

EXPERIENCE
GOLDCOAST™



Membership
PROSPECTUS
2024/2025



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MEMBERSHIP PROSPECTUS INTRODUCTION

TOURISM IS ONE OF THE LARGEST ECONOMIC SECTORS ON THE GOLD COAST, EMPLOYING MORE THAN 45,700 PEOPLE¹ IN 11,000 BUSINESSES².

In what marks an important part of history for Gold Coast tourism since its inception 49 years ago, the city's peak tourism marketing body is now an important part of the newly formed organisation Experience Gold Coast (EGC). EGC is the amalgamation of Destination Gold Coast, Study Gold Coast, Major Events Gold Coast, Home of the Arts and Placemakers*.

The alignment across tourism, education, events, plus arts and culture brings new opportunities and will deliver sustainable growth in visitation and investment, ultimately driving benefits for our visitor economy and building an even stronger strategy for the future of the Gold Coast.

In 2023, the Gold Coast welcomed 12.2 million visitors who generated a record \$7.8 billion in visitor expenditure³.

Experience Gold Coast has a team of dedicated professionals who remain focused on promoting the Gold Coast to visitors as a must-see destination. In attracting more visitors to the Gold Coast and increasing spend, we strengthen the local economy, which helps shape and unite our community.

Through cooperative marketing, industry development, experience design, advocacy, and collaboration initiatives, EGC is committed to evolving membership services for the future, achieving better alignment of cost to value.

¹ Regional Tourism Satellite Accounts, Australian Bureau of Statistics and Tourism Research Australia, 2022.

² Tourism Businesses in Australia, Australian Business Register (unpublished data), Australian Bureau of Statistics and Tourism Research Australia, 2024.



📍 SURF EASY SURF SCHOOL, CURRUMBIN ALLEY

WHY BE A MEMBER

As a member, you will have the opportunity to receive advocacy through Experience Gold Coast with the potential to be involved with cooperative marketing efforts, invitations to industry-run training events, as well as information and advice on marketing best practice and government funding opportunities.

You will gain a connection to the tourism industry through networking and introductions as well as insights into industry research and qualified data.

Under the unification of the EGC partnership network, members will also have reciprocal access to an enhanced suite of cross-organisational benefits and initiatives spanning education, events, and the arts.

We look forward to working with you and having you as a part of our EGC team.

2023 GOLD COAST VISITOR SNAPSHOT



12.2 MILLION
VISITORS




\$7.8 BILLION
SPEND



23.2 MILLION
NIGHTS



 MEDIA MASTERCLASS, PINK FLAMINGO

³ National Visitor Survey (NVS) and International Visitor Survey (IVS), Tourism Research Australia, 2024.



 GO VERTICAL SUP, SURFERS PARADISE

MEMBER TESTIMONIALS

GO VERTICAL SUP

“As a long-term member of Experience Gold Coast (EGC), I have found true value and support not only from the team here on the Gold Coast but also internationally when travelling as part of trade missions. The relationships and connections that I have gained from being a member of Experience Gold Coast is amazing and invaluable. EGC has been always there to lend a hand in supporting small businesses and the value of this support is immeasurable. My gratitude is deep and sincere, and I look forward to many years ahead of being part of this wonderful organisation.”

HARBOUR TOWN PREMIUM OUTLETS

“We greatly value our long-standing membership with Experience Gold Coast. With a broad mix of domestic and international visitation to Harbour Town, we work closely with Experience Gold Coast for their market insights, industry connections, plus collaboration and campaign opportunities. We look forward to building on our relationship with Experience Gold Coast and thank them for their support of our business.”

PARADISE RESORT

“Our membership with EGC gives us the opportunity to leverage our marketing budget and piggyback on destination campaigns to reach international markets that as an independent product we would not otherwise be able to reach on our own. As members, the networking opportunities, invitations to participate in and host famils and attend trade events is what we value most. The Deals and extensive social media coverage as well as having someone to call on for advice on the general state of the market and being able to leverage off EGC’s extensive media exposure is invaluable to our business”.

“

THE UNIQUE OPPORTUNITIES THAT HAVE BEEN AFFORDED TO US THROUGH MEDIA AND AGENT FAMILS, PROFESSIONAL DEVELOPMENT AND ACCREDITATION COURSES, TRADE OPPORTUNITIES, SALES LEADS AND MARKETING CAMPAIGN BUY-INS HAVE BEEN INTEGRAL IN THE GROWTH OF OUR BUSINESS. WE CAN'T UNDERSTATE THE LEVEL OF VALUE THAT COMES FROM BEING EXPERIENCE GOLD COAST MEMBERS, PARTICULARLY FOR NEW BUSINESSES AND EXISTING PRODUCTS LOOKING TO GAIN A GREATER EDGE.

