

EXPERIENCE  
**GOLDCOAST™**

*Industry Partnership*  
**PROSPECTUS**  
**2025/2026**



## MESSAGE FROM THE CHAIR & CEO

The Gold Coast is a region where world-class experiences, career-defining education, cutting-edge innovation and an iconic lifestyle converge to form one of the most exciting destinations globally.

As Australia's fastest-growing city and the sixth largest by population, we're proud to support a region with an \$8.1 billion visitor economy. This is momentum – and it's accelerating.

Experience Gold Coast (EGC) exists to harness that momentum across tourism, education, major events, and arts and culture. Our work is shaped by strategic enablers that elevate the Gold Coast and position it globally as the lifestyle capital of the world.

Our top-tier educational sector combined with an unbeatable tourism and events offering also create a student experience like no other.

The start of 2025 has presented significant challenges with Tropical Cyclone Alfred providing a rare interruption to our near-perfect weather. However, this adversity presented the perfect opportunity for our organisation to get on the front-foot and help drive the bounce-back through a series of recovery initiatives.

None of this is possible without your support and we look forward to partnering with you and advocating for you throughout the coming year to ensure the Gold Coast continues to thrive.

We are building an economy that is not just sustainable, but future-focused. Whether it's growing the Gold Coast's reputation as a premium study destination, nurturing a thriving creative sector, or delivering experiences that stretch seamlessly across the calendar, we are always on. Always working for the city, and for the partners who help make this vision possible.

We are proud of what we've achieved, and even more excited about what lies ahead as we build towards the 2032 Olympic and Paralympic Games – and beyond. And we look forward to partnering with you to drive our city's future.

