

SNAPSHOT OF 2021/22

Visit
*Sunshine
Coast*

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PUMICESTONE PASSAGE, CALOUNDRA

BORDERS, BEER AND BIOSPHERE

It's hard to comprehend that only a year ago our borders were still closed, lockdowns were part of everyday life and I was still buying novelty-themed face masks online. At that time, we made the decision to play to our strengths and focus our marketing within the state, and our fellow Queenslanders sure did answer our call and travelled in record numbers (up 6.9% compared to 2019). This helped to offset the loss of international and our interstate markets during the period.

With the pandemic in the rear-view mirror our critical interstate market is making a speedy recovery and our international visitor numbers are starting to build. To the year ending June 2022, \$3.0 billion was spent by visitors which increased 8.4 per cent compared with the year ending December 2019, a result of our visitors spending more than ever within the destination.

It's a time to be confident but not complacent around our performance with potential headwinds to come from a slowing economy and increased competition. These will need us to respond as we do best – and that is working together as Team Sunshine Coast.

The longer-term outlook is indeed promising for the industry and none could surpass the mother of all events, the Brisbane 2032 Olympic and Paralympic Games. From a tourism point of view, this is like winning gold and will present us with so many opportunities.

But what has my immediate attention was the newly crowned biosphere corridor of the Sunshine Coast which is the only region where three UNESCO biospheres sit side by side. This gives us a compelling point of difference to bring our sustainability credentials to life through our messaging.

But perhaps the most popular opportunity to come our way has been becoming Australia's Craft Beer Capital. As who doesn't love the fact that the Sunshine Coast has more breweries per capita than anywhere else in Australia?

The one highlight from me in FY21/22 that really stands out is when the Sunshine Coast officially became the 'Most Loved Destination in the World' according to the Tourism Index Sentiment. This showed the strength of our brand and the impact resonating with travellers.

This of course could not be achieved without the support of our funding partners in Sunshine Coast Council and Tourism and Events Queensland and contributions from each and every one of our members delivering "sunshine moments" to visitors each day.

Finally, a huge thanks to the Board, staff and volunteer ambassadors for their contributions and commitment to living the brand and making the magic happen.

Matt Stoeckel

CEO



Acknowledgement of Country

Visit Sunshine Coast acknowledges the Sunshine Coast Country, home of the Kabi Kabi peoples and the Jinibara peoples, the Traditional Custodians, whose lands, and waters we all now share. We wish to pay respect to their Elders – past, present, and emerging, and acknowledge the important role First Nations people continue to play within the Sunshine Coast community.



¹ Tourism Sentiment Index, Think! X Innovations Inc, 2022.



Craft Beer Activation, Australian Tourism Awards

ABOUT US

Visit Sunshine Coast (VSC) is the peak tourism body for the Sunshine Coast region. The pleasure is all ours in leading the promotion of the 'Most Loved Destination in the World*.



\$3B

\$3 billion in overnight
visitor expenditure



25,200 Sunshine Coast Jobs

25,200



Vision

To lead a sustainable tourism industry that is united by a distinct brand.



Mission

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



Partners

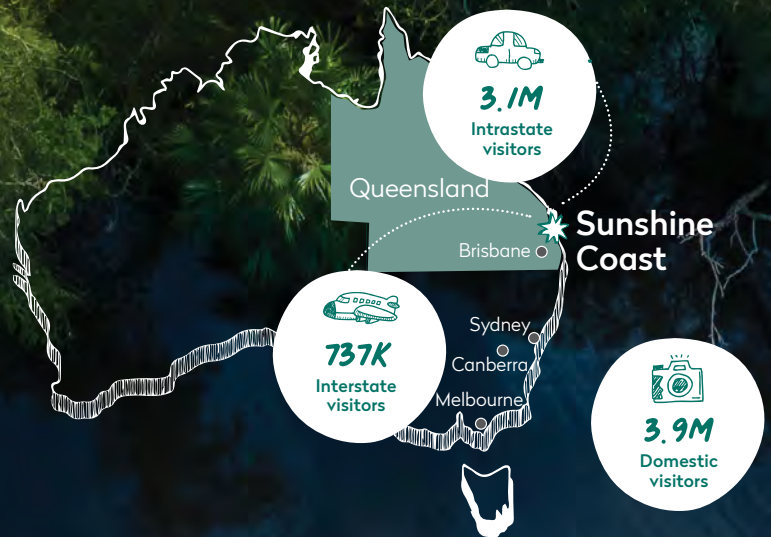
We couldn't do it without our core partners, Sunshine Coast Council and Tourism and Events Queensland, which provide us with the resources to run our programs and services. Our geographic patch also includes Noosa and Gympie LGA's so naturally we collaborate with the teams at Tourism Noosa and Destination Gympie Region.