”

KIFF & CULTURE



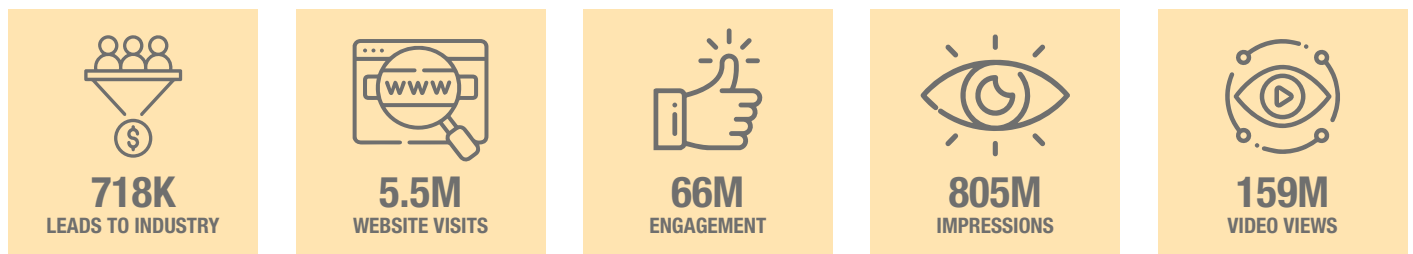
LEADING THE WAY

DIGITAL AND SOCIAL

The digital world is where consumers dream, plan, book, interact and recommend destinations to others. We are heavily engaged in this ever-changing, highly competitive marketing space and are continuously working on growing our digital footprint.

To achieve 'cut-through' EGC requires a fiercely competitive, agile, and responsive digital-first marketing strategy, and an organisational structure and operational approach that can flex and adapt quickly to market shifts and changing consumer trends.

SOCIAL PLATFORMS



SUPPORTING YOUR ONLINE REPUTATION

Tourism members have special access to ReviewPro reporting, a powerful monitoring and measurement tool that helps businesses keep track of what guests and customers are saying across multiple online review platforms.

ReviewPro helps us work with you to identify actionable insights to improve customer satisfaction, rankings on review sites and therefore help to drive more business through your door.



GC SUMMER FUNDS MEDIA CALL, BUDDS BEACH

WELL CONNECTED

OUR PARTNERS

EGC has close and fruitful relationships with Tourism Australia (TA), Tourism and Events Queensland (TEQ), the Queensland Tourism Industry Council (QTIC), Australian Tourism Export Council (ATEC), and the Tourism and Transport Forum (TTF). Additionally, the broader partner network fosters strong and mutually beneficial connections with affiliates operating within education, events, and the arts.

Business Events Gold Coast is an active member across the sector nationally and internationally, including membership with the International Conference and Congress Association (ICCA), Australian Business Events Association (ABEA), SITE (Society for Incentive Travel Excellence), and Direct Selling Australia (DSA).

OUR MEMBERS

We represent a membership base of over 400 commercial members including prominent organisations such as Queensland Airports, Gold Coast Convention and Exhibition Centre, Village Roadshow Theme Parks, Coast Entertainment, Currumbin Wildlife Sanctuary, TAFE Queensland, Griffith, Bond, and Southern Cross Universities, ICMS Australasia, The Star Gold Coast, The Tour Collective, Tropical Fruit World, and Tourism Tamborine Mountain to name a few. Our members employ thousands of Gold Coasters and we are proud of our connection with the front-line of the visitor economy. They are the ambassadors of our destination and work every day with EGC to sharpen the city's tourism marketing arsenal.



MEMBERSHIP LEVELS

EXPERIENCE GOLD COAST OFFERS TWO LEVELS OF MEMBERSHIP TO CHOOSE FROM, WITH BENEFITS DIFFERING ACCORDING TO YOUR MEMBERSHIP LEVEL.

CORPORATE / ASSOCIATE MEMBERSHIP

\$420 PER ANNUM

Suitable for businesses supplying direct goods and services that are deemed to receive benefit from tourist activities. These may include educational facilities or business support services such as media, associations, professional services and travel industry.

TOURISM MEMBERSHIP

\$595 PER ANNUM

For businesses having direct interface with leisure and business travellers to the Gold Coast. Members who wish to take advantage of optional extra packages such as Business Events (BE) or Visitor Information Centre (VIC) packages choose this level.



