

EXPERIENCE
GOLDCOAST™

Industry Partnership
PROSPECTUS
2026/2027

MESSAGE FROM THE CHAIR & CEO

The Gold Coast stands at the intersection of exceptional tourism experiences, globally competitive education, world-class events, and a vibrant arts and cultural scene, reinforcing its position as a leading lifestyle destination.

As one of Australia's fastest-growing cities, underpinned by a visitor economy of \$8.9 billion, our performance reflects both strong demand and the collective effort of industry working in alignment.

Experience Gold Coast (EGC) exists to unify and amplify this effort, driving sustainable growth across the visitor economy while strengthening the Gold Coast's global reputation. Central to this partnership is bringing together industry to share insight, coordinate activity, and unlock opportunity in an increasingly competitive global market.

While the past year has brought challenges – including global economic uncertainty, cost of living and broader operating pressures – the resilience of our visitor economy continues to support competitive performance.

With growing global interest and countdown to the Brisbane 2032 Olympic and Paralympic Games, the Gold Coast is strongly positioned to enter its next phase of strategic, high-value growth.

This prospectus outlines how we work alongside our valued partners to deliver impact, advocate for industry, provide access to coordinated marketing platforms, market intelligence and bespoke opportunities across key markets.

Through continued partnership, we value the crucial role you play in shaping the Gold Coast's next chapter to further strengthen the destination, elevate its international standing, and deliver enduring value for the region.

We look forward to continuing our partnership and shining a spotlight on the Gold Coast and the wonderful opportunities these partnerships bring to growing the city's visitor economy.



John Warn
CEO, Experience Gold Coast



Adam Twemlow
CHAIR, Experience Gold Coast



\$8.9 BILLION
TOTAL VISITOR EXPENDITURE



26.4 MILLION
TOTAL VISITOR NIGHTS



14.4 MILLION
TOTAL VISITORS



30K
TOURISM JOBS



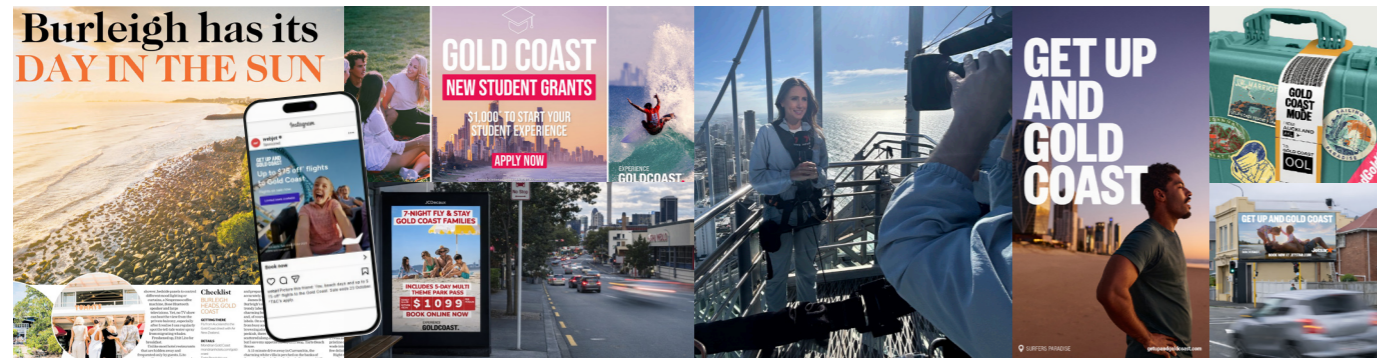
\$650 MILLION
COMBINED EVENTS PORTFOLIO



34K
INTERNATIONAL STUDENT ENROLMENTS

Source: Tourism Research Australia (DoTS & IVS, Year ending December 2025); IER Australia (2025); Tourism Research Australia (Regional Tourism Satellite Account, 2023/2024); Department of Education (2025)

MARKETING, DIGITAL, MEDIA & PR



IN THE HEADLINES

EGCs Media and PR team works closely with Australian and international media across news, travel, lifestyle and food to bring the region's diverse experiences to life. Maintaining strong connections across digital, print, radio and TV, the team actively strengthens the Gold Coast's reputation as Australia's Lifestyle Capital. Through a wide-ranging media familiarisation program, EGC regularly hosts journalists and content creators and curates tailored itineraries that showcase the best of the Gold Coast to audiences across Australia and key global markets.