As part of 'Team Sunshine Coast' we work with hundreds of partners and more than 500 members to promote the region and attract visitors who go home raving about their experiences.

¹ Tourism Sentiment Index, Think! X Innovations Inc, 2022.

WE LEAD THE
PROMOTION OF THE
DESTINATION AND
SUPPORT MEMBERS





PERFORMANCE



For the year ending June 2022, the Sunshine Coast's domestic overnight visitor expenditure grew 8.4% to a record \$3 billion compared with the pre-COVID-19 benchmark for the year ending December 2019.

This was due to spend per night increasing by 16.6% for the period, which more than offset a decline in total visitors of 4.4% to 3.9 million compared to 2019.

It's no surprise that intrastate visitation outperformed our interstate and international markets due to the border restrictions across the year. So, there is still work to do to recover interstate visitation down 34% to 737k for the financial year and a long way to go to see our international markets return to the numbers we had prior to the pandemic.



Visitor snapshot to year ending June 2022

DOMESTIC	YE JUNE 2022	YOY CHANGE	YE DECEMBER 2019
Overnight visitor expenditure	\$3b 	8.4%	8.4%
Overnight visitors	3.9m	2.7%	-4.4%
Holiday visitors	2.3m 	0.6%	3.7%
Visiting friends and relatives	1.2m	4.9%	-14.1%
Business	223k	3.5%	-38.1%
Visitor nights	13.5m	1%	-7%
Average length of stay	3.5 nights	-0.1%	-0.1%
Spend per night	\$220	7.4%	16.6%
Spend per visitor	\$769	5.5%	13.4%
Day trippers	6m	-6.1%	-24.6%

SOURCE MARKETS	YE JUNE 2022	YOY CHANGE	YE DECEMBER 2019
Intrastate visitors	3.1m	-0.8%	6.9%
Holiday intrastate visitors	1.8m	-5.3%	20.6%
Interstate visitors	737k	21.3%	-34%
NSW	365k	28.7%	-35.8%
VIC	261k	22.1%	-33.5%
International visitors	40,000	-	-88%

Source: National Visitor Survey, Tourism Research Australia and STR.

96% OF MEMBERS
ARE SATISFIED
WITH OUR
SERVICE





MEMBERSHIP & INDUSTRY DEVELOPMENT

Whether it's a sunset river cruise company, a 5-star resort or a new water-based theme park, our role is to support our members to succeed.

From local government bodies to bespoke craft breweries and some of Australia's best tourist attractions, we work closely with the many layers of the Sunshine Coast tourism sector, especially our 500+ members, who are responsible for delivering the epic visitor experiences this region is known for.

Our annual member survey tells us 96% of members are satisfied with the service provided by VSC (up from 90% in 2020/21).



At a glance...

Events

- 7 industry events with over 1200 members/industry in attendance
- 3 NEW Real Talks forums
- Scout22 – 500 + in attendance