INTERNATIONAL WOMEN'S DAY 2024, GCCEC

SUMMARY OF BENEFITS

MEMBER BENEFIT DESCRIPTION	CORPORATE / ASSOCIATE	TOURISM
Access to online member portal which houses a host of resources as well as your membership benefit summary	✓	✓
Subscription to industry e-newsletter and opportunity to submit stories/ updates to 1,700+ local industry contacts	X 2	X 4
Invitations to Member Networking Events and Industry Updates	✓	✓
Access to the Digital Content Hub inc. image/video library	✓	✓
Business Listing in our Member Directory	✓	✓
Exclusive access to event sponsorship opportunities, proactive industry-partner connections, and tailored member offers for event audiences	✓	✓
Annual HOTA Membership for Primary Contact to enjoy priority access, discounts, and exclusive benefits (worth up to \$38)	X 1	X 1
Access to tourism workforce initiatives, careers festival, Graduate Program, and free listings on the Gold Coast Student Jobs website	✓	✓
Access to our Industry Partnerships team to discuss engagement and benefits, and access to other Business Units for market advice	✓	✓
Discount of 25% for subsequent business membership fees. Discount applies to business with lower membership and elective types	✓	✓
Access to ReviewPro Online Reputation Reporting		✓
Eligible for listing on our visitor website (with ATDW subscription**) exposing your product to over 340,000 unique visitors per month for direct bookings		✓
Participate in national campaigns by submitting an offer on our Deals page		✓
Share engaging content on our social media platforms and gain product exposure through media and PR activities		✓
Invitations to capacity building workshops as provided by industry stakeholders		✓
Opportunity to access international tourism market through joint marketing activities including sales missions, trade shows and familiarisation program**		✓
Display your brochure in the Visitor Information Centre**		✓
Eligible for Business Events Package**		✓

**Additional costs apply

BUSINESS EVENTS

EXPERIENCE GOLD COAST'S BUSINESS EVENTS TEAM (BE) SEEKS OUT NEW CORPORATE, ASSOCIATION, AND INCENTIVE BUSINESS FOR THE GOLD COAST. WE FOCUS ON CREATING OPPORTUNITIES FOR MEMBERS TO CONNECT WITH CONFERENCE PLANNERS AND BUSINESS EVENTS MEDIA AS WELL AS CONNECTING CONFIRMED EVENTS WITH VENUES, SUPPLIERS AND SERVICES ON THE GOLD COAST. ONLY SPECIFIC BUSINESS EVENTS MEMBERS RECEIVE BRAND EXPOSURE IN PUBLICATIONS, COMMUNICATIONS AND ON THE WEBSITE.

FUTURE FORWARD STRATEGY

Business Events are the most resilient, high yield sector of the visitor economy that travel outside of peak periods. In addition to being lucrative, they attract some of the world's most innovative, intellectual, and entrepreneurial people to our city. To maximise opportunities and provide a platform to leverage the talent and profile of our City, the Business Events strategy for the Gold Coast is aligned to the City's Economic Strategy 2022-2027. This includes focusing business development activities to secure events in targeted industry sectors including Health and Medical, Sport, Screen, Construction, Real Estate, and Infrastructure to name a few.

COOPERATIVE MARKETING OPPORTUNITIES

BE undertakes a range of national and international sales activities, trade shows and events with BE members. Participation costs for these opportunities are additional to membership fees. BE members can be included in print marketing programs as well as a profile page on our website, which leverages traffic from the highly ranked leisure website and is the main call to action for all BE collateral.

FAMILIARISATIONS AND SITE INSPECTIONS

Familiarisations and site inspections are designed to showcase the destination to a group of qualified business event buyers or planners, allowing them to experience the region and build relationships with local partners. Members are included in the itinerary based on the needs of the planner.

BUSINESS OPPORTUNITIES

Gold, Silver and Bronze members receive leads and referrals from the BE team (based on the criteria defined by the event planner). Additionally, Gold, Silver and Bronze members are provided with business opportunities and contact information for an event once it is confirmed to the city, when authorised by the client. BE receives leads via sales calls, trade shows, marketing campaigns and our **Business Events** website.

BIDDING

As part of the bid process, several destinations from around Australia and overseas submit "bids" to win the right to host the business event in their city. BE members are provided with the opportunity to be included in bid documents as suitable venues or suppliers on behalf of the destination. Proposals are collated and included in the bid document for presentation to the conference planner or voting committee. Inclusion is based on relevance, business qualified and on the clients' needs.

