



27 SEPTEMBER 2021

GLOBAL CELEBRATION BRINGS TOURISM INDUSTRY TOGETHER ON THE GOLD COAST

Destination Gold Coast is carrying out a walk and talk with tourism operators on World Tourism Day (September 27) to “check in” on its members and look to the future as the industry continues to navigate the here and now.

Destination Gold Coast Chairman Paul Donovan said it was important for industry to come together in a time of need.

“We would normally celebrate to mark World Tourism Day, but this year looks very different. What’s most important is ensuring our local operators are ok,” Mr Donovan said.

Latest Destination Gold Coast research estimates visitor expenditure is down almost \$1 billion for the September quarter compared to the same period in 2019.

“We forecast to lose \$326 million in September alone – down 68 per cent on pre-COVID numbers,” said Destination Gold Coast CEO Patricia O’Callaghan.

“This year, World Tourism Day is all about coming together in tourism. Though our norm has been well and truly shaken up, we stand shoulder-to-shoulder at every turn.

“We are a community of interconnected industries, employing one in six Gold Coasters.

“Fresh air, light exercise and connecting with industry peers has never been more critical. Destination Gold Coast is hosting a morning walk along the beautiful Surfers Paradise foreshore with our industry for an important check in with one another to ensure they’re ok.

“Our industry has been facing some of its darkest days having persevered through more than 18 months of hardship, but if we get through the next 100 days we can rebound exceptionally strongly.

“The industry has been hurting. We’ve seen support flow in from Federal and State Governments recently that’s going to go a long way, however COVID has left a hole in the pockets of our tourism operators and any additional support is always welcome from both sides of government.”

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CONTACT: Madison Harding | 07 5584 6267 | madison.harding@destinationgoldcoast.com

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