

EXPERIENCE
GOLDCOAST[™]

INDUSTRY UPDATE

JANUARY 2025



ACKNOWLEDGEMENT OF COUNTRY



AGENDA



REFLECTING ON 2024



EGC UPDATE



BUSINESS EVENTS



EVENTS



MARKETING



INTERNATIONAL

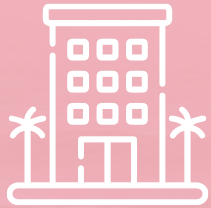


EDUCATION



WRAP UP + QUESTIONS

A SENSATIONAL Summer



73%

DECEMBER
AVERAGE OCCUPANCY

+1.5%
VS 2023



87%

NYE
OCCUPANCY

+6%
VS 2023



75%

FORWARD BOOKINGS
(25-31 JAN)

+10%
VS 2024



HK AIRLINES

SEASONAL SERVICES



SOURCE: Smith Travel Research

KEY DATES TO *Remember*



**TEQ GLOBAL MARKET
BRIEFING**

TUESDAY 11 FEBRUARY



**DESTINATION 2045:
QUEENSLAND'S
TOURISM FUTURE**

TUESDAY 25 FEBRUARY



**INTERNATIONAL
WOMEN'S DAY
LUNCHEON**

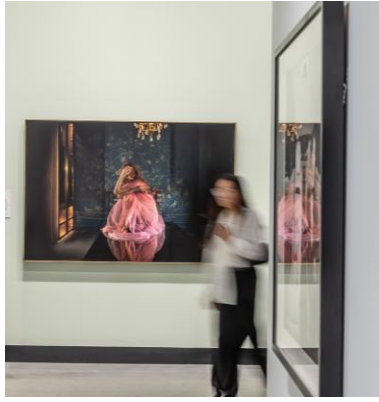
**PROUDLY PRESENTED BY THE
STAR GOLD COAST**

FRIDAY 7 MARCH



**GOLD COAST CAREERS
FESTIVAL**

WEDNESDAY 14 – THURSDAY 15 MAY



BRING ON 2025



BUSINESS EVENTS

BROOKE CAMPBELL - DIRECTOR, BUSINESS EVENTS

EGC & QBES *Statistics*

EGC

JUL- DEC 2024



48 WINS
EEI - \$45M



100 LEADS
SENT/PENDING - EEI
\$130M



52 EVENTS
IN DESTINATION - EEI
\$51M

QBES

2023/2024



**GOLD COAST HAS
60% SHARE** OF QLD
BUSINESS EVENTS
MARKET



**74% CORPORATE
AND 20%
ASSOCIATION**



3 DELEGATE DAYS



BE CONNECTED AMBASSADOR FAMIL 6 + 7 FEBRUARY



AIME 10 – 12 FEBRUARY

UPCOMING *Activity*

ACTIVITY	DATE
JAPAN INCENTIVE & EDUCATION MARKET ROADSHOW	3 – 7 FEBRUARY
BE CONNECTED AMBASSADOR FAMIL	6 – 7 FEBRUARY
AIME TRADESHOW	10 – 12 FEBRUARY
BEA NORTH AMERICA SHOWCASE	10 – 19 MARCH
BEA GREATER CHINA SHOWCASE	23 – 26 MARCH
IMEX FRANKFURT	20 – 22 MAY
EGC BE SHOWCASE – CHINA AND TAIWAN	JUNE

