helloworld Announces World First Instagram Relay to Celebrate World Tourism Day on 27 September 2015

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#helloworldRELAY showcases magic moments all over the globe from sunrise to sunset to celebrate World Tourism Day

Australia's leading integrated travel group, *helloworld*, is marking the United Nations World Tourism Day on September 27, 2015 with an innovative and world first social media initiative. Partnering with over 60 countries and more than 75 Instagram influencers, *helloworld* is creating an Instagram relay entitled #helloworldRELAY, that will capture countries, cities, people and places, through creative and inspiring images on the same date across our incredible planet.

The purpose of World Tourism Day in 2015 will be to raise awareness of the important impact tourism has on countries and communities around the world and its potential as a force for good, creating a better world for all.

The #helloworldRELAY will show a unique perspective of the opportunities for travel across the globe with travel itineraries expertly curated by *helloworld* agents and destination partners, and will allow *helloworld* owned channels to become a destination for unique, most loved and eye opening holiday itineraries and experiences.

As the sun rises in each destination on September 27, Instagrammers will commence postings until the sun sets in their location. Beginning at sunrise in Samoa, the westernmost point of the earth, and travelling across the world like a Mexican wave until it finishes at sunset in the Cook Islands 36 hours later. The #helloworldRELAY will work with forward-thinking travel partners to bring to life this concept including small group tour experts Brand USA, VisitBritain, Insider Journeys and Intrepid. Seventy five locations have now been confirmed across 60 countries over five continents including New Zealand, Fiji, Peru, Kenya, Malaysia, Oman, Monaco, Thailand, South Africa and Singapore.

Kim Portrate, Chief Marketing Officer at *helloworld*, is proud to be leading a movement that will create social media history. "There are approximately five million Australians checking into Instagram every month with 70% of those users active every day. The #helloworldRELAY is a unique opportunity to inspire travellers and show them parts of the world they may have never seen before, in a way they have never experienced and showcase the expertise of *helloworld* agents and the exciting itineraries that can be created by your local *helloworld* agent or booked online at helloworld.com.au."

"Every year *helloworld* organises millions of trips for Australians around the world and we take great pride in being able to offer our customers holidays that go beyond expectations and showcase the depth of our expertise. This global relay will pay homage to World Tourism Day and the significant role that tourism plays culturally and economically to our world," said Portrate.

Each location will host an Instagram meet up (insta-meet) as part of the #helloworldRELAY for two hours during World Tourism Day, inviting other social media enthusiasts and travellers to get involved at each location. The unique itineraries will be developed in partnership with *helloworld* agents and local partners, highlighting all aspects of each destination from morning commutes, to bustling markets to serene landscapes. These incredible moments engineered by *helloworld* agents truly embody the notion 'holidays worth sharing' and Instagram provides the perfect real-time platform for these inspired shots.

Instagram is also supportive of the #helloworldRELAY adds Paul McCrory, Head of Financial Services and Travel at Instagram. "Travel has always been a key part of Instagram and it is a beautiful canvas to engage with a community of passionate and aspiring travelers. Helloworld has created an innovative use of the platform and they will be the first travel brand in Australia to embrace our Marquee product."

More information about the Instagram meet ups will be available on the #helloworldRELAY website from mid- September.

To be part of the RELAY follow @helloworldAU on Instagram, Facebook and Twitter or go online at relay.helloworld.com.au or simply search #helloworldRELAY.

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Knowledge, passion, individual attention, tailored services and absolute commitment – this is what *helloworld* stands for. Launched in July 2013, *helloworld* – experts in everywhere - is an innovative travel brand, representing Australia's newest, leading travel experience.

helloworld evolved from some of the most trusted brands in Australia including Harvey World Travel, Jetset Travel, Travelworld and Travelscene American Express that together have over 40 years' experience in the travel industry.

With almost 1000 travel agencies, *helloworld* is one of the largest travel networks in Australia. *helloworld* was awarded Australia's Best Travel Agency Group (100 outlets or more) at the National Travel Industry Awards in 2014.

For more information visit www.helloworld.com.au.

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