



“Success today, and Success tomorrow”

2021-2024



Tourism is a significant driver of the Sunshine Coast economy, contributing close to \$2.3billion in Regional Gross Product and supporting an estimated 22,700 jobs.

The Sunshine Coast was a top performing destination prior to COVID-19 and throughout the pandemic has outperformed competitor destinations due to quickly adapting its response to the disruption. This three-year summary outlines the outcomes that are needed for the region to be successful both now, and into the future.



Vision

VSC is leading a sustainable tourism industry that is united by a distinct brand.



Mission

We will lead the tourism industry in promoting the Sunshine Coast's experiences and build a sustainable tourism industry that will maximise the long-term benefits of the visitor economy to the region.



Values

Our work is guided by our values to innovate, collaborate and be real (authentic).

Destination Goals

COVID-19 has had an enormous impact and continues to create uncertainty. While we don't have a crystal ball, our destination goals remain relevant as we strive to achieve success for the overall benefit of the Sunshine Coast tourism industry.

To be Queensland's best performing visitor economy with 2024 targets*:

- Increase visitor expenditure - \$4.3billion
- Increase domestic visitor nights- 15.5million domestic visitor nights
- Increase NZ visitor arrivals - 150,000 visitors
- Increase new tourism and hospitality jobs - 27,195 jobs

*compared to Gold Coast, Whitsundays, and Tropical North Queensland

Our partners

We are proud to be a part of 'Team Sunshine Coast' and our partners' support is critical for everything we do. All our activities require collaboration and a dedication to working together. After all tourism is everyone's business!

What makes us special

The Sunshine Coast is a great all-rounder. It performs strongly across a range of categories, that gives the destination its unique selling proposition.

This can then be summed up in one sentence – "There are a lot of different authentic things to see and do in close proximity to each other set amongst a stunning natural landscape".

The breadth and depth of experiences and their consistent authentic/genuine delivery is what makes the Sunshine Coast "For real".



Future Direction

Today's challenges are certainly unprecedented for the tourism industry. They require a deliberate and immediate response. But tomorrow will bring new challenges that will require us to operate differently. Our objectives are simple – achieve success today and success tomorrow through two separate approaches.

STRATEGY	#1 SUCCESS TODAY	#2 SUCCESS TOMORROW
CHALLENGE	<ul style="list-style-type: none"> • Uncertainty • Border restrictions • Changing consumer behaviour • Distribution changes • Funding increases to competitor destinations 	<ul style="list-style-type: none"> • Extreme competition when borders reopen internationally • Perceptions on value-for-money compared to other destinations • Potential domestic travel "fatigue" and perceptions that there is "nothing new and exciting"
APPROACH	<ul style="list-style-type: none"> • Implement responsive destination campaigns with refreshed messaging that are focused on conversion • Represent the destination through advocacy • Provide transparent communications to industry 	<ul style="list-style-type: none"> • Develop a distinct, unified brand for the Sunshine Coast • Build a sustainable tourism industry • Make Sunshine Coast a year round destination
MARKETS	<ul style="list-style-type: none"> • Intrastate (drive) 	<ul style="list-style-type: none"> • Intrastate • Interstate • International – NZ (and other markets)

Success today

COVID-19 has not gone anywhere. Whilst improvements to managing the virus are promising, it's still critical that VSC continues to navigate a pathway through the pandemic, to ensure the viability and sustainability of its tourism industry.

To do this, our organisation needs to remain flexible and nimble to react to changing circumstances surrounding disruptions and capitalise on evolving consumer behaviours.

The focus is on conversion and continuing to put heads on beds in the destination. The intrastate market remains a focus during this time which has been very successful in 2020. Consumers remain somewhat cautious and prefer familiar destinations with wide open spaces, and nature-based attractions, something that the Sunshine Coast can deliver in spades.

To achieve this, we will:

- 1 Implement responsive destination campaigns focused on conversion**
To get bookings when we need them and mitigate impacts from closed borders and other COVID19 disruptions.
- 2 Represent the destination through advocacy**
To get the best deal for the region from National and State Government programs, and shape policy decisions to impact the destination for the better.
- 3 Provide transparent communications**
To continue to support industry with information, details, and insights to help them to make strategic decisions and planning in a very uncertain landscape.

Success tomorrow

This is all about being forward-looking to put in place measures to address tomorrow's challenges and position the destination for continued performance well after the COVID-19 disruption has passed.

Implementing these strategies cannot be done by VSC alone, and their success requires the participation and support from industry and stakeholders.

To achieve this, we will:

- 1 Create a distinct brand for the Sunshine Coast**
 - Live the new brand
 - World-class assets and content
 - Exceptional campaigns + Always On Program
 - Continue the successful sub-regional program
- 2 Build industry capabilities**
 - Industry development + trade ready programs
 - Support product development initiatives
 - Raise the profile of the tourism industry
- 3 Make the Sunshine Coast a year-round destination**
 - Support a world-class event program
 - Become a leading business incentive destination
 - Target niche markets through tailored content
 - Kick-start the NZ market

