In 2016 the Gold Coast will be:
Globally recognised as a world-class leisure and business events destination famous for its unrivalled variety of entertainment, excitement and fun.

Framework for Success

This Destination Tourism Strategy provides the framework to guide tourism industry development in the Gold Coast by coordinating stakeholders in a common direction to maximise the tourism potential of the destination so as to achieve a balance of economic, social and environmental outcomes.

For the Gold Coast to achieve its aspiration for 2016 it is critical that there is:

- a coordinated approach to destination Marketing and Promotion,
- innovative Product and Infrastructure Development across the region that delivers on the marketing promise; and
- a tourism industry that is operating at the highest standards of service, safety and sustainability through effective Industry Development programs.

Australia’s Gold Coast
Famous for fun

Australia’s Gold Coast is a world-class leisure and business travel destination. For generations the Gold Coast has been celebrated as Australia’s favourite holiday playground and today it is also popular with the business events travel sector who equally value the destination’s diverse natural environment and its unrivalled variety of built attractions. The Gold Coast experience is characterised by its beach culture, active lifestyle, entertainment options, nature based assets, and themed attractions. The Gold Coast is a welcoming international tourist destination, attracting more than 11 million leisure and business visitors every year.
Key strategies that will drive sustainable destination growth to 2016 are outlined below.

**Target Markets**

All tourism development and promotional activity is based on consumer needs. The following target markets for the Gold Coast include the current targets and those identified for development to achieve the region’s long term potential.

**Tier One:**
- Connectors in Brisbane and Regional Queensland
- Social Fun-seekers in Sydney and Melbourne
- New Zealand, United Kingdom, China, Taiwan, Hong Kong, Japan, Middle East, Singapore, Malaysia and Indonesia

**Tier Two:**
- North America, Germany, France, Netherlands, Switzerland, India and Korea

**Marketing and Promotion**

- Imbed the ‘Gold Coast Famous for fun’ brand and the marketing promise in all leisure marketing activity.

‘Gold Coast Famous for fun’ is the brand and vision for the Gold Coast as a leisure tourism destination, focusing on the things that the Gold Coast is known and loved for. It captures the essence of the region – warm sun, inviting sea and golden beaches, excitement of the theme parks, the natural wonders of the hinterland and the timeless appeal of the Gold Coast and notion of ‘endless summer’. The brand positions the Gold Coast as Australia’s playground offering the best Australia has to offer in the realm of excitement, energy, play and fun. See the Gold Coast Convention Bureau Brand Guidelines for the brand positioning of the destination in the Business Events sector.

- Gold Coast ‘experiences’ will also be promoted under the Brand Queensland experience themes of: Islands and Beaches; Queensland Lifestyle; Natural Encounters; and Adventure that focus on destination competitive advantages and the connection with visitors.

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1 Domestic target markets are based on Tourism Queensland’s Domestic Consumer Segmentation Model adopted in 2008
Product and Infrastructure Development

- Grow destination appeal and deliver on the destination marketing promise through the development of innovative tourism projects, including the Catalyst Projects identified in the Gold Coast and Hinterland Tourism Opportunity Plan:
  - Gold Coast Hinterland Tourism and Parks visioning
  - Purling Brook Falls Skywalk
  - World Heritage Rainforest Interpretive Centre
  - Spit and Broadwater Master Plan
  - South Stradbroke Island Recreation Master Plan
  - Rapid Transit Light Rail Project
  - Gold Coast Oceanway Project
  - Gold Coast Airport Development Master Plan
  - The "Greenheart" Parkland Project
  - Currumbin Sanctuary Gateway Project
  - Evandale Cultural Precinct
  - Gold Coast Cultural Festival
  - Health Wellness and Spa Tourism Opportunities
  - Regional Cuisine and Fresh Food Opportunities
  - Dive Wreck Attraction
  - Adventure Tourism Product Development
  - Surfing Events Infrastructure
  - Upgraded Turf Club and Magic Millions Facility
  - 2018 Commonwealth Games Infrastructure plan
  - World Class Tourism Precinct Developments
  - Surfers Paradise Rejuvenation Project including redevelopment of Cavill Mall

Industry Development

- Build the reputation of the destination for delivering quality product and service standards, through industry development programs such as: domestic and international ready, better business practice, service delivery, digital ready, and crisis management.
- Establish the Gold Coast as a leading ‘sustainable tourism destination’ through focused sustainability and climate change programs.

Current Trends

- A strong exchange rate and access to low cost air travel is making it easier for Australians to travel overseas.
- People are striving to achieve an emotional or personal achievement on their holidays; therefore, Queensland needs to differentiate their holidays by providing experiences that fulfill that desire.
- Australia is an expensive holiday destination relative to many of its key competitors and therefore needs to focus on competing on providing quality experiences and service and not on price.
- There is a trend for shorter holidays with shorter booking lead times.

Opportunities for Growth

The following opportunities will need to be progressed for the Gold Coast to achieve its aspiration for 2016:

- Build community appreciation of the true value of tourism to the local economy, social development and environmental sustainability.
- Implement strategies identified in Queensland’s China Tourism Towards 2020 strategy.
- Increase the linkage between the Gold Coast park assets and the tourism experience.
- Encourage master planning of parks assets to ensure appropriate facilities and maintenance.
- Encourage investment in a range of quality accommodation types and styles.
- Identify dedicated sites for future tourism development.
- Attract and facilitate ongoing investment in product development.
- Develop dedicated infrastructure for large-scale tourism events, including better utilisation of the beachfront.
- Further develop hinterland tourism attractions.
- Ensure community and service infrastructure requirements keep pace with a growing population so as to support sustainable tourism growth.
- Improve road and air infrastructure services for access and connectivity between attractions.
- Enhance public transport connectivity throughout the region.
- Address the limited supply of both skilled and unskilled staff.
- Assist industry with domestic and international market readiness, customer service, online marketing, and sustainability of operations.
Destination Tourism Strategy 2012 – 2016

Why Tourism?

Tourism is the mainstay of the Gold Coast economy and makes a significant contribution to the sustainable development of the regional economy and community.

In the year ending 30 September 2011, the Gold Coast was host to:

- 3.2 million domestic overnight visitors (19% of Queensland’s domestic visitors);
- 720,000 international visitors (37% of Queensland’s international visitors); and
- 6.7 million day trip visitors (20% of Queensland day trippers)

This visitation in turn makes a significant contribution to the Gold Coast regional economy with:

- 28,100 jobs in the Gold Coast region directly supported by tourism; and
- tourism in the Gold Coast contributing $1.9 billion to the Queensland economy (21% of Queensland’s Tourism Gross State Product)

(For more detail and current information visit tq.com.au/destinations)

Implementation

The Gold Coast Destination Tourism Strategy, in articulating the agreed tourism direction for the destination, provides the strategic platform for:

- encouraging stronger linkages and coordination across all levels of government to ensure tourism needs are addressed in policy, statutory plans and processes and infrastructure development;
- stimulating leadership within the private sector to foster growth, quality, innovation and sustainable tourism businesses across the Gold Coast; and
- promoting the value of tourism and economic benefits to encourage community support for sustainable tourism growth

Reference and Supporting Material

The Destination Tourism Strategy is available online through the Tourism Queensland and Gold Coast Tourism websites tq.com.au and visitgoldcoast.com

A wide range of reports, plans, data and other information used to compile this Destination Tourism Strategy and critical to its implementation is also available on Tourism Queensland’s website.
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