

# Industry combines to #givetravelashot

**VACCINATION** is clearly the key for the recovery of the travel industry across the globe, and the message is being heard loud and clear through the multipronged efforts of travel agents, tourism operators, brands and other stakeholders who have begun using #givetravelashot, #letsgetto80, #gettravelready and #bettravelready in their social media activity since the launch of our campaign last week (TD 09 Aug).

Thanks to everyone who has gotten on board, and let's keep the momentum going, with many posting inspirational pics about some of their favourite travel experiences while others have used the assets from our free industry toolkit (at [traveldaily.com.au/givetravelashot](http://traveldaily.com.au/givetravelashot)) to continue getting the message out.

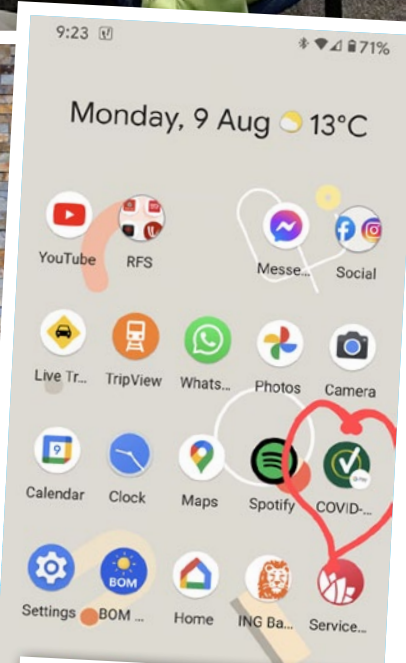
The Council of Australian Tour Operators is among many industry organisations to join the frenzy, with the CATO Board saying it wholeheartedly supports the push for the industry, and Australia as a whole, to get vaccinated. "It's the only way travel and tourism can get back to work, rebuild our businesses and create a sustainable future," CATO said.

"Based on the current vaccination rates, if we continue to do the right thing, Australia should achieve 80% before Christmas. We need to unite as an industry and lead by example...positive progress will allow us to collectively push the Government to set a firm date for border openings, in order that we can all scale up operations and make sure we are prepared for Australians to be able to travel," the CATO Board added.

As part of the campaign we're giving \$50 gift cards to some of the social media posts tagged using #givetravelashot, with one of the winners chosen as Kate Dalton, Trade Account Manager at Cathay Pacific Airways (and also the travel industry's very own Gogglebox star) who's pictured at right getting her second AstraZeneca jab.



**BELOW:** Now this is a much better type of mask at Sydney's Olympic Park vaccination centre - posted with #givetravelashot by Instagram user @n\_kidz\_travelz.



**RIGHT:** Leanne Douglass, Tourism Development Officer from Tamworth Regional Council, posted this on-message montage to celebrate becoming fully vaccinated with Pfizer.



**ABOVE:** Jacquey Turner, owner of Victoria's Gippsland Travel, shows she's ready to hit the road right now.



**ABOVE:** A \$50 gift card also goes to Michelle Desmarchelier from TravelManagers in Berowra, NSW who proudly posted an image of her smartphone screen showing the love for her newly acquired COVID-19 digital certificate for easy access. She got it the same day as her birthday, and wins the prize for noting that "the best birthday present a travel agent can receive other than a boarding pass is the freedom to travel when the world reopens".

**LEFT:** Blue skies are clearly ahead for Simone Nankervis from Brisbane-based Fusion Holidays - who added #givetravelashot to this Facebook post made when she became fully vaccinated in late Jun.