DIGITAL MEDIA

Business Events Gold Coast is the central hub of information for Business Events on the Gold Coast and the main call to action on all collateral. Inclusions vary according to Membership level.

ELIGIBILITY

Members are required to choose the 'Tourism' base-level membership to be eligible.



BRONZE
MEMBERSHIP

\$525 PER ANNUM

Suitable for members who gain moderate BE business.



SILVER
MEMBERSHIP

\$2,100 PER ANNUM

Suitable for members who work actively in the BE market.



GOLD
MEMBERSHIP

\$5,250 PER ANNUM

Suitable for members where BE represents a significant contribution to your business objectives.

BE MEMBER BENEFIT DESCRIPTION		BRONZE	SILVER	GOLD
Business Opportunities	Opportunity for business leads	Limited	✓	✓
	Quarterly Account Management Meetings with BE team to discuss pending leads, potential business and targets			✓
Bidding	Inclusion in BE Destination Bid proposals (where required) - pending relevant bid criteria from client	✓	✓	✓
	Partner with members to create custom bid documents, prepare joint presentations and customised pages			✓
Networking	Tickets to Business Events Updates	At Cost	Two	Five
Digital Marketing	Logo on BE Website listing	✓	✓	✓
	Number of images on BE Website listing	Four	Six	Eight
	Character count limit	450	1,000	1,000
	Amenities, download room capacities and product highlights		✓	✓
	Featured Listing on BE Website			✓
	Listing in Meeting Planners Guide	Standard	Enhanced	Enhanced
Familiarisations & Inspections	Opportunity to be considered as first option host hotel for prospective client site inspections		On client Application	✓
	The ability to host accommodation and a meal for sites and familiarisations is on client request and prioritised to membership level	✓	✓	✓
	Opportunity to apply for domestic economy flights to be paid for one client for destination site inspection. Lead must be filtered through BE to qualify. (Other conditions may apply)			✓
Trade Activity & Events	Preference for opportunity to co-exhibit at trade shows and international missions where the ROI has been assessed	Third	Second	✓
	Preference to participate in This is Gold Coast (TIGC)	Third	Second	First
	Preference to participate in Gold Coast Connect Events (in market)	Third	Second	First
	Joint sales calls initiated by BE team when applicable			✓
Other Benefits	Opportunity to be included in BE monthly newsletter to over 2,000 domestic and international Business Events clients and media	✓	✓	✓
	PR opportunities for feature articles in global Business Events trade media	✓	✓	✓
	Access to information and statistics	✓	✓	✓
	Access to the Gold Coast Business Events Calendar which displays confirmed business events to the Gold Coast when authorised by the client	✓	✓	✓
	Queensland Business Events Survey (QBES) Reporting*	✓	✓	✓
	Consideration by BE to provide additional client destination gift/support for Gold/Silver Member client familiarisation programs (final offer to be determined on discussion with member and at the discretion of BE)		✓	✓

*By joining BE, accommodation and meeting space members agree to take part in the annual Queensland Business Events Survey (QBES). The results of QBES are used to allocate Government funding and demonstrates the level of business secured for the city. These results are shared with members and also used to lobby Local, State and Federal Government initiatives.



MEMBER CHRISTMAS PARTY, YOT CLUB

THE COMPLETE PACKAGE

VISITOR WEBSITE

To be listed on our highly trafficked visitor website, businesses are required to set up a profile with the Australian Tourism Data Warehouse (ATDW) which is a content and distribution platform for the Australian tourism industry. Through ATDW, your profile feeds into a number of tourism websites including our website, Queensland.com, Australia.com and many others.

CONDITIONS OF MEMBERSHIP

Members must agree to the Experience Gold Coast Terms and Conditions and Code of Conduct. A copy of these can be viewed on your invoice. EGC reserves the right to revoke membership to members who are over-zealous in prospecting to the membership base. The EGC Board of Directors retains authority to review, approve or deny all applications for membership (and current members) regardless of location, based on merit.

OUT OF REGION SURCHARGE

A 50% surcharge applies to all membership fees for businesses located outside the City of Gold Coast local government area (within a 40km zone of the city limits). Businesses located beyond a 40km zone of the City of Gold Coast are ineligible for membership.

