

# Summer FUNDS<sup>®</sup> GOLDCOAST™

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GOLDCOAST™

Queensland  
AUSTRALIA

15 JANUARY 2024

## SOUTH EAST QUEENSLANDERS TO SNAP UP GC SUMMER FUNDS AND DRIVE ECONOMIC RECOVERY

Experience Gold Coast CEO John Warn said GC Summer FUNds was welcomed news for tourism operators at a perfect time.

“This offer runs right up to the end of March with 50,000 vouchers on offer and we’re encouraging everyone across South East Queensland to come down and experience the best of the Gold Coast this summer,” Mr Warn said.

“It’s also really approached for locals, and we want our locals and those in Brisbane to get behind our tours, attractions and experiences that have been impacted.”

**ENDS**

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Queensland  
Government

## Media release

### JOINT STATEMENT

#### Premier

The Honourable Steven Miles

#### Minister for Tourism and Sport

The Honourable Michael Healy

### [Summer FUNds to boost Gold Coast tourism recovery](#)

- South East Queenslanders will be able to access 50,000 vouchers worth \$50 each to spend on an experience across the city
- Backed by \$2.5 million in government funding to boost tourism
- Targeted funding to help tourism operators affected by severe weather

### [Press conference](#)

Premier Steven Miles today launched a boost for Gold Coast tourism operators in the wake of severe weather.

The GC Summer FUNds initiative is backed by a government investment of \$2.5 million which will see 50,000 \$50 vouchers up for grabs.

Vouchers will give visitors \$50 off some of the Gold Coast's best attractions and experiences, including the major theme parks.

The program is funded in partnership with Tourism and Events Queensland and Experience Gold Coast.

It's expected the boost will help the city's thriving tourism industry bounce back quickly.

**Quotes attributable to Premier Steven Miles:**

"The Gold Coast is one of Queensland's tourism hot spots because of the world class attractions and experiences on offer.

"This summer our tourism operators have been some of the hardest hit here and in Cairns, so it's time we help them get back on their feet.

"My government is proud to support this important package, so more people come to the Coast and take advantage of the fantastic opportunities available.

"If you've been thinking of visiting Queensland, why not get take a trip to the GC with some Summer FUNds in your pocket.

"That is good news for the economy, good news for jobs and, of course, good news for tourism operators."

**Quotes attributable to Tourism Minister Michael Healy:**

"Tourism operators across the Gold Coast have been impacted by the recent severe weather so we're launching the GC Summer FUNds program to help them recover and get more people visiting and enjoying this wonderful city.

"The Gold Coast is famous across the world for its tourism product and there really is something for everyone here, so if you've been considering a holiday here now is the time to act."

"Whether it's jet boating on the Broadwater, visiting a theme park, exploring the Hinterland or learning to surf, these vouchers will be a huge boost the visitor economy at what is a vital time."

**Quotes attributable to Gold Coast Mayor Tom Tate:**

"This is a proven strategy that we know works well to get locals and visitors alike exploring their own backyard and the immediate injection will help to stimulate our economic recovery.

"Queenslanders, there's never been a better time to jump onto that Gold Coast experience you've always wanted to do and show your support."

**Quotes attributable to Tourism and Events Queensland CEO Patricia O'Callaghan:**

"We've been listening to industry across the Gold Coast and have worked closely with Experience Gold Coast to design a package that incentivises and inspires visitors to book an experience.

"This is an initiative that was designed off a similar model used on the Gold Coast during the pandemic so we know it will have a positive impact."

**Quotes attributable to Experience Gold Coast CEO John Warn:**

"Our industry demonstrates its resilience time and again but during this peak tourism season it needs our support more than ever as many operators begin the task of rebuilding.

"This initiative is our way of getting Queenslanders behind our experience-based operators who we know were the most impacted by cancellations during what was anticipated to be our biggest summer since 2019."

**Quotes attributable to Go Vertical Stand Up Paddle Board & Kayak Owner Linda Spiteri:**

“We have weathered many storms and setbacks over the past decade, but the recent weather events forced a temporary closure, leading to high cancellations and booking hesitancy from guests in our normally busy period, which challenged the very essence of our watersport haven,” she said.

“Now, despite the setbacks, I am excited to get behind Summer FUNds so that locals and visitors can experience Gold Coast’s beautiful waterways first-hand.”

**Quotes attributable to Village Roadshow COO, Bikash Randhawa:**

“It is wonderful to work with Tourism and Events Queensland and Experience Gold Coast to launch this incredible initiative which we know will provide a much-needed boost for the industry,” he said.

“The program is also a wonderful opportunity for South East Queensland residents to save \$50 on some of their favourite Village Roadshow Theme Parks products including our Village Roadshow Locals One Pass which gives unlimited entry to Warner Bros. Movie World, Sea World, Wet’n’Wild Gold Coast and Paradise Country for 12-months plus access to exclusive night events.

“With a limited allocation of promotional codes available, I’d encourage people to get in early to avoid missing out.”

For more information on Summer FUNds got to [gcsummerfunds.com](http://gcsummerfunds.com)

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