**John Warn**  
CEO, Experience Gold Coast

**Adam Twemlow**  
CHAIR, Experience Gold Coast





# VISITOR ECONOMY PERFORMANCE SNAPSHOT



**\$8.1 BILLION**  
TOTAL VISITOR EXPENDITURE



**22.2 MILLION**  
TOTAL VISITOR NIGHTS



**13 MILLION**  
TOTAL VISITORS



**\$500 MILLION**  
COMBINED EVENTS PORTFOLIO

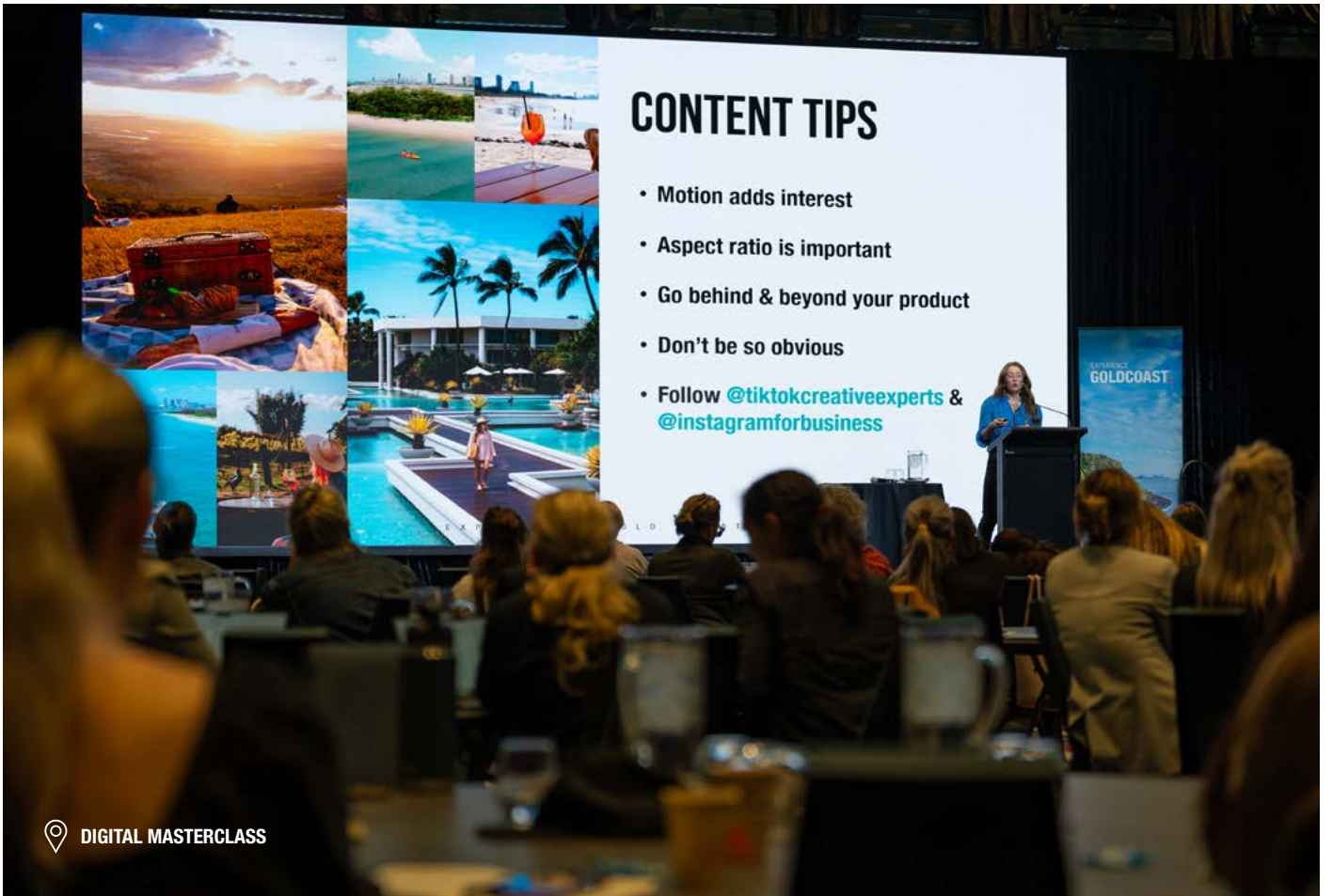


**170K**  
DOMESTIC STUDENT ENROLMENTS



**35K**  
INTERNATIONAL STUDENTS ENROLMENTS

Source: CoStar (2024); Tourism Research Australia (Year Ending December 2024); IER Australia (2024); Department of Education (2024).



## CONTENT TIPS

- Motion adds interest
- Aspect ratio is important
- Go behind & beyond your product
- Don't be so obvious
- Follow [@tiktokcreativeexperts](#) & [@instagramforbusiness](#)



 DIGITAL MASTERCLASS

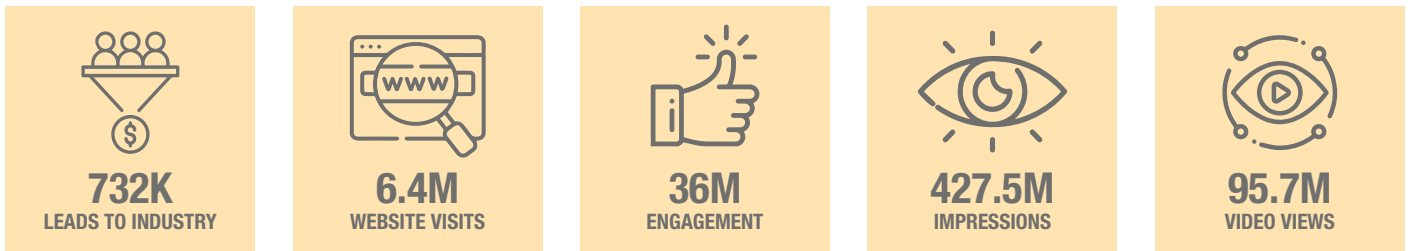
# LEADING THE WAY

## DIGITAL AND SOCIAL

The digital world is where consumers dream, plan, book, interact and recommend destinations to others. We are heavily engaged in this everchanging, 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



Source: Google Analytics; Google Ads; Sitecore; Pro2, Meta, TikTok, YouTube, media and external ad publishers and partners (FY2024/2025).

# INDUSTRY PARTNERSHIP LEVELS

In line with EGC's strategic direction for the upcoming financial year, some shifts have been made across our Industry Partnership structure to strengthen alignment across tourism, education, events, arts, and culture. This approach enables Partners to engage more holistically with EGC's broader activities and strategic priorities and is designed to create more meaningful connections, unlock cross-sector opportunities, and ensure that Partners are positioned to benefit from EGC's collective impact across the city.

Select from the Experience Gold Coast Industry Partnership levels in the following table, with opportunities and benefits differing according to each level.

## SUPPORTER

**\$550**

Designed for Partners that previously held the Education Associate and Tourism Associate levels. Suitable for businesses supplying direct goods and services within the education and tourism sectors and looking to engage and connect with EGC and its Industry Partners.

