

Holiday snaps snag \$800 Vouchers on Instagram and Weibo

Written by Australian Business

O'MALLEY, Australia, Dec. 26, 2013 /PRNewswire/ -- **Embracing social media marketing, [JR/DutyFree](#) launched it's first full scale photo competition on English and Chinese social sharing platforms [Instagram](#) and Weibo offering travelers a weekly chance to win an \$800 voucher as Australians and Chinese travelers continue share their travel photos en masse**

. Instagram has boomed since its purchase by Facebook for \$1b and has quickly risen to be Australia's favourite photo sharing social network boasting over 1.8 million active users who post monthly locally and delivering over 40 million photos per day globally. SINA WEIBO (the Chinese hybrid of Twitter and Facebook) now boasts 60.2 million daily active users.

As summer holidays officially commenced this week the timing played a critical role, as according to a study by Datification, #summer ranks eighth most popular hashtag on Instagram used 1,186,278 times by Australians. Australians have a propensity to holiday abroad taking a record 8 million overseas trips in 2012, an overall increase of 8 per cent on the previous financial year, according to the Australian Bureau of Statistics to single-plane destinations including Thailand, Indonesia and New Zealand.

As Australia officially started summer holidays this week, Melbourne based travel retailer JR/DutyFree will be rewarding Instagram users for their creativity and answering one question - "What place do you love to go to for holidays?" For this, a prize of an \$800 store voucher to be redeemed at JR Duty Free stores in every major city in Australia

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will be awarded weekly to the image with the most hearts (LIKES) on Instagram and Weibo that include the hashtag #jrloveholidays.

"We know that Instagram and Weibo users are passionate about travel with #Australia being used over 1.4m times on the platform according to a study prepared by [Datification](#) and this competition will answer the question international or domestic as the most cherished destination for vacation," explains Ashley Thompson, Director of Marketing for JR/DutyFree.

"This photo competition is a fun way for us to connect with travelers on social media channels and give them a meaningful and practical prize that will be useful the next time they embark on an international journey through our airports. We also hope to learn more about the desires of our customers from this initiative," said Mr. Thompson.

The contest commenced live on Monday, December 23rd at 12:00 noon EST and contest concludes on January 12, 2014 at 11:59PM with a full competition description with instructions being placed on [Facebook](#).

For more information on how travelers are using social media or the competition, contact Stephenie Rodriguez, [CEO of Mighty Media Group](#) at 0416 08 9000.

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