ALWAYS ON

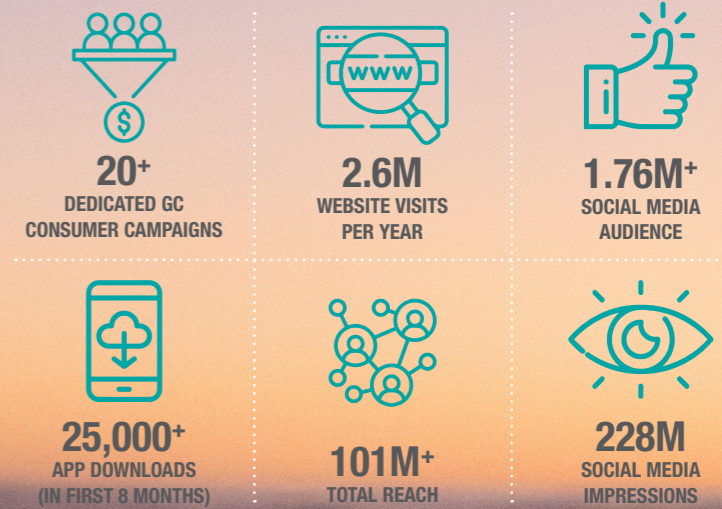
Our digital channels are the always-on gateway where millions of potential visitors dream, plan and decide, and EGC is at the centre of it all. Through our social channels, experiencegoldcoast.com and the EGC App, we put the destination and our partners in front of highly engaged audiences year-round, with every Industry Partner receiving a listing on both the website and app via their ATDW listing. Attracting over 2.5 million website visits annually and with a social community of over 1.7 million followers across Facebook, Instagram, TikTok and LinkedIn, EGC consistently delivers scroll-stopping content that keeps the Gold Coast front of mind. The EGC App, launched in August 2025, has already surpassed 25,000 downloads and is fast becoming the go-to in-destination companion that puts your business in visitors' pockets from the moment they start planning to long after they return home. Beyond listings, Industry Partners have opportunities throughout the year to be featured across social channels, email programs and digital campaigns, within an ecosystem that delivers hundreds of millions of impressions annually.

DRIVING DEMAND

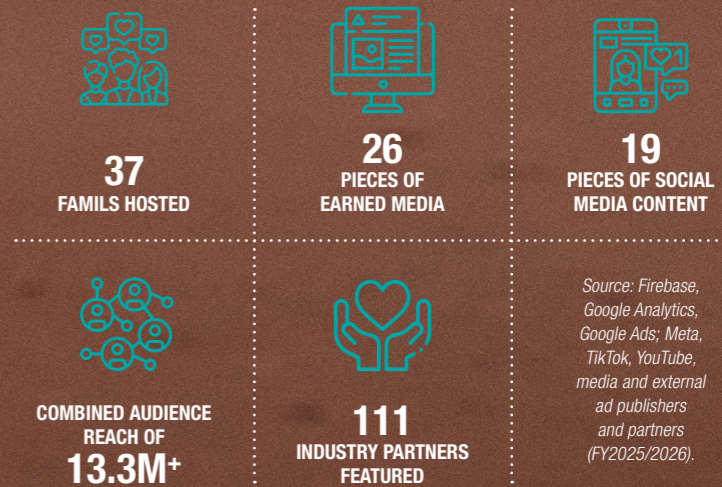
EGC's marketing team works to showcase the Gold Coast to visitors who stay longer and spend more, supporting sustainable growth across the visitor economy. Through owned and cooperative campaigns across domestic and international leisure and education markets, EGC partners with Tourism Australia, Tourism and Events Queensland, major airlines and OTAs to drive awareness, inspiration and booking conversion. For 2026/27, our campaign strategy is focused on removing the two biggest financial barriers to travel: flights and accommodation. Through cooperative campaigns with key airline and accommodation partners, we will position the Gold Coast as the obvious choice for visitors planning their next trip. Working with a curated network of content creators, EGC brings the Gold Coast to life across social and digital channels in an authentic way, with Industry Partners having the opportunity to be featured or amplify content to reach highly engaged audiences through voices they already trust.



DIGITAL AND MARKETING



MEDIA & PR



EDUCATION

The Education stream at EGC positions the city as a globally competitive, future-focused study destination through three integrated pillars: student attraction, student experience and retention, and employability and career pathways. EGC promotes a sector that contributes \$2.6 billion to the local economy, supports more than 31,000 jobs, and represents over 34,000 international student enrolments from over 70 countries, alongside a broader community of 150,000 domestic students and 200+ education providers. By connecting students with industry, career opportunities, and community experiences, EGC supports the full student lifecycle, helping students feel connected, succeed professionally, and contribute to the long-term growth and workforce sustainability of the Gold Coast.

