

MARKET ACTIVITY



EXPERIENCE QUEENSLAND: JAPAN & SOUTH KOREA

In August, Experience Gold Coast was proud to co-host Experience Queensland – Japan and South Korea, in partnership with Tourism and Events Queensland.

This two-day trade event brought 45 influential travel buyers from Japan and South Korea, including Product Managers and Inbound Operators, with 42 Queensland tourism operators. Through targeted one-on-one appointments, the program provided an invaluable platform to showcase the Gold Coast's diverse experiences and strengthen long-term relationships in these key markets.

The program included:

- Welcome Dinner at The Star Gold Coast
- Two days of B2B workshops at Mondrian Gold Coast
- Farewell Dinner at Currumbin Wildlife Sanctuary’s Homestead

Alongside these sessions, curated pre and post familiarisation itineraries enabled international partners to experience Queensland and Gold Coast products firsthand, helping to deepen connections and inspire future travel opportunities.



NEW CAMPAIGN - GET UP AND GOLD COAST

More than an invitation, Get Up and Gold Coast is the largest destination attraction campaign the Gold Coast has had in five years. The end goal? To shift our city from being a place, to being an attitude and behaviour.

For consumers, Get Up and Gold Coast is all about the energy and feeling that can only be found here, in moments big and small. You might be able to get beaches, restaurants and theme parks in other cities, but nowhere else does it feel like the Gold Coast – full of charm, humour and a love of life.

Check out the hero campaign film above to see the Gold Coast through the eyes of a young Gold Coast local Alex.

WHAT'S NEW



SOL ELEMENTS BATHHOUSE



KEN DONE: NO RULES AT HOTA



SEA WORLD HELICOPTERS LUXURY 4X4 WHALE WATCHING TOUR

UPCOMING TRADE EVENTS

If you see us at the following tradeshow events, be sure to call past and say hi!

- QLD is Calling UK EU 2025; 21 September - 26 September
- Routes World Hong Kong; 24 September - 26 September
- Tourism Expo Japan; 27 September - 28 September
- ATEC Meeting Place, Perth; 27 October - 29 October

TRAVEL INSPIRATION



THE GOLD COAST SUBURB KIWIS IN THE KNOW ARE FLOCKING TO - STUFF NZ

With sunshine always on the itinerary, and a direct flight from a rising number of New Zealand airports, the Gold Coast has been a staple hot spot for Kiwi holiday makers.
Whether you're a comfort or thrill seeker, looking for family-orientated activities or chasing the night-life vibe, it caters for all.

READ MORE



TRAVEL HACKS FOR YOUR GOLD COAST HOLIDAY

Want to make the most of your time on the Gold Coast? We've got you!

From top planning tips and what to pack, to our brand new Experience Gold Coast app and money saving hacks, here's how to get the best out of your holiday.

READ MORE

Experience Gold Coast acknowledges the Traditional Custodians of the land on which we are situated, the Kombumerri families of the Yugambeh Language Region. We pay our respects to their Elders past, present and emerging, and recognise their continuing connections to the lands, waters and their extended communities throughout Southeast Queensland.

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