## TOURISM INDUSTRY PARTNER

**\$650**

Designed for Partners that previously held the Tourism level. Suitable for tourism businesses with a direct interface with visitors on the Gold Coast and looking to leverage EGC campaigns and marketing activity.

## EDUCATION INDUSTRY PARTNER

**\$1,700**

Designed for Partners that previously held the Education Provider level. Suitable for self-accrediting universities recognised by TEQSA, registered education providers with an operational physical campus in the Gold Coast City local government area, or local government authorities.

## STRATEGIC EDUCATION PARTNER

**\$12,500**

Designed for the Gold Coast's leading universities and education providers. This level includes standard benefits plus involvement in strategic planning for student attraction, experience, and employability aligned with EGC's goals. Please contact the Industry Partnerships team to find out more.



KIRRA BEACH HOUSE



# SUMMARY OF BENEFITS

BENEFITS AND INCLUSIONS	<b>SUPPORTER</b> <b>\$550</b> (Previously Education and Tourism Associate Levels)	<b>TOURISM INDUSTRY PARTNER</b> <b>\$650</b> (Previously Tourism)	<b>EDUCATION INDUSTRY PARTNER</b> <b>\$1,700</b> (Previously Education Provider)
Exclusive invitations to EGC industry events and updates with FOC or discounted tickets**	✓	✓	✓
Opportunity to promote product and services to the EGC industry network	✓	✓	✓
Subscription to the Experience with EGC industry e-newsletter	✓	✓	✓
Access to EGC's industry toolkits and Digital Content Hub	✓	✓	✓
Business listing in the EGC Partner Directory	✓	✓	✓
Opportunity to participate in EGC campaigns with invites to Partner briefing sessions		✓	✓
Access to EGC international leisure and education markets through joint trade activity**		✓	✓
Sector advocacy and facilitated industry development opportunities		✓	✓
Eligible for listing on the EGC website, providing exposure to consumers and students (via ATDW profile for Tourism Partners)		✓	✓
Opportunity for promotion to key leisure and education Partner audiences, including agent events, student fairs and event offers		✓	✓
Access to destination data and insights, plus quarterly destination performance updates		✓	✓
Leverage opportunities for exposure via media and PR activity		✓	✓
Access to EGC's Industry Partnerships team to discuss engagement, benefits and market advice		✓	✓
Discounted price to access the EGC Kickstart Graduate Program**		✓	✓
Opportunity to book Careers Outreach service for visits to your campus (schools 8 per annum, VET/ELICOS 4 per annum)			✓
Access to specialised student support services and initiatives through the Gold Coast Student Hub			✓
Access to ReviewPro online reputation reporting		✓	

Pricing is structured to reflect the different types of support, resources and delivery approaches tailored to the benefits offered within each partnership level.

\*\*Additional costs apply

# BUSINESS EVENTS

EGC's Business Events is strategically focused on attracting and securing events to the Gold Coast, further elevating our market share which currently sees the Gold Coast host over 60% of Queensland's business events. In addition to being lucrative, these events bring some of the world's most innovative and entrepreneurial minds to our city. To further elevate event opportunities, the 2025/2026 Industry Partnership model introduces two new tiers:

## SHOWCASING OUR DESTINATION

EGC Business Events participates in national and international sales activities, trade shows, and events in alignment with stakeholder trade calendars, collaborating with business event partners throughout the year.

Familiarisations and site inspections offer qualified business event buyers and planners a tailored experience of the Gold Coast, helping to build relationships and showcase the region. Partner involvement in the itinerary is based on the needs of the buyer to ensure it is tailored per event whilst profiling the destination.

Support for site inspections can be requested if the lead is qualified, and familiarisations are typically delivered in partnership with Tourism and Events Queensland (TEQ) and Business Events Australia.

## GENERATING BUSINESS

Securing national and international business events involves a competitive bidding process, with destinations submitting proposals to host. Business Event Partner, Bid Partner, Key Partner, and Strategic Partner levels receive leads and referrals based on customer criteria, while Business Event Suppliers receive referrals only.

## NEW LEVEL - BUSINESS EVENTS BID PARTNER

An expression of interest only Partnership for Professional Conference Organisers (PCOs) and Destination Management Companies (DMCs) to collaborate with EGC in attracting and securing international incentive and association business.