STUDENT ATTRACTION

The student attraction stream positions the Gold Coast as a leading global study destination through advocacy, partnerships and targeted marketing. This includes working with government and industry, delivering international missions and famils, and leveraging digital campaigns to engage global audiences. In collaboration with education providers and agents, EGC promotes the region's lifestyle, quality education and career pathways to drive awareness, consideration and enrolments across key markets.

STUDENT EXPERIENCE AND WELLBEING

The student experience and wellbeing stream focuses on strengthening connection, belonging and quality of life for students across the city. Anchored by the Mayor's Student Ambassador Program and supported by initiatives through the Gold Coast Student Hub, it provides access to events, resources and support services that help students build networks, navigate life in Australia and feel part of the community. This approach enhances student satisfaction and reinforces the Gold Coast as a welcoming and inclusive study destination.

STUDENT EMPLOYABILITY

The student employability stream connects students and graduates with real career opportunities by bringing together education, industry and government. Through initiatives such as recruitment events, employability workshops, Careers Week, Kickstart Graduate Program and Jobs Club, students gain direct access to employers and practical experience. The Careers Alliance Network and Digital Careers Outreach initiatives further strengthen alignment between careers professionals and industry, ensuring talent pipelines meet evolving workforce demands.



GOLD COAST STUDENT HUB

The Gold Coast Student Hub is a student-centred space in Southport that connects, supports, and empowers students throughout their study journey. Created by students, for students, the Hub provides study spaces, free Wi-Fi, events, workshops, and social activities that foster connection, wellbeing, and skills development. Students can also access tailored support across employment, accommodation, health and wellbeing, and community services, helping them succeed, stay, and thrive on the Gold Coast.



TOURISM

As the Gold Coast's peak visitor economy body, EGC drives demand across domestic and international markets to strengthen the city's position as the Lifestyle Capital of Australia. Working in close partnership with our tourism industry, spanning accommodation, experiences, hospitality and transport, EGC delivers targeted marketing campaigns, engaging industry events and workshops, powerful data and insights, and advocates with government and key industry bodies to grow the visitor economy.



CONNECTION AND COLLABORATION

By joining a thriving community of tourism operators, partners gain access to a passionate network of industry peers, valuable cross-sector connections and a wealth of shared knowledge. Through collaboration, regular industry updates and initiatives spanning tourism, events, education, and arts and culture, EGC keeps partners informed, connected, and positioned to benefit from EGC's collective impact. This fosters meaningful relationships and ensures all partners are primed to make the most of emerging opportunities across the city.

INDUSTRY DEVELOPMENT

EGC's Industry Development stream works closely with operators, industry bodies and government to foster continuous improvement, strengthen the city's competitive position and drive sustainable growth. Through knowledge sharing, capability building, targeted programs and strategic partnerships, EGC supports industry to continually enhance capability and elevate the overall visitor experience.

DATA AND INSIGHTS

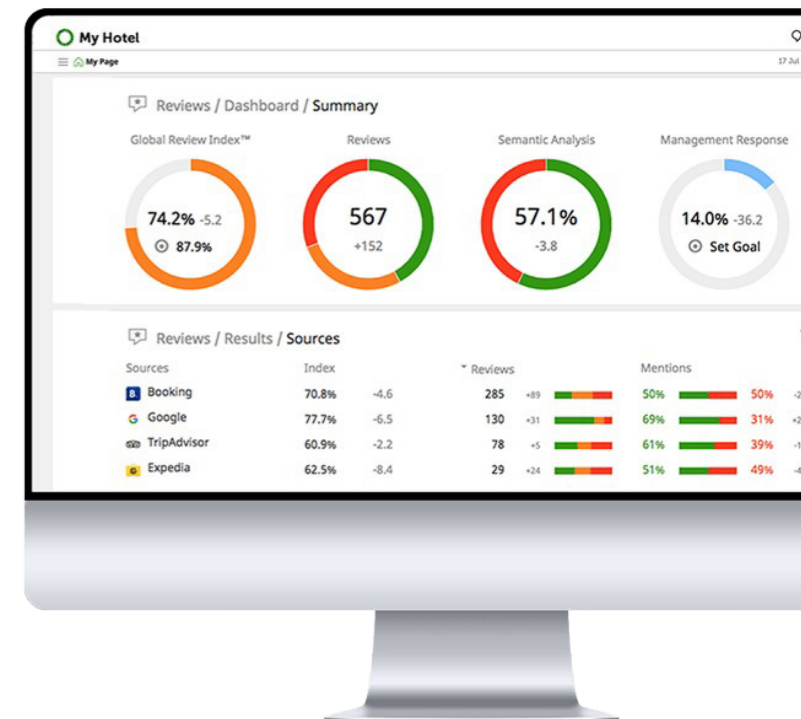
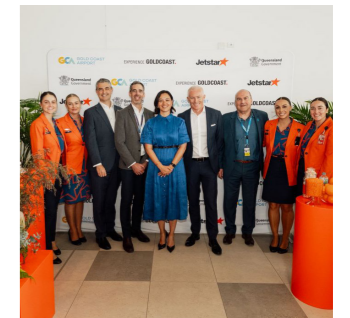
Industry Partners are provided with access to regular destination performance data and insights, including our monthly stakeholder dashboard covering key sectors such as accommodation, aviation and events. Complemented by ongoing research into visitor behaviour, motivations and industry trends, these insights support more informed decision-making and a deeper understanding of the regional tourism and events landscape.

