

SNAPSHOT OF 2023/24



Visit
Sunshine
Coast





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STRONGER TOGETHER

OUR MARKETS FINALLY BEGAN TO STABILISE FOLLOWING THE PERIOD OF PENT-UP DEMAND THAT CAME AFTER THE PANDEMIC

While we hit a new record of 4.3 million domestic overnight visitors last year (a 9.7% increase), total expenditure was down to \$5bn. However, this is still a result to be proud of when considering that it represents a 41% increase compared to prior to the pandemic!

A record number of visitors from Queensland supported this performance, along with a 23% jump in the number of visitors coming from Victoria. While some of this could be put down to the 'Bonza effect' we have strategies in place to make these markets stick, despite the unfortunate loss of airline capacity and connectivity that Bonza had provided last year.

The Sunshine Coast has also led the way in international travel recovery, being the fastest recovering market in Queensland. International visitation to the Sunshine Coast was only down 8.5% (compared to 2019) which is well above the state average that was down 23.7%. With direct seasonal Air New Zealand flights from Auckland and year-round Jetstar services beginning from Auckland in December 2024, we don't expect it will be too long until our international market is fully recovered.

For me the highlight of this past year has been our strengthening brand. This comes off the back of the "Sunshine Moments For Real" campaign that invites visitors to come and find their sunshine moment. Put simply these are those moments of pure joy where visitors walk a little lighter and laugh a little louder.

A lot of our focus last year was to capture just that and ensure we share the breadth and depth of the experiences on the Sunshine Coast through our website, campaigns, publicity and social media. A big part of this has been refreshing visitsunshinecoast.com which is the trusted source of independent, authentic visitor information. The results showed with almost 1.3 million website users and most importantly just over 2.9 million page views resulting in a whopping 147,500 direct leads to our members.

Looking ahead, it's likely the travel landscape will continue to change with the cost of living crisis really starting to bite for many households. Our market profiling has shown us that couples 55+ still are the ones with the greatest propensity to spend (as well as to travel off-peak), and we will continue to include this market segment in our campaigns.

In addition to building our brand, next year we will continue to play an active role in shaping the destination for long-term success. In other words, doing our bit to influence those catalytic projects we need to maintain our sustainable growth. Top of the list is of course the need for additional hotel accommodation on the Sunshine Coast. So it's fantastic to see the construction of the Avani Mooloolaba underway and the DA approved for the Calile Noosa. It's a positive sign that the region is finally starting to turn the corner towards delivering the 2000+ new hotel rooms it needs to meet existing demand.

At the heart of what we do is a strong commitment to sustainability. In 2023/24, we began planting the first of 10,000 trees through the Sunshine Coast Sustainability Program.

This project reflects our commitment to giving back to the community by removing carbon and restoring natural habitats. The Sunshine Coast's natural beauty is a key drawcard for visitors, and as the region's leading tourism body, we take seriously our role in safeguarding that appeal for a greener, more sustainable future.

While acknowledging that conditions have toughened for our industry, the co-ordinated and passionate efforts of our VSC team and Board, along with our members, industry partners, and volunteer ambassadors have really delivered in 2023/24 and set a strong platform for the year ahead.



Matt Stoeckel
CEO

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



ABOUT US

VISIT SUNSHINE COAST (VSC) IS THE PEAK TOURISM BODY FOR THE SUNSHINE COAST REGION, COVERING THE SUNSHINE COAST, NOOSA AND GYMPIE LOCAL GOVERNMENT AREAS.

Visitor Expenditure

\$5BN



4.6M

Overnight visitors

Sunshine Coast Jobs



29,700



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 build a sustainable tourism industry that will maximise the long-term benefits of the visitor economy to the region.



Partners

Visit Sunshine Coast works collaboratively with our core partners, Sunshine Coast Council (SCC) and Tourism and Events Queensland (TEQ), which provide us with the resources to run our programs and services. As the Regional Tourism Operator for the region, VSC works closely with the teams at Tourism Noosa and Destination Gympie Region, as well as the Sunshine Coast Airport.

The strength of VSC is in its membership. As part of "Team Sunshine Coast" we work with more than 500 members to promote the region and attract visitors who go home raving about their experience.