Industry Development Programs

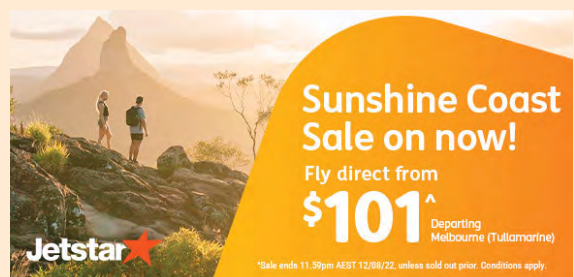
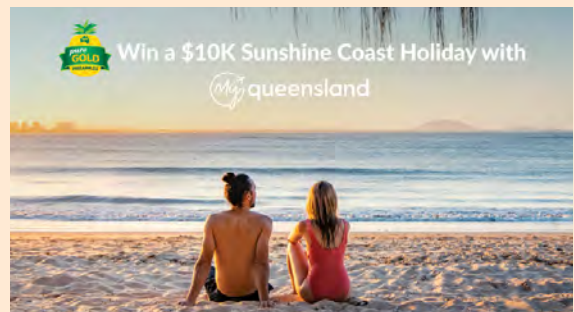
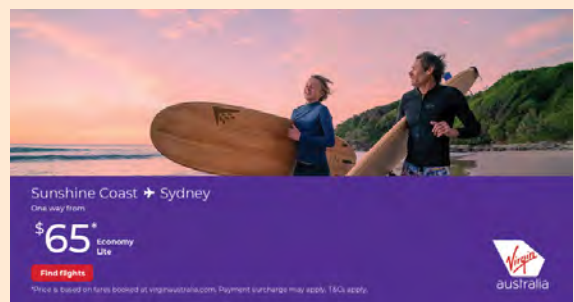
- Digital Champions – 20 businesses
- International Restart – 19 businesses
- Transformational Experiences Mentoring Program – 23 businesses

MARKETING

Promoting the Sunshine Coast's unique landscapes, 'pinch yourself' experiences, and attractions that make up the region is at the heart of what we do. Our marketing campaigns showcase what's special about the Sunshine Coast and drive demand when we need it most – our off peak periods.

A few highlights...

- **Hero campaign – Immerse Yourself, for real**
Brisbane, Sydney, Melbourne; and New Zealand.
Over 20 million impressions and over 475K link clicks to visitsunshinecoast.com
- **Sub-regional hero campaign** with co-operative buy-in.
South East Queensland
26 million digital media impressions, 57K link clicks to visitsunshinecoast.com
- **Tactical retail campaigns** with Expedia Media Solutions (wotif.com), Ignite Travel Group (My Queensland) and House of Travel.
Generated 9,269 incremental room nights.
- Dedicated tactical **retail campaigns** in partnership with Sunshine Coast Airport and airlines – Jetstar and Virgin Australia.
Generated over 7000 incremental inbound passengers to the Sunshine Coast.
- **Consumer activation** with Pure Gold Pines and Ignite Travel Group.
A Sunshine Coast prize promotion distributed across the eastern seaboard of Australia to kitchens via 500K pineapples.



DIGITAL



Leading into the past year, we launched our new consumer website and the numbers speak for themselves.



WEBSITE USERS
1,052,797



PAGE VIEWS
1.8 M



DATABASE
90K



LEADS TO MEMBERS
120K

Despite border closures, floods and interruptions throughout the year, our social channels also continued to grow...



Impressions
38.34 M

Engagements
140K

Followers
127K

New Followers
2,276



Impressions
11.71 M

Followers
116K

New Followers
2,474



Followers
21,299K

Likes
12,502

Retweets
1,641

#VISITSUNSHINECOAST

UNIQUE VISITS TO
WEBSITE FROM SOCIAL
82,673



TRADE

VSC works with trade partners, such as travel wholesalers, retailers, inbound tour operators, online travel agents and bricks and mortar travel agencies, across Australia and the world.

With interstate and international borders reopening during 21/22, it was more important than ever for us to reconnect with trade partners and re-establish distribution channels for our markets.

A few achievements...

- Attended 11 trade shows with 700 trade contacts.
- Trained over 850 travel agents via webinars across domestic and international markets and 15 industry events.
- Ongoing campaign activity with partners Sunshine Coast Airport, Expedia, Ignite and House of Travel.
- 2 x International Restart Programs.
- Domestic roadshow in Sydney & Melbourne with 19 members and 110+ agents.
- Provided 322 introductions for members to connect with travel agents.
- 28 trade partner visits for education famils.





IT WAS IMPORTANT FOR
US TO RECONNECT
FACE-TO-FACE WITH
TRADE PARTNERS





PR & COMMUNICATIONS

TODAY Show, Coolum Beach

PR and Communications provided fresh inspiration for domestic holiday makers to visit the Sunshine Coast as travel reopened across the country, while supporting our industry by profiling the value of tourism to the community.