EVENTS

AVRIL HARRIS - EXECUTIVE DIRECTOR, EVENTS

UPCOMING *Events*



 **AACTA AWARDS
& FESTIVAL**
5-9 FEB 2025



 **WPGA CHAMPS**
6-9 MARCH 2025



 **FESTIVAL OF GOLF**
6-9 MARCH 2025



 **GREEN DAY**
5 MARCH 2025



 **AUSTRALIAN
BOARDRIDERS
BATTLE FINAL**
8-9 MARCH 2025



 **AUSSIES**
29 MARCH –
6 APRIL 2025



 **VOLLEYSLAM**
21-30 MARCH 2025



 **GOLD COAST PRO**
3-13 MAY 2025



 **BLUES ON
BROADBEACH**
15-18 MAY 2025



 **SANCTUARY COVE
INTERNATIONAL
BOAT SHOW**
22-25 MAY 2025



 **COOLY ROCKS ON**
4-8 JUNE 2025



 **AUS OPEN BOWLS**
7-20 JUNE 2025

MARKETING

EMMA RAYMOND - CAMPAIGN DIRECTOR

GOLDCOAST.
GOLDEN DAYS
GOLDEN DEALS

TACTICAL CO-OP CAMPAIGN TO
STIMULATE VISITATION THROUGH
FLIGHTS AND ACCOM

RESULTS

INBOUND FLIGHTS

4,700 

ROOM NIGHTS

21,000 

FLIGHT & ACCOM
BOOKINGS

ACROSS EXPEDIA,
HOTELS.COM &
WOTIF

4TH – 31ST DECEMBER

4-DAY

INBOUND
FLIGHT SALE
VIA WEBJET

20TH – 23RD
JANUARY

TRAVEL
PERIOD 

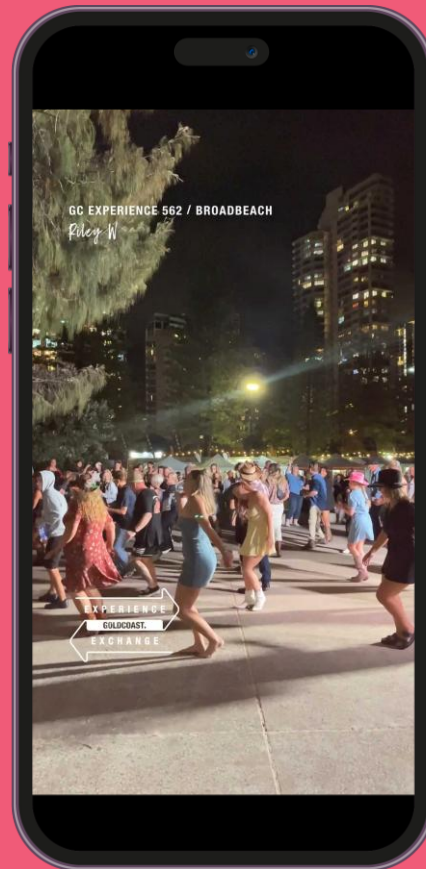
28TH JANUARY –
26TH JUNE

(EXCLUDING
4TH APRIL – 5TH MAY)

PARTNERSHIPS



EXPERIENCE EXCHANGE *Phase 1*



TOPLINE RESULTS FROM *Phase 1*

OVER 
1600
SUBMISSIONS

10M 
IMPRESSIONS

1200
EXPERIENCES 
PUBLISHED ON EE

44K 
WEBSITE VISITS

4M
VIDEO VIEWS
   

1200
RADIO
MENTIONS 



PHASE 2 APPROACH

BUILD & AMPLIFY



TARGET AUDIENCE
INTERSTATE - SYD & MELB
INTRASTATE - DRIVE

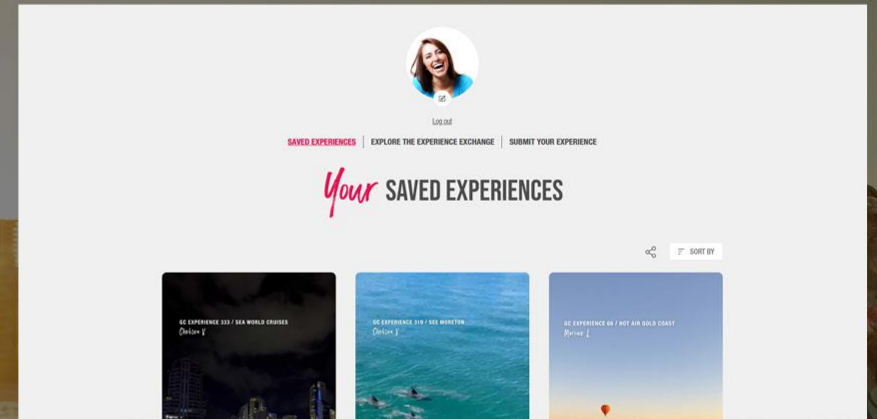
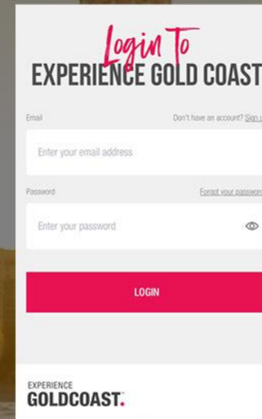