AT A GLANCE



100 KILOMETRES
of pristine coastline
with 30+ beaches



A host venue for the 2032
Olympic and Paralympic Games



50 NATIONAL PARKS
State Parks and Forests



Australia's first destination wide
sustainability program



BIOSPHERE
Australia's only UNESCO
Biosphere corridor with three
Biospheres sitting side-by-side



300+ HOTELS
with 9600 rooms, 1625 camping
and caravan sites + 5000 short
stay rentals



300+
attractions, tours
and experiences



Australia's first carbon neutral
International Airport



740+
Restaurants



900+
food producers making us
Queensland's Sunshine Pantry



26 BREWERIES
Largest number of craft breweries
per capita in the country, making us
Australia's Craft Beer Capital



**ONE BIG
PINEAPPLE!**

PERFORMANCE

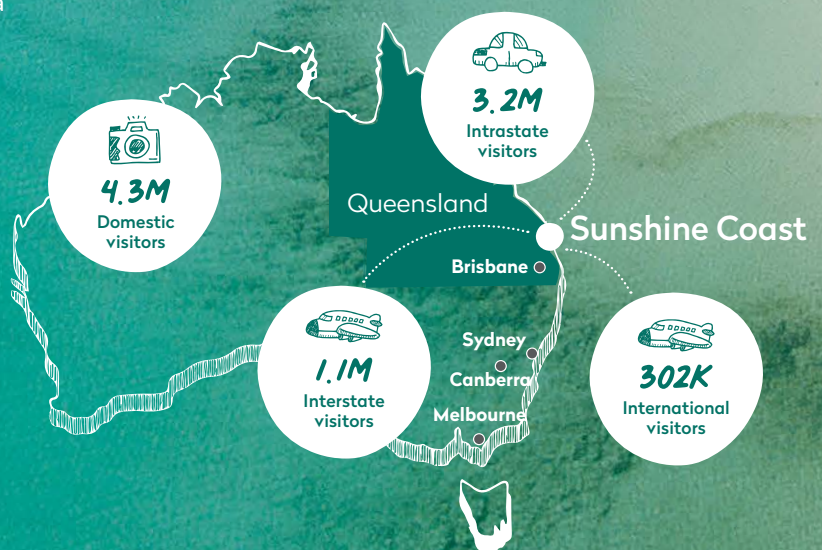


**NEW RECORD 4.3M
DOMESTIC OVERNIGHT
VISITORS – A 9.7%
INCREASE YOY**


This financial year marked a turning point as markets began to stabilise post-pandemic, and we navigated the tail end of pent-up demand. The Sunshine Coast welcomed a record-breaking 4.3 million domestic overnight visitors, a 9.7% year-on-year increase. While total expenditure dipped to \$5 billion (domestic and international), this figure still reflects a remarkable 41% growth compared to pre-pandemic levels – something to be proud of!


A record number of visitors from Queensland played a key role in this achievement, along with a notable 23% surge in visitors from Victoria. While the "Bonza effect" certainly contributed to these figures, we've laid out strategies to retain these gains, despite the unfortunate loss of Bonza's airline capacity and connectivity last year.

On the international front, the Sunshine Coast has led Queensland's recovery, becoming the fastest-recovering market in the state. International visitation was only down 8.5% compared to 2019, far outpacing the state average of a 23.7% decline. With direct seasonal flights from Auckland via Air New Zealand and year-round Jetstar services starting in December 2024, we expect full recovery in our international market to be just around the corner.



Visitor snapshot to year ending June 2024

DOMESTIC	YE JUNE 2024	YOY CHANGE	YE JUNE 2019
Visitor expenditure	\$4.6b	-10.90%	37.40%
Overnight visitor expenditure	\$3.8b	-13.50%	39.10%
Daytrip visitor expenditure	\$808.4m	-5.30%	14.90%
Overnight visitors	4.3m 	9.70%	5.30%
Holiday visitors	2.5m	5.90%	11.30%
Visiting friends and relatives	1.4m	16.10%	7.70%
Business	301k	23.30%	-16.40%
Visitor nights	14.2m	0.20%	-2.20%
Average length of stay	3.3	-0.30%	-7.10%
Spend per visitor	\$896	-21.10%	32.10%
Day trippers	6.5m	1.70%	-17.80%