REVIEWPRO REPUTATION REPORTING

EGC partners with ReviewPro, a powerful leading guest intelligence platform aggregating online reviews from 175+ platforms into a single dashboard. Tourism Industry Partners receive quarterly reputation reports to identify improvement areas and drive higher service standards, while ReviewPro's Global Review Index™ serves as a key metric within TEQ's Best of Queensland Experiences Program - recognising top-tier operators with prioritised marketing exposure across TEQ's channels.

ADVOCACY

EGC leads and advocates on behalf of the Gold Coast's visitor economy in local, state and national forums, working closely with industry bodies, government and key stakeholders to drive policies and initiatives that support sustainable growth. Connectivity is central to a thriving visitor economy, and through strategic partnerships with aviation partners, EGC champions increased aviation access to priority domestic and international markets. Working in alignment with the City of Gold Coast, Tourism and Events Queensland and Tourism Australia, EGC ensures the Gold Coast has a powerful voice on the world stage.



INDUSTRY PARTNERSHIP LEVELS

The best is yet to come for the Gold Coast and partnering with EGC puts your business at the centre of that momentum. As the region's peak body for tourism, education, major events and arts and culture, EGC drives growth through an agile, digitally-first and visitor-focused strategy. By partnering with EGC, your business gains access to powerful networks, marketing channels, data and insights and cross-sector opportunities - backed by an organisation that promotes, advocates and collaborates to cement the Gold Coast's reputation as the Lifestyle Capital of Australia.

Select from the Industry Partnership levels below, with opportunities and benefits differing according to each level. All fees listed are inclusive of GST.

SUPPORTER	<p>\$570</p> <p>The ideal entry point for businesses supplying goods and services to the Gold Coast's tourism and education sectors - providing connection and visibility within the EGC Industry Partner network, access to industry updates and the opportunity to grow your presence in one of Australia's most exciting visitor economies.</p>	TOURISM INDUSTRY PARTNER	<p>\$670</p> <p>Designed for tourism businesses with a direct interface with Gold Coast visitors, this level goes beyond connection - unlocking EGC's marketing channels, media and PR opportunities, industry advocacy and destination performance insights to help your business grow.</p>
EDUCATION INDUSTRY PARTNER	<p>\$1,750</p> <p>Designed for registered education providers on the Gold Coast, this level connects you to EGC's global student attraction initiatives, employment networks and student experience and wellbeing programs - helping you attract and retain students in one of Australia's most sought-after study destinations.</p>	STRATEGIC EDUCATION PARTNER	<p>\$12,880</p> <p>Designed for the Gold Coast's leading universities and education providers, this is EGC's premium education partnership, tailored to align with both EGC's strategic objectives and each partner's individual business goals. Please contact the Industry Partnerships team for further information.</p>