LAUNCH INTERSTATE WITH SCALE
DRIVE TRAFFIC & ENGAGEMENT ON PLATFORM
CURATE PERSONAL SELECTION OF EXPERIENCES



MAJOR COMPETITION
WIN 1 X 5 \$10K GOLD COAST HOLIDAYS

CREATE A PROFILE & SAVE EXPERIENCES



BUILD AWARENESS



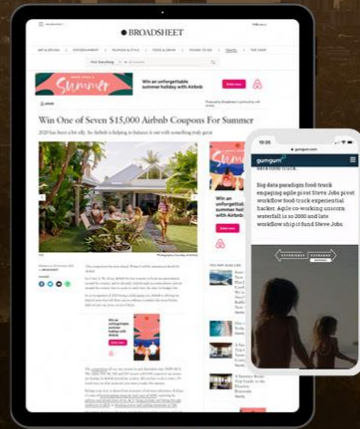
SHARE AND SUBMIT



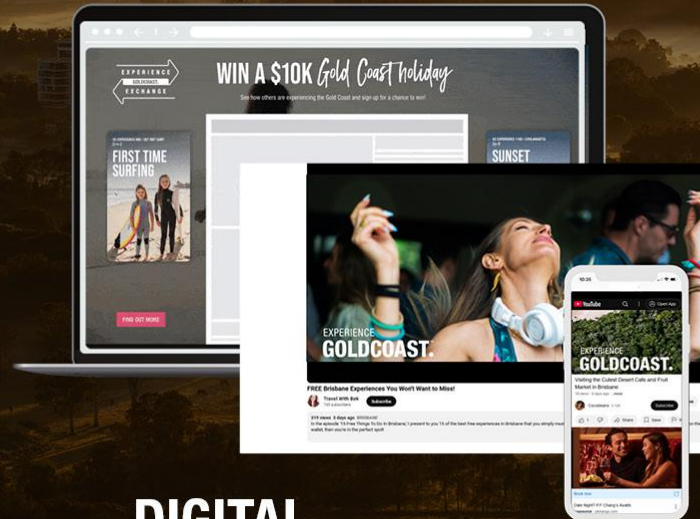
PHASE 2 MEDIA ECOSYSTEM



OOH



NATIVE ARTICLES



DIGITAL



BVOD



SOCIAL & SEARCH



CONTENT CREATORS

SHARE YOUR GOLD COAST EXPERIENCE WITH US

EXPERIENCE

GOLDCOAST.

EXCHANGE



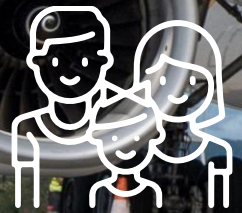
EXPERIENCE
GOLDCOAST.