SOURCE MARKETS	YE JUNE 2024	YOY CHANGE	YE JUNE 2019
Intrastate visitors	3.2m 	13.10%	8.40%
Interstate visitors	1.1m	0.80%	-3.10%
NSW	427k	-15.50%	-24.90%
VIC	474k	23.30%	20.70%

INTERNATIONAL	YE JUNE 2024	YOY CHANGE	YE JUNE 2019
Expenditure	\$370m	n/a	31.20%
Visitors	302k	n/a	-8.50%
Visitor nights	4.3m	n/a	51.60%



TEAM SUNSHINE COAST

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

Not to blow our own trumpet but our annual member survey tells us 94% of our members are satisfied with their VSC membership!

The Highlights Events

- 11 networking events
- 2 'SHINE' industry development events shining a light on the Sunshine Coast brand
- 2 Real Talks



shine

Are you ready?

Our first edition of 'SHINE' saw 300+ members attend our new industry development and training program. We shined a light on the Sunshine Coast brand and inspired members to enhance their visitor experiences and gave them the tools to do so.

Through it we helped our members better understand changing customer needs and service, unpack the latest travel trends, and upgrade digital capabilities including website functionality, social media, and online bookings.



SUNSHINE MOMENTS

PROMOTING THE SUNSHINE COAST'S NATURAL LANDSCAPES, IMMERSIVE EXPERIENCES, SUSTAINABILITY CREDENTIALS AND RICH FOOD OFFERINGS ARE AT THE HEART OF OUR MARKETING CAMPAIGNS.

This year we continued to roll out our hero campaign Sunshine Moments - For Real, inviting visitors to come and discover their very own Sunshine Moment on the Sunshine Coast.

The campaign continues to perform well, exceeding objectives and driving action through consistent messaging that is even more relevant today with consumers seeking to get away from the hustle and bustle, recharge and create memorable, feel-good moments.



The Highlights

Hero campaign – Sunshine Moments, For Real Brisbane, Sydney, Melbourne and NZ.

- over 50 million impressions
- over 140,000 link clicks to visitsunshinecoast.com

Sub-regional hero campaign South East Queensland

- 11 million digital media impressions and 139,000 clicks to visitsunshinecoast.com.

Queensland’s Sunshine Pantry campaign South East Queensland

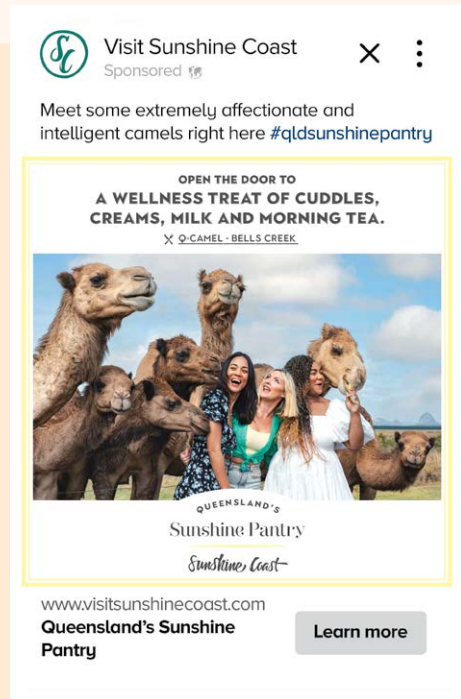
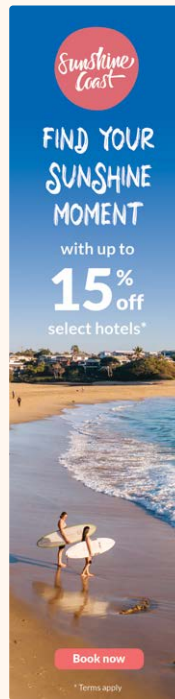
- 16 million digital media impressions and 36,000 clicks to visitsunshinecoast.com.

Tactical retail campaigns with Expedia Media Solutions (wotif.com)

- Generated over 1900 incremental room nights for the Sunshine Coast.

