will boost your *Vitamin Me* "levels". The longer the Queensland experience, the higher the *Vitamin Me* level – for example: realising tomorrow is Monday may decrease your *Vitamin Me* levels by 50, but knowing you have just booked a Queensland short-break for next weekend might boost your levels by 600.

Receiving a wave from your child as they board the school bus might boost your *Vitamin Me* levels by 20, but catching your first wave together at a Queensland beach might boost it by 600.

Experiences that increase your *Vitamin Me* levels start at 2 and go up by increments of 3 eg: 2, 5, 8, 11, 14, 17, 20. More significant sources of *Vitamin Me* are measured by round figures and go up in hundreds (i.e. 600,800,900).

Debilitating events that may decrease your *Vitamin Me* levels such as Monday-itis, losing the grand final set your *Vitamin Me* levels to decrease by similar increments in the reverse.

Please note: The information above is only a guideline as *Vitamin Me* is a creative tool, creative discretion should always be used to deem what is an appropriate level.

Do the benefits of Vitamin Me have any scientific or medical backing?

Vitamin Me is a fun campaign aimed at encouraging Australians to think about the personal benefits of taking a holiday and to choose Queensland for their next holiday.

While the *Vitamin Me* concept is a tourism campaign tool, the effects of overwork on peoples' physical and emotional wellbeing are well-documented.

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For example:

- According to Tourism Australia research, Australians have more than 123 million days of annual leave stockpiled, making us one of the hardest working nations in the world.
- A 2003 study of annual leave in Australia by the Australia Institute noted that: "People take holidays because they provide physical and psychological health benefits, but they also take them because holidays are an end in themselves. All other things being equal, a society that has fewer holidays is less well-off than a society that has more."
- In his latest book *What makes us tick? The ten desires that drive us* well-known Australian social commentator Hugh Mackay says that holidays are critical because we need something to look forward to. "Half the fun of a holiday is in the planning and the imagining," Mackay says.
- "Domesticate" - a 2008 study by tourism researchers TNS also named the underlying benefits of holidays as:
 - emotional reconnection with family
 - spousal reconnection
 - letting your kids get to know you and letting you get to know your kids
 - laughing together again
 - relaxing and de-stressing for both parents and kids

How can I test my Vitamin Me levels?

Visitors to Tourism Queensland's holiday website www.queensland.com can "test" their *Vitamin Me* levels via a quick, fun quiz. Once they get their "Vitamin Me level" they are directed to a range of Queensland holiday deals.

What is the campaign budget?

\$4million over nine months, including contributions from Tourism Queensland cooperative partners

How will Vitamin Me be rolled out?

The first stage of the \$4 million *Vitamin Me* campaign aims to drive bookings during the peak summer holiday period, and will roll out from Saturday, 22 October through cinema, online, radio and print channels.

More than 100 Queensland tourism operators have offered a range of holiday accommodation in Tropical North Queensland from \$109 a night, or stay three nights and pay two at a Sunshine Coast resort from \$124 per room per night, which can be found on www.queensland.com