INTERNATIONAL

RACHEL HANCOCK - HEAD OF VISITOR ECONOMY AND CORPORATE RELATIONS

INTERNATIONAL *Growth*

INTERNATIONAL VISITOR EXPENDITURE IS 90% RECOVERED



+12%
VS
2023

650,000

INTERNATIONAL
VISITORS



+11%
VS
2023

\$1.2B

INTERNATIONAL
EXPENDITURE

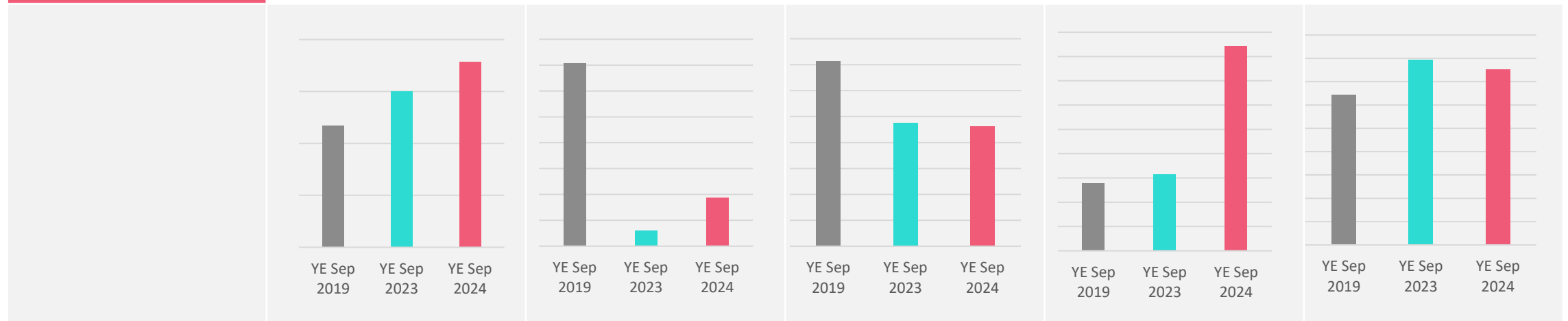


\$1,832

AV. INTERNATIONAL VISITOR
EXPENDITURE PER TRIP

TOP 5 INTERNATIONAL *Source Markets*

	NEW ZEALAND	CHINA	JAPAN	SOUTH KOREA	USA
VISITORS	221,000	56,000	29,000	47,000	35,000
EXPENDITURE	\$357M	\$94M	\$92M	\$84M	\$75M
GROWTH VS LY	+19%	+213%	0%	+171%	-5%
RECOVERY (2019)	+53%	-73%	-36%	+200%	+17%