Tactical aviation campaigns in partnership with Sunshine Coast Airport – Webjet, Jetstar, and Virgin Australia

- Generated over 12,713 incremental inbound passengers to the Sunshine Coast.



Australia’s craft beer capital promotions

Our promotions around craft beer have ensured we are now well and truly the undisputed ‘Craft Beer Capital of Australia’.

We’ve continued to partner with popular craft beer festivals and events, even assisting four craft breweries to exhibit at Beervana in New Zealand this year to share with the Kiwi’s what our craft beer is all about.

PR continued to play an important role in promoting the craft beer capital across a range of key travel and leisure print and broadcast media, reaching an audience of four million in Australia and New Zealand and valued at over \$1.4 million. The impact shows in the numbers. TRA research showed an increase of more than 110% in overnight visitors that had visited a Sunshine Coast brewery during their stay – from 57,000 in FY22/23 to 124,000 this financial year.



SHINING THE SPOTLIGHT ON OUR REGION

2023-24 WAS A BUMPER YEAR FOR PUBLICITY FOR THE SUNSHINE COAST WITH MORE THAN 8,000 MEDIA MENTIONS GENERATED AND AN IMPRESSIVE 47 FAMILS HOSTED IN REGION. PR COVERAGE AMPLIFIED OUR CAMPAIGNS ACROSS PRINT, ONLINE, DIGITAL AND BROADCAST MEDIA.

The Highlights

- 10 major broadcasts including five Sunrise weather crosses
- 47 individually tailored media famils including a group of 12 food, travel and lifestyle media hosted for a preview of The Curated Plate
- 3 media events across Brisbane, Sydney and Melbourne with almost 70 top tier media in attendance, as well as sharing Sunshine Coast stories at International Media Marketplace and ATE24
- Supporting the 'Best Food and Drink Story' at the Australian Society of Travel Writers Awards
- A host of content partnerships with media such as Explore (Australian Community Media), Australian Traveller, Urban List and Travel Today
- PR was generated to support major initiatives including Air New Zealand's seasonal service, the Sunshine Coast Sustainability Program, the launch of Queensland's Sunshine Pantry, our Sunshine Moments and Sub-Regional campaigns and major news moments such as the launch of Essence Peregian Beach and The Big Pineapple reopening



A record year of publicity for the region:



\$38,741,010

worth of media coverage generated



8,656

items of coverage



415 MILLION

potential audience reach



PERGLASES
 100 kilometers of river flows through the region's rugged landscape. The water is so clear you can see the rocks and sand at the bottom. It's a beautiful sight, and a great way to spend a day in the outdoors.

1 **Flow along Steve's Creek**
 Wander along the beautiful banks of Steve's Creek in the Conondale National Park. The water is so clear you can see the rocks and sand at the bottom. It's a beautiful sight, and a great way to spend a day in the outdoors.

2 **Beach and Carlo Sandblow**
 Hired sands that give rainbow colored anything you're seen in. The yellow, reds and blue are so vibrant. It's a beautiful sight, and a great way to spend a day in the outdoors.

3 **Camp and hike in Conondale National Park**
 Lush forest, easy walking trails and scheduled swimming holes are just some of the attractions of Conondale National Park in the heart of the Conondale National Park in the heart of the Conondale National Park.

4 **Beach and Carlo Sandblow**
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Go to visitsunshinecoast.com

Queensland Pick of the crop

Kerry Henney bypasses the beach to visit the Sunshine Coast gemmy

1 Luxe stay and dine
 The Sunshine Coast has a lot to offer when it comes to luxury. From the beautiful beaches to the world-class dining, there's something for everyone. The new luxury hotel is a perfect example of what the Sunshine Coast has to offer.

2 Coffee or cereal
 The Sunshine Coast has a lot to offer when it comes to coffee. From the beautiful beaches to the world-class dining, there's something for everyone. The new coffee shop is a perfect example of what the Sunshine Coast has to offer.

3 Blend your own brew
 The Sunshine Coast has a lot to offer when it comes to blending your own brew. From the beautiful beaches to the world-class dining, there's something for everyone. The new blending shop is a perfect example of what the Sunshine Coast has to offer.