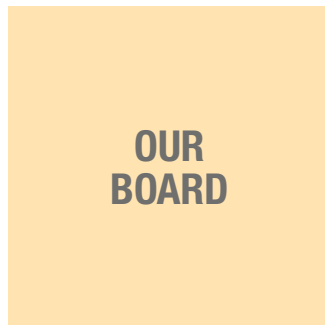
VISITOR INFORMATION CENTRE

For tourism operators wishing to enhance their local marketing presence, EGC operates a Visitor Information Centre (VIC) in the heart of Surfers Paradise which provides information and bookings for accommodation, tours, attractions, hire and transport to visitors. Booking of operator products is via the automated system of Experience Oz (operated by Big Red Group). Members who choose this elective must first choose the Base Membership level of Tourism. Members can choose from DL brochure display at \$320 (per year) and A4 brochure at \$440 (per year).



YOU ARE IN SAFE HANDS

THE EXPERIENCE GOLD COAST BOARD IS THE ENVY OF MANY ORGANISATIONS. A COMBINATION OF EXPERIENCE, STABILITY AND ENTREPRENEURSHIP MEANS DECISIONS ARE MADE WITH DUE DILIGENCE AND COURAGE.



OUR BOARD

MAYOR TOM TATE EX-OFFICIO

Mayor Tate has been elected in office since 2012. He is a civil engineer by trade having started his career in construction before moving into tourism and hospitality. While building on the legacy of the Gold Coast 2018 Commonwealth Games, Mayor Tate is looking towards the future and opportunities that come with the 2032 Olympic and Paralympic Games.

CLARK KIRBY DIRECTOR

Clark is the CEO of Village Roadshow Group. Prior to this, Clark worked for UBS Investment Bank in the Technology and Media M&A team in Melbourne, Sydney, and New York. He serves on the Board of Onesto, the Murdoch Children's Research Institute and My Room Children's Cancer Charity.

LOUISE BEZZINA DIRECTOR

Louise is the Artistic Director of Brisbane Festival, Queensland's largest annual arts and cultural event. An innovative arts leader, she is renowned for her significant contribution to the arts in Queensland over the past 20 years and in 2023 was awarded an Honorary Doctorate from Griffith University. Louise founded Bleach* Festival on the Gold Coast in 2011 which she directed until 2019.

THE HON ROBERT BORBIDGE AO CHAIR

Robert was the 35th Premier of Queensland and served in the State Parliament as member for Surfers Paradise for 21 years. He has held numerous Board positions in both private and publicly listed companies including Chair of the Board of Advice for the Institute for Glycomics at Griffith University, LifeFlight Australia Foundation, and a member of the Board of StarFlight Australia.

TIM BAKER EX-OFFICIO

Tim commenced as the CEO of City of Gold Coast in 2022 with a clear mandate to transform the City Administration into a high performing, customer focused organisation. Tim has a track record of successful organisational change, having delivered a transformational change agenda as Secretary of the Department of Natural Resources and Environment Tasmania.

REBECCA FRIZELLE OAM DIRECTOR

Rebecca is a dynamic leader recognised for her extensive contributions to business, sports, education, and philanthropy. She made history as the NRL's first female Chairperson in addition to board roles with the Gold Coast Titans, LifeFlight Australia, Brisbane 2032 Olympic Games and Paralympics Australia.

DANIELLE MCFALL-WEISS DIRECTOR

Danielle is formerly a professional ballet and contemporary dancer who toured extensively internationally before retiring from performance in 2014. An arts executive with over 20 years' experience, she has managed and represented world-class dance companies and toured productions around the world.

THE HON KATE JONES DIRECTOR

Kate has more than 20 years' experience in senior government and leadership positions. She served as a Minister in the Queensland Government for eight years in a range of portfolios including as Minister for the Gold Coast 2018 Commonwealth Games working closely with key partners and government to successfully deliver Queensland's largest ever event.

JACKIE CROSS DIRECTOR

Jackie is Director of Queensland's biggest outdoor event and festival company Cross Promotions International. With a background in media and marketing, Jackie sits at the creative head of the Gold Coast based company. She also owns and runs the most high-profile Australian entertainment act in Las Vegas, Australia's Thunder from Down Under.

ADAM TWEMLOW DIRECTOR

Adam is Partner In Charge of KPMG Enterprise, Metro Region and has vast experience working with publicly listed and unlisted companies, multinational companies, small and large proprietary companies, managed investment schemes, not-for-profit entities, and local government. He spent several years in London with the Royal Bank of Scotland and the USA with KPMG.

EXPERIENCE
GOLDCOAST™

CONTACT US
INDUSTRY PARTNERSHIP TEAM

