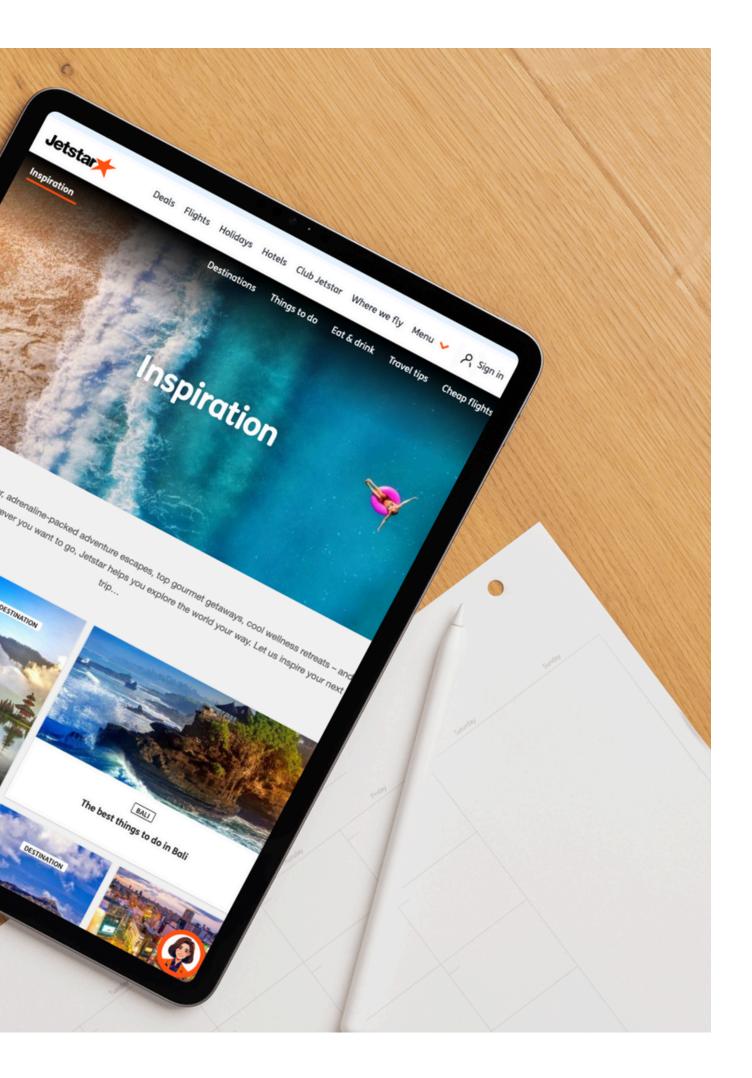
# DESTINATION & EXPERIENCE CONTENT



## JETSTAR **INSPIRATION HUB**

As Content Manager I lead the introduction of the Inspiration Hub - a strategic content project designed to engage and inform readers, while also increasing SEO traffic.

This involved writing and editing content repurposing former print articles and developing a fresh pipeline of destination articles in line with audience interests and needs.

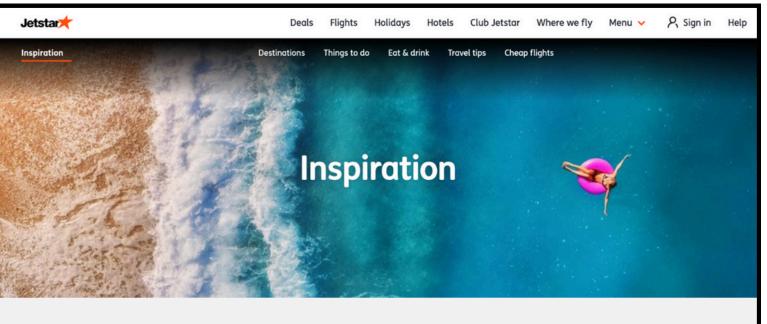
#### **Content goal**

To create engaging marketing content that entertains and educates consumers on the value of the Jetstar offering, inspiring them to travel more often and book at Jetstar.com drive direct traffic to the website.