4 Check out the cheese
 The Sunshine Coast has a lot to offer when it comes to cheese. From the beautiful beaches to the world-class dining, there's something for everyone. The new cheese shop is a perfect example of what the Sunshine Coast has to offer.

5 Form to table
 The Sunshine Coast has a lot to offer when it comes to form to table. From the beautiful beaches to the world-class dining, there's something for everyone. The new form to table shop is a perfect example of what the Sunshine Coast has to offer.

6 Bush Tucker cruise
 The Sunshine Coast has a lot to offer when it comes to bush tucker. From the beautiful beaches to the world-class dining, there's something for everyone. The new bush tucker cruise is a perfect example of what the Sunshine Coast has to offer.

NEED TO KNOW
 The Sunshine Coast has a lot to offer when it comes to need to know. From the beautiful beaches to the world-class dining, there's something for everyone. The new need to know shop is a perfect example of what the Sunshine Coast has to offer.



RISE & SHINE

Soak up the flavours of Queensland's sunny coast.

IF YOU'RE IN need of a winter coat, the Sunshine Coast is the place to go. The high-waisted, heavy-duty jackets, the tropical patterns, the green and white, the high-waisted, heavy-duty jackets, the tropical patterns, the green and white, the high-waisted, heavy-duty jackets, the tropical patterns, the green and white.

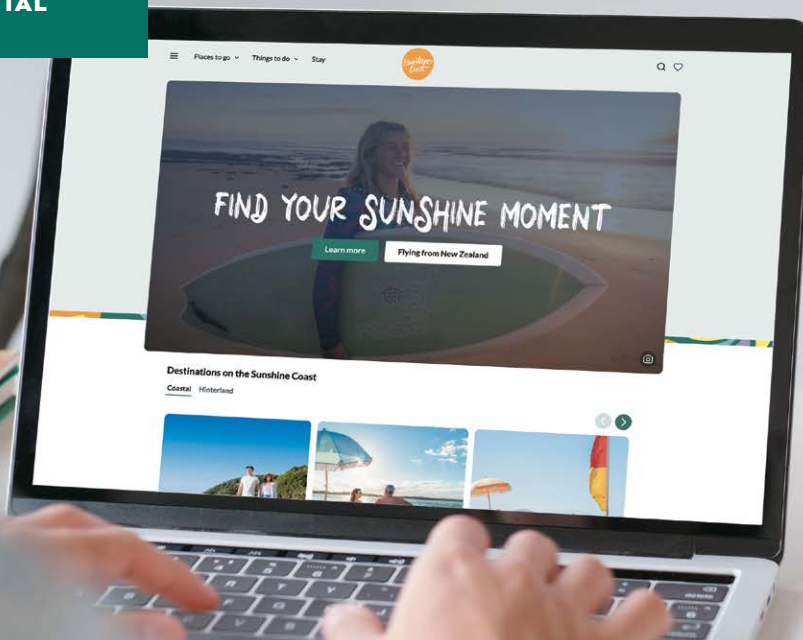
Colombia to Home Made
 The Sunshine Coast has a lot to offer when it comes to home made. From the beautiful beaches to the world-class dining, there's something for everyone. The new home made shop is a perfect example of what the Sunshine Coast has to offer.

The sunny coast isn't just about the beach - it's also about the eat.

1 & 2 **Carroll's Farm**
 The Sunshine Coast has a lot to offer when it comes to Carroll's Farm. From the beautiful beaches to the world-class dining, there's something for everyone. The new Carroll's Farm shop is a perfect example of what the Sunshine Coast has to offer.

August 2024 48





WEBSITE USERS
1,285,133
 12% increase YOY

DIGITAL LEADING THE WAY

Our new consumer website has gone from strength to strength with more users than ever coming to it as the trusted, authentic source for visitor information. Our 'hyperconnected' visitors also find us on Facebook, Instagram and Tik Tok!



