



DESTINATION  
**GOLD COAST™**

**MEDIA RELEASE**

10 AUGUST 2023

## **HISTORIC VOTE PASSED AT EXTRAORDINARY GENERAL MEETING**

**In what marks an important part of history for Gold Coast tourism since Destination Gold Coast's inception 47 years ago, the city's peak destination marketing body will become a very important part of the newly formed organisation Experience Gold Coast.**

The Extraordinary General Meeting held at the Gold Coast Convention and Exhibition Centre saw more than 200 members vote in favour of the proposal, which was unanimously endorsed and put forward by the Destination Gold Coast Board.

Destination Gold Coast Chair Adrienne Readings said the proposal to bring the tourism powerhouse under the umbrella of Experience Gold Coast is in the best interests of the Gold Coast, Destination Gold Coast, and its members.

"By aligning with Experience Gold Coast, Destination Gold Coast is going to be part of a stronger and broader organisation dedicated to growing the visitor economy," Ms Readings said.

"We can't do anything without the support from our members and they have resoundingly backed this vote which marks an important part of history for Destination Gold Coast as an independent membership-based organisation for over 47 years.

"It's pleasing to see tourism is very well represented on the inaugural Board of Experience Gold Coast – which includes three current Board Directors who know the industry intimately – as well as through the formation of a Tourism Advisory Committee in due course.

"We look forward to working together with Study Gold Coast, Major Events Gold Coast, Placemakers\* and Home of the Arts on the pathway forward and the new opportunities this will bring.

"The improved visitor economy co-ordination across tourism, education, events and arts and culture is going to be a critical point of inflection for the city in rebuilding an even stronger strategy for the future of the Gold Coast."

Destination Gold Coast Interim COO Rachel Hancock said the entity will continue to play the most critical role in driving visitation through marketing, sales, and trade activations.

"Destination Gold Coast remains focused on the rebuild of the city's visitor economy under a three-horizon strategy designed to continue growth towards the 2032 Olympic and Paralympic Games," said Ms Hancock.

"Our 2023/24 Action Plan is underway and was backed by Council earlier this year with additional funds to support aviation attraction and business events subvention. With this endorsement, we're not taking our foot off the pedal as we re-establish market share."

Experience Gold Coast is the amalgamation of Destination Gold Coast, Study Gold Coast, Major Events Gold Coast, Home of the Arts and Placemakers\*. From 4 September 2023, the activities of each of the five existing entities will be delivered under the umbrella of Experience Gold Coast. Destination Gold Coast will retain its brand and remain operating under this name.

## **ENDS**

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