



EXPERIENCE
GOLDCOAST™

10 SIMPLE WAYS TO OPTIMISE YOUR PARTNERSHIP

1. LIST YOUR BUSINESS ON OUR WEBSITE

Ensure your business appears on our main consumer platform, ExperienceGoldCoast.com by taking out a listing with the Australia Tourism Data Warehouse (ATDW).

ATDW is a central content and distribution platform for the Australian tourism industry and most importantly feeds your listing into a number of tourism websites including:

- ExperienceGoldCoast.com
- Queensland.com
- Australia.com and many others

Tourism and Events Queensland is offering ATDW partnership with no annual fee until September 2025 (saving \$150 per year).

To subscribe, visit www.atdw.com.au or email Tourism and Events Queensland's ATDW team on atdw@queensland.com contact or phone 1800 629 749

2. ACCESS EGC.NET

EGC Partners have access to our online partner portal, EGC.net. This service allows you to:

- View your account details
- View your website statistics
- Update your contacts, amenities and other details
- Access our online resources including marketing intel, industry presentations, event calendars, fact sheets and more. Please email partnership@experiencegoldcoast.com if you are unsure of your login details and password.

3. EXPERIENCE WITH EGC

Read the fortnightly e-newsletter, Tourism Matters, to stay in touch with all industry information, EGC activities, workshops and events. Submit your business announcements and stories to the newsletter to provide exposure to our database of over 1,700 industry contacts.

[SUBMIT A STORY >](#)

4. ACCESS OUR DIGITAL PARTNERSHIP KIT

Download our Digital Partnership Kit for tips on making the most of your partners.

[DOWNLOAD PARTNERSHIP KIT >](#)

5. REVIEW YOUR ONLINE REPUTATION

EGC has teamed up with ReviewPro, an online aggregator sourcing reviews from more than 175 online platforms including Facebook, Google and TripAdvisor to name a few. If you are a tourism product or restaurant simply contact the EGC partnership team to request a ReviewPro Report Card to see how your business is tracking. EGC has developed a series of ReviewPro webinars that can be viewed here.

[GO TO REVIEWPRO WEBINARS >](#)

For further information, email partnership@experiencegoldcoast.com or phone 07 5584 6244.

6. NETWORKING EVENTS

Attend partner networking events to strengthen your network and build relationships with fellow partners. Look out for invitations emailed to you online and also in the weekly EGC Connect.



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7. INDUSTRY DEVELOPMENT WORKSHOPS

Gain valuable industry specific skills and knowledge through workshops available from our partners e.g. QTIC's Digital Ready Program. Keep an eye out in Tourism Matters for opportunities.

8. ACCESS OUR DIGITAL CONTENT HUB

Register on our Digital Content Hub for access to high-resolution destination images and videos that can be used to support your own marketing.

Access the Digital Content Hub at:

[GO TO DIGITAL CONTENT HUB >](#)

9. SOCIAL MEDIA

FACEBOOK > Tag your own content with #GoldCoast. For a greater chance of having your photo shared with our followers, please ensure your posts are authentic, engaging and non-branded.

INSTAGRAM > Hashtag your images with #GoldCoast

10. MARKETING TEAMS

Domestic Marketing

The Domestic Marketing team works across all priority markets and specialist segments like Events, driving the traveller path-to-purchase, starting with destination awareness and reinforcing our brand proposition. Their primary focus is to deeply understand our consumer triggers, the purpose of travel, our key competitors etc.

Domestic Marketing works hand in hand with our Strategic Insights and Research Specialist to ensure effective investment in marketing activities that ultimately stimulates our visitor economy.

Opportunities exist throughout the year for Partners to engage within our domestic consumer-facing activities. Look for Expressions of Interest in EGC Connect.

International Marketing

The International Marketing Team works across all priority Markets. The team is primarily tasked with the development and activation of international partnership opportunities that serve to:

- Extend EGC's promotional reach
- Strengthen advocacy
- Build greater destination affinity
- Build demand and conversion for the Gold Coast.

International Marketing work hand in hand with EGC's Domestic Marketing team to ensure market alignment and integration of the organisation's and partners' marketing programs, be they Tourism Australia, Tourism & Events Queensland, airlines, trade and/or non-traditional brand partners.

Opportunities exist throughout the year for partners to engage within our Partnership activities. Look for Expressions of Interest in the weekly EGC Connect e-newsletter.