## NEW LEVEL - BUSINESS EVENTS STRATEGIC PARTNER

An expression of interest only Partnership level with a strategic focus, designed to align closely with EGC's objectives while complementing each Partner's individual business strategy.

## ELIGIBILITY

Businesses must first select a base Industry Partnership level to be eligible, except for Business Events Strategic Partners. Please contact the Industry Partnerships team for further information about the EOI process for the new BE levels.

To participate in This Is Gold Coast (TIGC), Partners must have paid this financial year's payment as a Business Events Partner. No pro-rata payment option available.



 BE CONNECTED GALA DINNER

BENEFITS AND INCLUSIONS	BUSINESS EVENTS SUPPLIER \$600 (Previously Bronze)	BUSINESS EVENTS PARTNER \$3,000 (Previously Silver)	BUSINESS EVENTS KEY PARTNER \$6,000 (Previously Gold)	BUSINESS EVENTS BID PARTNER \$5,000 (New) *EOI Only	BUSINESS EVENTS STRATEGIC PARTNER \$15,000 (New) *EOI Only
Listing in Meeting Planners Guide (reviewed annually)	✓	✓ Standard	✓ Enhanced	✓ Enhanced	✓ Premium
Listing on BE website with inclusions including logo, images, word count, amenities, downloadable room capacities and product highlights	✓ Listed	✓ Standard	✓ Enhanced	✓ Enhanced	✓ Premium
Access to the BE Events Calendar displaying confirmed business events to the Gold Coast when authorised by the client	✓	✓	✓	✓	✓
Access to Queensland Business Events Survey (QBES) reporting	✓	✓	✓	✓	✓
Business leads (national and international)		✓	✓	✓	✓
Inclusion in Business Events Destination Bid proposals (where required) - pending relevant bid criteria from client		✓	✓	✓	✓
Opportunity to host accommodation and/or a meal for sites and/or familiarisations based on client request		✓ Option	✓ First Option	✓ First Option	✓ First Option
Preference to exhibit for tradeshows (such as AIME and TIGC)**		✓ Second	✓ Guaranteed	✓ 1 x Staff - TIGC	✓ Guaranteed
Opportunity to apply for domestic economy flights to be paid for one client for destination site inspection. Lead must be qualified by EGC's BE team.		✓	✓		✓
Opportunity to co-exhibit at trade shows and international missions where the ROI has been assessed**		✓ Second	✓ First		✓ Exclusive
Preference to participate in Gold Coast Connect events (in market)**		✓ Second	✓ Guaranteed		✓ Guaranteed
Account management meetings with BE team to discuss pending leads, potential business and targets			✓ Quarterly		✓ Monthly
Annual targeted national sales calls initiated by BE with 1 x staff					✓ Guaranteed
Opportunity to partner for one destination fam for up to 3 national clients (BE to lead and qualify)				✓	

By joining BE, accommodation and meeting space partners agree to participate in the annual Queensland Business Events Survey (QBES), which helps secure government funding and demonstrates the city's business event success. Results are shared with partners and support advocacy at all levels of government.

\*\*Additional costs apply





TALLEBUDGERA CREEK

# FURTHER INFORMATION

## EGC VISITOR WEBSITE

To appear on our high-traffic visitor website, tourism businesses must create a profile with the Australian Tourism Data Warehouse (ATDW), a central content tourism platform that distributes listings to sites like our EGC visitor site, Queensland.com, Australia.com, and more. There is no cost to create an ATDW profile.

## CONDITIONS OF PARTNERSHIP

Renewing your EGC Industry Partnership confirms your acceptance of the Industry Partnership Terms and Conditions and Code of Conduct.

## OUT OF REGION SURCHARGE

A 50% surcharge applies to all Partnership fees for businesses located within a 40km zone outside the City of Gold Coast local government area. Businesses located beyond this 40km zone of the City of Gold Coast local government area may be ineligible to become EGC Industry Partners.

## ADDITIONAL BUSINESS DISCOUNT

When multiple trading entities under the same ownership join, a 25% discount is applied to the fee of the business with the lower Industry Partnership level (includes Business Events add-on if applicable).

EXPERIENCE  
**GOLDCOAST™**

**CONTACT US**

INDUSTRY PARTNERSHIP TEAM

 [industrypartnerships@experiencegoldcoast.com](mailto:industrypartnerships@experiencegoldcoast.com)