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The combined efforts of PR and Communications achieved record publicity for the region, with:



\$ 31,520,350

worth of media coverage generated



4,510

items of coverage



66 MILLION

potential audience reach

21 broadcasts, on programs such as 7 Weekender, My Way, The TODAY Show and Taste of Australia with Hayden Quinn.

28 media famils including publications such as Australian Traveller, The Australian, The Courier-Mail and Delicious.

3 media events across Sydney, Brisbane and Melbourne to remain front of mind for top travel editors and journalists and profiled the region at **International Media Marketplace**.

Content partnerships such as The Weekend Edition, Explore, News Corp, Australian Traveller, Brews News and Stuff Travel in New Zealand.

Australia's Biggest Welcome Back Party at the region's 21 craft breweries, positioning the Sunshine Coast as Australia's Craft Beer Capital.

FROM MEDIA FAMILIS TO
BROADCASTS, WE CREATED
HEADLINES FOR THE
TOURISM INDUSTRY



7 Weekender segment at Maleny Dairies





Sunshine Soiree, Brisbane

BUSINESS EVENTS

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Whilst border closure and lockdowns continued to impact on business events, the team increased its digital and virtual activities to ensure the region had a presence.

Once restrictions eased, we were able to re-build channels and support members by exhibiting at trade shows, attending corporate events, providing networking opportunities and hosting famils.

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Activities included...

- 3 Business Events Assistance Program funded conferences worth \$3,329,580 and 9,800 room nights.
- 22 leads worth \$10,286,624 provided to business event members.
- Hosted the 2021 QANTAS Australian Tourism Awards held at the Sunshine Coast Convention Centre.
- Exhibited at trade and corporate events including AsiaPacific Incentives & Meetings Expo, Executive PA Summit, Get Local, Association Forum and MEA Evolve.
- Hosted a famil for Sydney and Melbourne based corporate event planners, incentive buyers and media.
- Networking opportunities for members including the annual Sunshine Soiree event in Brisbane meeting with 40+ business event planners.
- PR features in Spice magazine, MICENET and Tourism Australia NEXT publication.
- Digital campaign promoting incentive travel.

OUR FOCUS IS ON
CREATING LEADS
FOR OUR MEMBERS





Mooloolaba Triathlon

EVENTS

We provide promotional support to tourism and event promoters whose events attract visitors from outside of our region.

Our activities increased in the last six months of the financial year as events re-emerged.

We prioritise our resources to the events that will make the most difference to the destination.

In 21/22, we supported:

- The Curated Plate
- Ironman 70.3
- Mooloolaba Triathlon
- Queensland Garden Expo
- Buskers By the Lake
- Australian Wearable Art Festival and
- Sunshine Coast Chamber Music Festival.



THE CURATED (SIDE) PLATE

It was great to see the return of the Curated Plate – an event with huge potential for the Sunshine Coast. We were right behind the promotion in the lead up to the event including generating \$500K in PR reaching 2 million people.

Noting, some events were held after July 2022 with support and work behind the scenes happening pre-event and during the past financial year.



VISITOR SERVICING

VSC operate three accredited Visitor Information Centres (VICs) across the Sunshine Coast located at Glass House Mountains, Montville, and Sunshine Coast Airport.

Our 120 + dedicated team of VIC volunteer ambassadors are never short of a smile and provide travellers with a friendly welcome and local tourism information.


We continue to recruit and train ambassadors and over the past year we farewelled long standing volunteers including Desrae Wooley following 25 years of service!

- As part of the Airport Expansion Project, our airport VIC was relocated.
- Regular famils were held to upskill ambassadors first-hand. Over the past year, we were out and about visiting over 20 member businesses including The Ginger Factory, Queensland Air Museum, NightQuarter and Secrets on the Lake.
- Scout22 – Over 180 volunteers in attendance, from Information Centres from Brisbane to Gympie.





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[#visitsunshinecoast](https://www.instagram.com/visitsunshinecoast)

 MOFFAT BEACH

Visit
Sunshine
Coast