

ACM announces the launch of the first post-pandemic travel website exploretravel.com.au

FRIDAY, MARCH 5, 2021 – ACM is set to launch a brand-new national travel website designed to help Australians navigate the post-pandemic holiday market from March 7, 2021

The launch will be backed by a national print and digital advertising campaign, designed to promote regional travel to ACM's 6.9 million monthly readers*.

ACM, Australia's largest regional publisher, launched Explore in print in early 2020 as a weekly insert for its 14 daily newspapers with the help of the ACM travel editor, Peter Lynch. Peter is the former editor of Nine Entertainment Group's travel publishing assets including the Traveller weekend inserts in The Age & SMH.

Lynch said "Explore in print has been a big hit with readers and advertisers alike and we've seen solid growth in both, which is a testament to the power of the ACM network even with a pandemic hovering over us. Launching a dedicate website is the natural next step as we look to create a destination site for Aussie travellers."

The move will give the Explore brand a potential reach of over 4.6 million readers[^] across 150 titles, 3.2 million[#] of whom don't read other travel inserts and magazines.

Designed with an emphasis on holidays at home while COVID-19 continues to make trips overseas difficult, Lynch continued "Domestic planes are back in the air, and there are some fabulous bargains and great experiences to be had while our tourist spots are available exclusively to us. So now is a great time to make navigating Australian travel easy, safe and fun,"

"The pandemic means people are viewing travel in a very different way. They are desperate to take trips and see new things – working from home has made them even more keen to see Australia. But they want practical help to de-risk travel bookings and prepare for when they can again go overseas."

"We know many of the areas in which ACM operate have been doing it tough with a combination of drought, floods, bushfires and then COVID-19, so we've focussed on regional Australian destinations with the hopes to help re-generate these areas and bring people back."

Explore will provide its readers across the country with new services including:

- What the experts say – each week we'll be bringing travel advice from an expert and answering readers' questions
- Swap Holidays – a social media play that allows people to exchange trips if border closures hit and they can't go.
- Pack-and-go deals – it's definitely a great time to snap up a bargain.

ACM's Managing Director, Tony Kendall said: "We couldn't be happier to be launching this new website to do our bit to help get the travel industry back on its feet. "

"For our travel clients, the ability to now combine Explore in print with our new exploretravel.com.au website presents a great opportunity to reach over 4 million potential travellers[^]. We have highly

trusted brands and a commitment to helping our clients reach our travel audiences across a variety of media channel options.”

“Over 3.4 million of our readers don’t read the other national inserts~ and 3.3 million are intending to take a holiday in the next 12 months with an average expenditure of over \$10,000*.

Contact:

Media Enquiries: Peter Lynch – peter.lynch@bigsplashmedia.com.au M: 0417 043 964

Advertising Enquiries: Suzy Parker – suzy.parker@austcommunitymedia.com.au M: 0414 914 426

Source:

*emma™ conducted by Ipsos Connect, People 14+ for the 12 months ending September 2020 - ACM combined monthly audience.

^emma™ conducted by Ipsos Connect, People 14+ for the 12 months ending September 2020 - monthly audience. Explore; inserted into Saturday edition of ACM daily publications, ACM digital.

#emma™ conducted by Ipsos Connect, People 14+ for the 12 months ending September 2020 - monthly audience. Explore; inserted into Saturday edition of ACM daily publications, ACM digital. Do not read; Traveller print or digital, Escape print or digital, Gourmet Traveller print or digital, Travel Indulgence in Weekend Australian, Gourmet Traveller Wine, Australian Traveller, Travel in Weekend West, Travel in West Australian, Life & Leisure Sophisticated Traveller.

~emma™ conducted by Ipsos Connect, People 14+ for the 12 months ending September 2020 - monthly audience. Explore; inserted into Saturday edition of ACM daily publications, ACM digital. Do not read; Traveller print or digital, Escape print or digital.

+emma™ conducted by Ipsos Connect, People 14+ for the 12 months ending September 2020 - monthly audience. Explore; inserted into Saturday edition of ACM daily publications, ACM digital. Intending to travel next 12 months. Average annual holiday spend domestic or overseas.

ACM is Australia's largest privately owned media company. We pride ourselves on independent quality journalism. We keep our communities strong and connected. We are the Trusted Voice.

-ends-