INDUSTRY PARTNER EOY CELEBRATION

SUMMARY OF BENEFITS

BENEFITS AND INCLUSIONS	SUPPORTER \$570	TOURISM INDUSTRY PARTNER \$670	EDUCATION INDUSTRY PARTNER \$1,750
Maximise visibility through EGC's marketing channels and audiences, with opportunities to share content and leverage campaigns**		✓	✓
Access to international leisure and education markets through joint trade activity, campaigns and familiarisation opportunities**		✓	✓
Access opportunities for PR exposure through EGC media moments		✓	✓
Facilitated industry development opportunities to drive business growth and capability**		✓	✓
Sector advocacy and support at the local, state and national level		✓	✓
Access to career and employability events, resources, networks and programs		✓	✓
Access Partner rates for the EGC Kickstart Graduate Program and Careers Festival**		✓	✓
Connect with the student community and audience via targeted initiatives through the Gold Coast Student Hub			✓
Be part of EGC's onshore and offshore student attraction initiatives			✓
Access to HOTA's creative arts and learning education programs			✓
Access to ReviewPro online reputation reports and discounted subscription		✓	
Access to regular destination performance data and insights		✓	✓
Visibility across the EGC visitor website and App, reaching consumer and student audiences directly (Tourism Partners listed via ATDW profile)		✓	✓
Access to EGC's Industry Partnerships team to discuss engagement, benefits and market advice		✓	✓
Exclusive invitations to EGC industry events, updates and workshops**	✓	✓	✓
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 online Partner Directory	✓	✓	✓

**Additional costs may apply.
Pricing is structured to reflect the different types of support, resources and delivery approaches tailored to the benefits offered within each partnership level.
Note - all fees listed are inclusive of GST.

BUSINESS EVENTS

EGC 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 50% 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.

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 TEQ and Business Events Australia.

ELIGIBILITY

Businesses must first select a base Tourism or Education Industry Partnership level to be eligible for a Business Events add-on.

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.

Please note - limited allocations are available at the Business Events Key Partner level, ensuring all partners receive the full value of their benefits.

GENERATING BUSINESS

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

Select from the Business Events levels on the following page, with opportunities and benefits differing according to each level.

BUSINESS EVENTS BID PARTNER

Tailored for Professional Conference Organisers (PCOs) and Destination Management Companies (DMCs) to collaborate on international bidding. This level is via invitation only. For pricing and further information, please contact the Industry Partnerships team.

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. For pricing and further information, please contact the Industry Partnerships team.



SUMMARY OF BENEFITS

BENEFITS AND INCLUSIONS	BUSINESS EVENTS SUPPLIER \$620	BUSINESS EVENTS PARTNER \$3,090	BUSINESS EVENTS KEY PARTNER \$6,180
Business leads (national and international) and inclusion in Destination Bid Proposals		✓	✓
Opportunity to exhibit at This Is Gold Coast (TIGC) Business Exchange and/or EOI for functions/showcase**		✓ Second Option	✓ First Option
Opportunity to exhibit at the Asia Pacific Incentives and Meetings Event (AIME) Melbourne on the EGC stand**		✓ Second Option	✓ First Option
Opportunity to participate in Gold Coast Connect events in Melbourne, Sydney and New Zealand via EOI**		✓ Second Option	✓ First Option
Opportunity to co-exhibit at national and international trade shows or missions**		✓ Second Option	✓ First Option
Opportunity to host site visits and/or familiarisations based on client request or via EOI		✓	✓
Opportunity to apply for domestic economy flights to be paid for one client for destination site inspection. Lead must be qualified by BE team		✓	✓
Account management meetings with BE team to discuss pending leads, potential business and targets			✓ Quarterly
Opportunity to showcase product in quarterly BE client newsletter and/or monthly product updates to BE team	✓	✓	✓
Access to the BE Events Calendar displaying confirmed business events to the Gold Coast when authorised by the client	✓	✓	✓
Listing on BE website with inclusions including logo, images, word count, amenities, downloadable room capacities and product highlights	✓ Listed	✓ Standard	✓ Enhanced
Listing in Meeting Planners Guide (reviewed annually)	✓ Listed	✓ Standard	✓ Enhanced
Requirement to complete data to access Queensland Business Events Survey (QBES) reporting	✓	✓	✓

**Spaces are limited and applications assessed on BE partnership level and submission of EOI. Additional costs may apply. 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. Note - all fees listed are inclusive of GST.



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FURTHER INFORMATION

EGC VISITOR WEBSITE AND APP

To appear on our high-traffic visitor website and App, tourism businesses must create a profile with the **Australian Tourism Data Warehouse (ATDW)**, subject to ATDW eligibility criteria. ATDW is a central content platform that distributes listings across leading tourism sites including the EGC visitor website and App, Queensland.com and Australia.com. Creating an ATDW profile is free, and support is available from the ATDW team to help optimise your listing for maximum impact.

CONDITIONS OF PARTNERSHIP

By renewing or joining as an EGC Industry Partner, you confirm your acceptance of our 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 PARTNERSHIPS TEAM

 industrypartnerships@experiencegoldcoast.com

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