ACTIVITY & UPCOMING *Events*



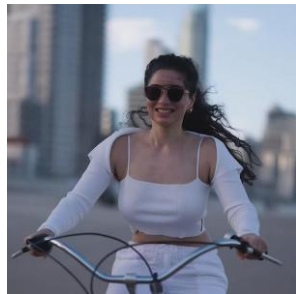
 **HONG KONG
AIRLINES LAUNCH**



 **CHINESE LUNAR
NEW YEAR**



 **KOREAN
CAMPAIGN**



 **INDIA CAMPAIGN
INFLUENCER**



 **ROAD LESS
TRAVELLED**



 **NEW ZEALAND
CAMPAIGN**

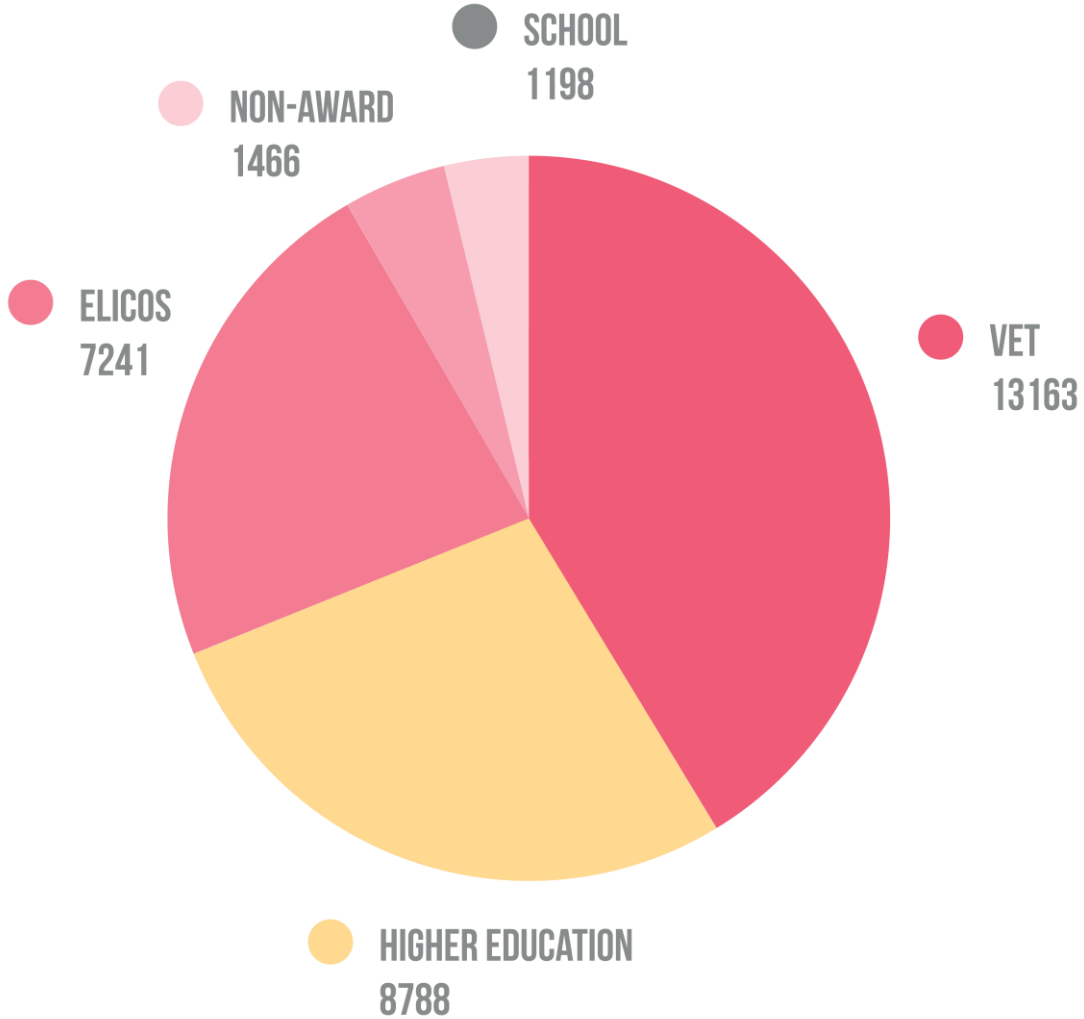
CAMPAIGN	DATE
EGC MISSION JAPAN	3 – 7 FEBRUARY
TEQ QLD IS CALLING CHINA	27 FEBRUARY – 4 MARCH
EGC MISSION TAIWAN	5 MARCH – 7 MARCH
TEQ QLD SHOWCASE SYDNEY	11 – 12 MARCH
EGC MISSION HAMILTON & DUNEDIN (NZ)	17 & 21 MARCH
TEQ QLD IS CALLING NEW ZEALAND	18 – 20 MARCH
TA ATE BRISBANE	27 APRIL – 1 MAY
TA MARKETPLACE SEA INDONESIA	27 – 29 JULY
TA MARKETPLACE INDIA	31 JULY – 2 AUGUST

EDUCATION

JENNINE TAX - EXECUTIVE DIRECTOR, EDUCATION

INTERNATIONAL STUDENTS

Gold Coast



GOLD COAST STUDENT ENROLMENTS BY SECTOR (SEPTEMBER 2024)

