

## Virgin Blue – Spring Racing

### Goal

To drive awareness and sales

### Target Audience

F, 18 – 35 yrs, NSW, QLD & SA,  
interested in travel or fashion

### Results

> 15,000 unique site visits

**smspup promotion** For: Money, Rewards & Miles, Status, Travel Points: 2000

the most fashionable way to get to the carnival. **virgin holidays**

the wellsbourne cup carnival holidays

The Melbourne Cup Carnival is a celebration of racing, style, fashion and glamour. This year, you and your friends can get there in style with Blue Holidays, the holiday program of Virgin Blue. Experience NSW Fashion on the Plane, see the horses parade, place a bet or two and be there for the mythical Melbourne Cup - the race that stops a nation. See it all available. [Book your tickets now](#) [or call 13 13 13](#). [Book now](#)

**the sebel & citigate albert park**

Holiday return airfare to Melbourne, 3 nights accommodation in a Deluxe Room & a 2 day race package including Banks & Coles with Reserve Lawn & Real at Domain Melbourne Cup & Crown Oaks Day

ex adelaide	ex sydney	ex gold coast airport	ex brisbane
from <b>\$791pp*</b>	from <b>\$819pp*</b>	from <b>\$859pp*</b>	from <b>\$941pp*</b>
<a href="#">book now</a>	<a href="#">book now</a>	<a href="#">book now</a>	<a href="#">book now</a>

**rydges on swanston melbourne**

Holiday return airfare to Melbourne, 3 nights accommodation in an Executive Golden Room & a 2 day race package including Banks & Coles with Reserve Lawn & Real at Domain Melbourne Cup & Crown Oaks Day

ex adelaide	ex sydney	ex gold coast airport	ex brisbane
from <b>\$907pp*</b>	from <b>\$935pp*</b>	from <b>\$975pp*</b>	from <b>\$1,057pp*</b>
<a href="#">book now</a>	<a href="#">book now</a>	<a href="#">book now</a>	<a href="#">book now</a>

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