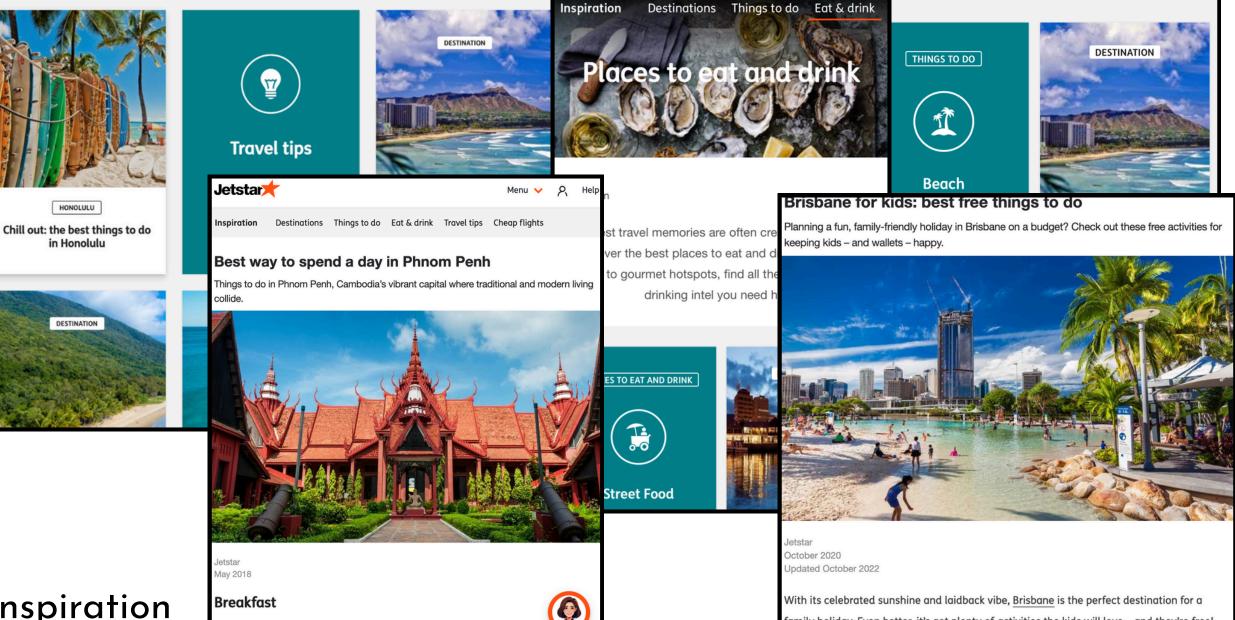
#### **Editorial goal**

The place online where budget-conscious travellers find useful and practical information about travelling smarter, and become inspired to travel more often.

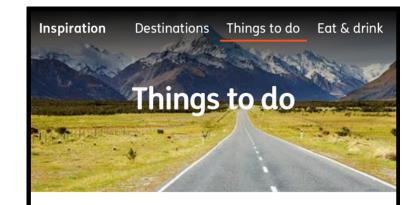
### https://www.jetstar.com/au/en/inspiration



The best family holiday ever, adrenaline-packed adventure escapes, top gourmet getaways, cool wellness retreats - and everything in between. Wherever you want to go, Jetstar helps w explore the world your way. Let us inspire your next trip

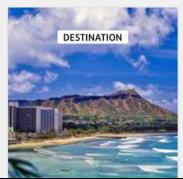


The early bird catches the worm and for most locals life is in full swing by



#### Inspiratior

Experiences make memories. Fill your next holiday with the most interesting, unique things to do - from extreme adventures to culture-tripping, and everything in between.



family holiday. Even better, it's got plenty of activities the kids will love – and they're free!