31,856

TOTAL INTERNATIONAL STUDENT ENROLMENTS

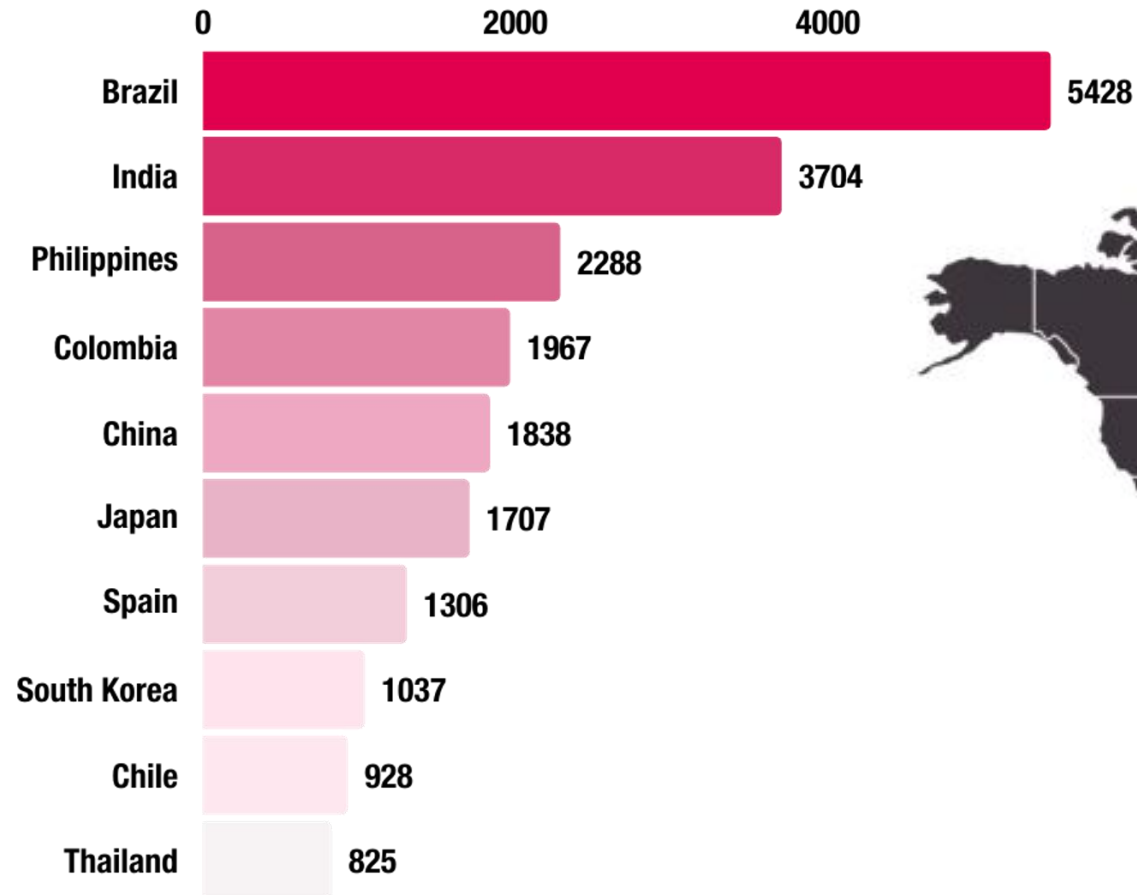
SOURCE: Australian Trade and Investment Commission

TOP 10 STUDENT NATIONALITIES

September 2024

GOLD COAST TOP 10 STUDENT NATIONALITIES (SEPTEMBER 2024)

ENROLMENTS BY NATIONALITY



STUDENT SOURCE COUNTRIES



ACTIVITY & UPCOMING *Events*



 **POLICY UPDATE**
MINISTERIAL DIRECTION 111



 **GOLD COAST STUDENT HUB**
EXPANDED FOR GROWTH



 **CHINA AND GREATER BAY AREA TRADE MISSION**
20-27 FEBRUARY 2025



 **EDUCATION MEMBERS NETWORKING EVENT**
11 FEBRUARY 2025

WRAP UP

KATE BARR - DIRECTOR, VISITOR ECONOMY

A scenic landscape of a forested valley at sunrise or sunset. The sun is low on the horizon, casting a warm glow over the scene. The sky is blue with scattered white clouds. The foreground and middle ground are filled with dense green trees and foliage. The word "Questions" is written in a white, cursive script across the center of the image.

Questions

CONTACT *Us*



ANYA OLYMPIA
TRADE & PARTNERSHIPS MANAGER
EDUCATION



CLINTON FARLOW
INDUSTRY PARTNERSHIPS MANAGER
VISITOR ECONOMY



ASHLEIGH BARNES
INDUSTRY PARTNERSHIPS OFFICER
VISITOR ECONOMY

KEY DATES TO *Remember*



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BRIEFING**

TUESDAY 11 FEBRUARY



**DESTINATION 2045:
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THE STAR GOLD COAST**

FRIDAY 7 MARCH



**GOLD COAST CAREERS
FESTIVAL**

WEDNESDAY 14 – THURSDAY 15 MAY

WE WELCOME YOUR *Feedback*



EXPERIENCE
GOLDCOAST[™]

Thank You

