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WHAT'S NEW

YEAR OF ACCESSIBLE TOURISM

Destination Gold Coast are excited to partner with the Queensland Government, City of Gold Coast, and our industry to dedicate 2023 to the Year of Accessible Tourism. A number of initiatives will set a strong foundation to drive change and create new opportunities for our tourism industry. It's about making sure the Gold Coast is a destination for everyone, including people of all abilities, and DGC is committed to this ongoing.



KIFF & CULTURE TOURS

Launching a new range of multi day packages, designed for those ready to take their taste buds on a wild ride! Luxury holiday packages and day tours to satisfy your inner foodie. From wineries and breweries to Indigenous bush tucker, sustainable luxury and jaw-dropping scenery, it's the ultimate adventure. Join Kiff & Culture and indulge in some serious nom-noms!

ART TRAIL

The Gold Coast's street art trail has been named as one of Australia's Best Public Art Drawcards by the Australian Street Art Awards, which recognises organisations like Art Roll Gold Coast who are working with the destination to use public art as a visitor attraction and engage their community. Explore the Gold Coast's thriving street art scene with Art Roll, SWELL Sculpture Festival also won for the Best Street Art Festival or Event.



GOBOAT GOLD COAST

Be your own captain aboard GoBoat and enjoy a private picnic boat experience, now sailing from Capri on Via Roma. See the Gold Coast like



never before with up to eight people aboard your very own environmentally friendly, self-drive picnic boat. With no boat licence required, the electric boats are easy and fun to drive with virtually no noise and no fumes. Communal recycled timber picnic table included, so bring your own picnic and drinks. Perfect for couples, families, and groups of friends.

SOUTHERN CROSS TOURS

Has recently been awarded ECO Certification by Ecotourism Australia. The accreditation recognises their commitment to sustainability, including reducing its environmental impact and supporting local communities. The certification also acknowledges the company's work to educate visitors on environmental issues and encourage responsible travel practices. With this certification, Southern Cross Tours has become a trusted choice for eco-conscious travelers who seek to explore Australia's natural beauty without compromising the environment.



TROPICAL FRUIT WORLD HAS LAUNCHED A PRIVATE LUXURY TOUR

Experience a private luxury tour that will ignite you and your client's imagination and feed your senses. Tropical Fruit World's local guide will delight with their extensive knowledge of our farm and all that are all grown on site.

AVIATION UPDATE



AIR ASIA X the long-haul, low-cost affiliate of the AirAsia Group, has recently added Gold Coast as its fourth destination in Australia. The airline will operate four flights a week from Kuala Lumpur, Malaysia to Gold Coast, providing travelers with an affordable option to visit one of Australia's most popular tourist destinations. The new route is expected to boost tourism, as Malaysians and other Southeast Asian travelers will now have easier access to the Gold Coast. With the addition of Gold Coast, AirAsia X continues to expand its global network and offer travelers more affordable options for long-haul travel.

VIRGIN AUSTRALIA recently announced that it will begin offering direct flights from Bali, Indonesia to Gold Coast, Australia, starting in March 2023. The airline will be the first to offer a direct service between these two popular tourist destinations, providing a convenient travel option for both Australian and Indonesian travelers. This new route will also boost tourism as the Gold Coast is a favorite among Indonesian travelers. With this new service, Virgin Australia is expanding its network and catering to the growing demand for travel between Australia and Indonesia.

AIR NEW ZEALAND has recently announced that it will add two additional flights between Auckland, New Zealand and Gold Coast, Australia. Providing an extra 27,000 seats between the two cities from March 2023. The additional flights are in response to strong demand from both New Zealand and Australian travelers, taking the total to nine services per week. The boost in capacity is credit to the ongoing commitment between Queensland Airports Limited, the Queensland Government, Destination Gold Coast and City of Gold Coast, through the Attracting Aviation Investment Fund.