DATABASE
115,000
 12% increase YOY



PAGE VIEWS
2,911,627
 6% increase YOY



Impressions
42.9M
 Engagements
768,023
 Followers
146,000

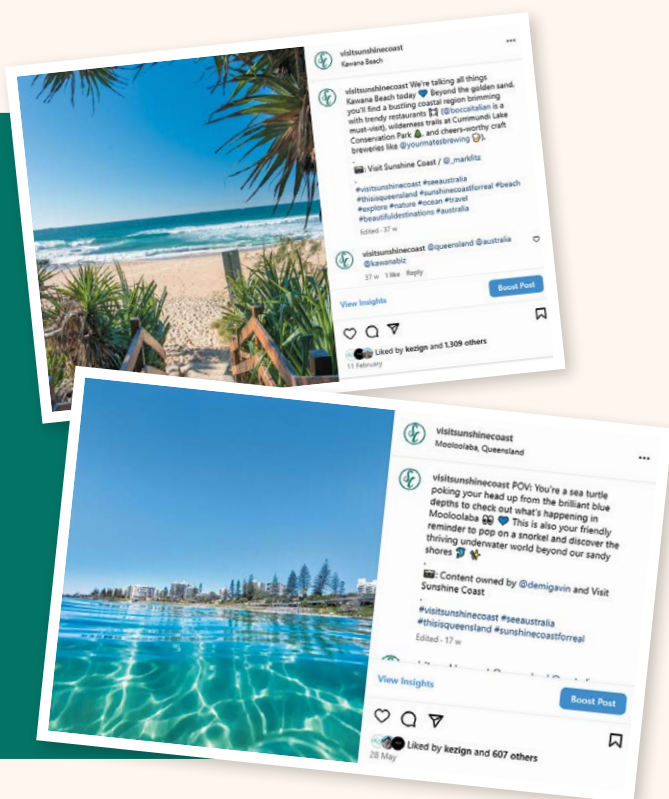


Impressions
5.85M
 Engagements
314,327
 Followers
129,196
 New Followers
9,649



Engagements
704,565
 Video Views
12.9M
 Followers
23,596
 New Followers
14,057

#VISITSUNSHINECOAST





TRADE & INTERNATIONAL

International travel is back – and our Trade and International manager Emily, could not be more excited! Nothing excites her more than hearing a foreign language in the Sunshine Coast and if you ask her, she will always tell you she does her best market research on plane rides to the coast!

This year was full speed ahead in attracting international visitors to the region via targeted in-market trade events, hosting famils in region and training and engagement with all levels of the tourism trade. We attended trade events in North America, Europe, the UK and New Zealand meeting with key partners, travel agents, and wholesalers to broaden their knowledge of the destination, provide product updates and ensure the Sunshine Coast remains front of mind for travellers.

We partnered with trade to deliver high quality tactical campaigns domestically and internationally to drive visitation. We were the number one region in Qld in terms of international recovery. With the 2032 Olympics on the horizon, we continue to grow our core international

markets and explore emerging markets, positioning the region for success in the future.

The Highlights

- 10 trade shows attended, meeting over 900 trade contacts
- 1500 travel agents and trade partners trained via webinars and in person events across domestic and international markets
- 14 famils hosted for over 49 buyers across New Zealand, UK, Europe, USA, Canada, Singapore and India
- Record attendance at our Roadshow in Auckland and Christchurch
- Tactical partnerships in core international markets New Zealand, UK and Germany



WHERE BUSINESS EVENTS SHINE

Visit Sunshine Coast plays a key role as the gateway to hosting successful conferences, meetings, and incentive events in our sun-soaked destination. That's why we have a dedicated Business Events team to streamline event planning, offering free, unbiased advice. We source the finest venues, offsite dinner locations and purposeful concepts, all aimed at enhancing every event's success!

To help our industry shine, we held a dedicated workshop, BE Shine, in February at Pier 33. With a crew of 60 eager attendees and boundless networking opportunities, this workshop was a treasure trove for those navigating the high seas of the BE market, audience profiling and more!

Throughout the year, the team promotes business events on the Sunshine Coast by various marketing activities including our spectacular Sunshine Soirees.

These focus on our core target markets, being Sydney, Melbourne and South East Qld and share with event buyers why the Sunshine Coast is where business events shine! In addition, we attend a variety of MICE industry conferences and exhibitions taking us around Australia and New Zealand.

The Highlights Roadshows

- Sunshine Soiree Sydney, Melbourne and SE QLD

Tradeshows

- AIME Expo – Australia Incentives & Meetings Expo
- AuSAE ACE – Association Society of Association Executives Conference & Exhibition
- PCOA 2023 – Professional Conference Organisers Conference
- Executive PA Summit – Sydney, Melbourne and Brisbane
- Executive Event Organiser Summit – Sydney and Melbourne
- Business Events Expo New Zealand

The Results

- 88 Events Won
- 24,465 delegates
- Over 60,000 room nights
- Estimated value \$65 million



WHAT'S ON

LEISURE EVENTS ARE CRITICAL FOR BUILDING OUR BRAND AND THEY ALSO PROVIDE A COMPELLING REASON FOR TRAVELLERS TO VISIT OUTSIDE OF OUR PEAK PERIODS. OUR FOCUS IS ON PROMOTING OUR IMPRESSIVE EVENT CALENDAR TO ACHIEVE JUST THAT.



Arts & Culture Events

We promote the diversity of our arts and culture events through broadcast, print and online media channels. Some featured events from across the region include the Queensland Garden Expo, Rangebow Festival, Australian Wearable Art Festival, Gympie Music Muster and Noosa alive! Festival to name a few.

Sporting Events

There is no better way to put heads-on-beds than through sporting events and in FY23/24 we led campaigns for The Aussies, Ironman 70.3, Mooloolaba Triathlon and Sunshine Coast Marathon.

Foodie Events

Raising the profile of our food, drink and agritourism experiences is a priority. And there was no better way to do that than promoting our three signature food and drink events for the destination, The Curated Plate, Noosa Eat and Drink and GourMay Mary Valley.



The Highlights

- 410 events listed on visitsunshinecoast.com
- 43,000 unique visits to the 'What's on' page
- 139 'What's on' Instagram stories published



Sunshine Coast Sustainability Program

CREATING A GREENER FUTURE

The Sunshine Coast Sustainability Program unites visitors and the local tourism industry to reduce carbon emissions through reforestation and rehabilitation of local ecosystems. The first trees purchased through our program, Australia's first destination-wide carbon reduction initiative, were planted by the VSC team at a site in Cooroy.

The program was created in response to increasing demand for sustainable travel and in partnership with Reforest and Sunshine Coast Council. A huge thanks to our members who are leading the way as "partners" and "supporters".

PLANTING
**1,600
TREES**

RESTORING
8,000M²

REMOVING
400t CO₂

Contributors

Landmark Resort, The Point Coolom, Aquaduck, Montville Misty View Cottages, Noosa Blue Resort, Glen Eden Beach Resort, Moving Media, Seabreeze Resorts, Sunshine Coast Convention Centre, Bli Bli House, Saltwater Eco Tours, Narrows Escape Rainforest Retreat, Sustainability Success, Amaze World, and Sunshine Coast Glamping Co, ecotekk Sunshine Coast, Creative Tours and Noosa Springs.





PROVIDING A WARM WELCOME

Our volunteers continue to provide a warm welcome at our two Visitor Information Centres in Glasshouse Mountains and Montville.

Queensland's Sunshine Pantry is on show at the Glasshouse Visitor Information Centre with a range of locally sourced goodies available to purchase.

Our team continues to activate a Visitor Information Centre at the Queensland Garden Show.

The biggest change was transitioning out of our physical information centre at Sunshine Coast Airport to a Sunshine Ambassador program managed by the Sunshine Coast Airport. Many of our team have started the new Sunshine Ambassador program and are enjoying assisting visitors as the airport transitions through the exciting Terminal Expansion Project.

This year there were 10 cruise ship arrivals scheduled with over 6700 passengers onboard, our team ensured those who disembarked in Mooloolaba received a friendly Sunshine Coast welcome and made the most of their day in Mooloolaba.

- Team member Rodger Thomson celebrated 30 years of volunteering
- Ambassadors participated in over 20 famils, trainings and appreciation events. Famils give our ambassadors firsthand knowledge of experiences and events that they can pass on to visitors, plus it's a way to show our thanks for the time and effort the team puts into the running of the Visitor Information Centres.





Visit
Sunshine
Coast

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

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