KOREAN AIR recently announced that it will increase its flight frequency to Brisbane, Australia, from three times a week to five times a week. The airline will operate flights between Seoul, South Korea and Brisbane, providing more options for travelers. The new schedule will also offer improved connectivity to other destinations in Asia, including China, Japan, and Korea. With this increased frequency, Korean Air is responding to the growing demand for travel to and from Brisbane and reinforcing its commitment to the Australian market.

MARKET ACTIVITY



DGC hosted our first trade event of 2023, a B2B networking event at the Hilton Sydney. The event kicked off with 1:1 appointments with 20 members reconnecting with over 20 ITO, wholesale and domestic partners. The event wrapped with casual networking drinks and canapes with industry partners such as Tourism Australia and ATEC joining to hear the latest product updates and new accommodation offerings on the Gold Coast. Kirsty Lucas, Destination Gold Coast International Manager, confirmed the day provided a great opportunity to re-engage with the trade in the lead up to ATE 2023 which will be held at the Gold Coast Convention Centre from 29 April.

First international media fam of 2023 with media from Singapore, Malaysia and Indonesia experiencing the Gold Coast is all its glory including the new international terminal at Gold Coast Airport. This group will share the Gold Coast story with their home markets and further bolster excitement around upcoming direct services to the Gold Coast from Denpasar with Virgin Australia and direct Kuala Lumpur with AirAsia.



Six lucky winners of our New Zealand Expedia TAAP Incentive had the amazing opportunity to experience the best of the GC on our first agent fam of 2023. The winning Travel Agents arrived via Air New Zealand and had a jam-packed 5-day adventure, where they stayed in luxurious 5-star hotels, and got to soak up all the sun, surf, and scenery that the coast and hinterland had to offer. They even got to explore some of the trendiest spots for shopping and culture! And what's a trip to the Gold Coast without trying out our lively restaurant scene? These awesome Kiwi winners got to indulge in some of the finest dining that our city has to offer, with tons of delicious food, drinks, and good vibes all around.

QUICK SNIPPETS

- The Gold Coast has been named in Booking.com's 10 Most Welcoming Cities on Earth for 2023! The city is the only Australian destination highlighted as one of the most welcoming on Earth for its unbeatable lifestyle, friendly hospitality, iconic golden sanded beaches, rainforest hinterland, luxury hotels and being the ultimate experience playground for adults of any age.
- The Gold Coast will host Australia and the world's best actors for the Australian Academy of Cinema and Television Arts (AACTA) Awards and AACTA International Awards.

- Expanding Gold Coast's reputation as an international music event destination, Metricon Stadium welcomed Harry Styles Love on Tour this month. P!NK has also announced she is bringing her Summer Carnival tour to the Gold Coast.
- Sofitel Broadbeach has relaunched Room 81 bringing a new menu, a new Executive Chef Steven Forrester and Youngku Reu as Room 81 Head Chef. They will introduce our Persian inspired High Tea this April, ready for the Easter Celebrations.
- Save the dates - Tourism Australia's Australia Marketplace 2023 events
Australia Marketplace South East Asia: 19 to 21 July 2023
Australia Marketplace India: 23 to 26 July 2023
Australia Marketplace North America: 6 to 8 August 2023 in Los Angeles
Australia Marketplace China: early December 2023
 Australia Marketplace provides an opportunity for the Australian tourism industry to build relationships with qualified travel agencies, wholesalers and tour operators in key distribution markets.

As a current subscriber to Destination Gold Coast's Travel Trade Newsletter, we'd like to stay friends, however if you wish to part ways you can unsubscribe on the link below or email international@destinationgoldcoast.com.

We love being friends with Travel Trade – if you have colleagues who would like to receive this newsletter, they can sign up [here](#).

#playgoldcoast



Destination Gold Coast acknowledges the Traditional Custodians of the land on which we are situated, the Kombumerri families of the Yugambah 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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