

TEAM SUNSHINE COAST

Visit
*Sunshine
Coast*

WORKING TOGETHER FOR TOURISM

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A warm welcome

On the Sunshine Coast, we are sunny by name and sunny by nature.

As the official Regional Tourism Organisation for the Sunshine Coast, our job is to attract more visitors to the region and support local tourism businesses like yours to grow and succeed.

We're a member-based organisation made up of close to 500 passionate businesses that bring the Sunshine Coast to life, from accommodation and experiences to food, tours and attractions.

Tourism plays a huge role in our local economy, supporting more than 29,000 jobs and contributing billions each year. In 2024 alone, visitors spent almost \$5 billion across the region, highlighting the strength and opportunity within our visitor economy.

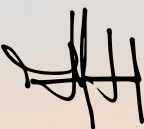
That's where being part of 'Team Sunshine Coast' really makes a difference. When we work together as one destination, we're far more powerful than going it alone. It means a stronger brand, better reach and more opportunities for everyone involved.

When you join Visit Sunshine Coast, you're not just signing up to marketing, you're tapping into a network designed to support your business at every stage.

We're out there promoting the destination and driving demand, but we're also working alongside our members in practical ways. That might mean helping you become more visible and bookable, building your capability through training, or creating opportunities to connect with other operators and learn from each other.

We're also focused on the bigger picture, making sure tourism continues to work for this region long term, so your business can continue to benefit into the future.

If you're looking to grow your reach, strengthen your business and be part of something bigger, we'd love to welcome you to Team Sunshine Coast in 2026-27.



Matt Stoeckel
CEO



Acknowledgement of Country

Visit Sunshine Coast acknowledges the Sunshine Coast Country, home of the Kabi Kabi and Jinibara peoples, the Traditional Owners, 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



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 sector that will maximise the long-term benefits of the visitor economy to the region.



Partners

Our partners' support is critical for everything we do. Our partnership with Sunshine Coast Council (SCC) and Tourism and Events Queensland (TEQ) provides us with the resources to implement our programs and services for Sunshine Coast's tourism industry. We also work closely with each of the SCC sub-regions including the Hinterland, Coolum, Eumundi, Nambour, Mooloolaba, Maroochydore, Kawana and Caloundra, as well as working collaboratively with Tourism Noosa and Destination Gympie Region.

In fact, there are too many partners to name as we work right across the many layers of the tourism sector, from the national body Tourism Australia (TA) to airlines, critical infrastructure like the Sunshine Coast Airport and industry groups.

But most importantly, it's our 500 members who we work with daily! They are the backbone of the tourism industry and responsible for delivering the incredible visitor experience we are famous for!

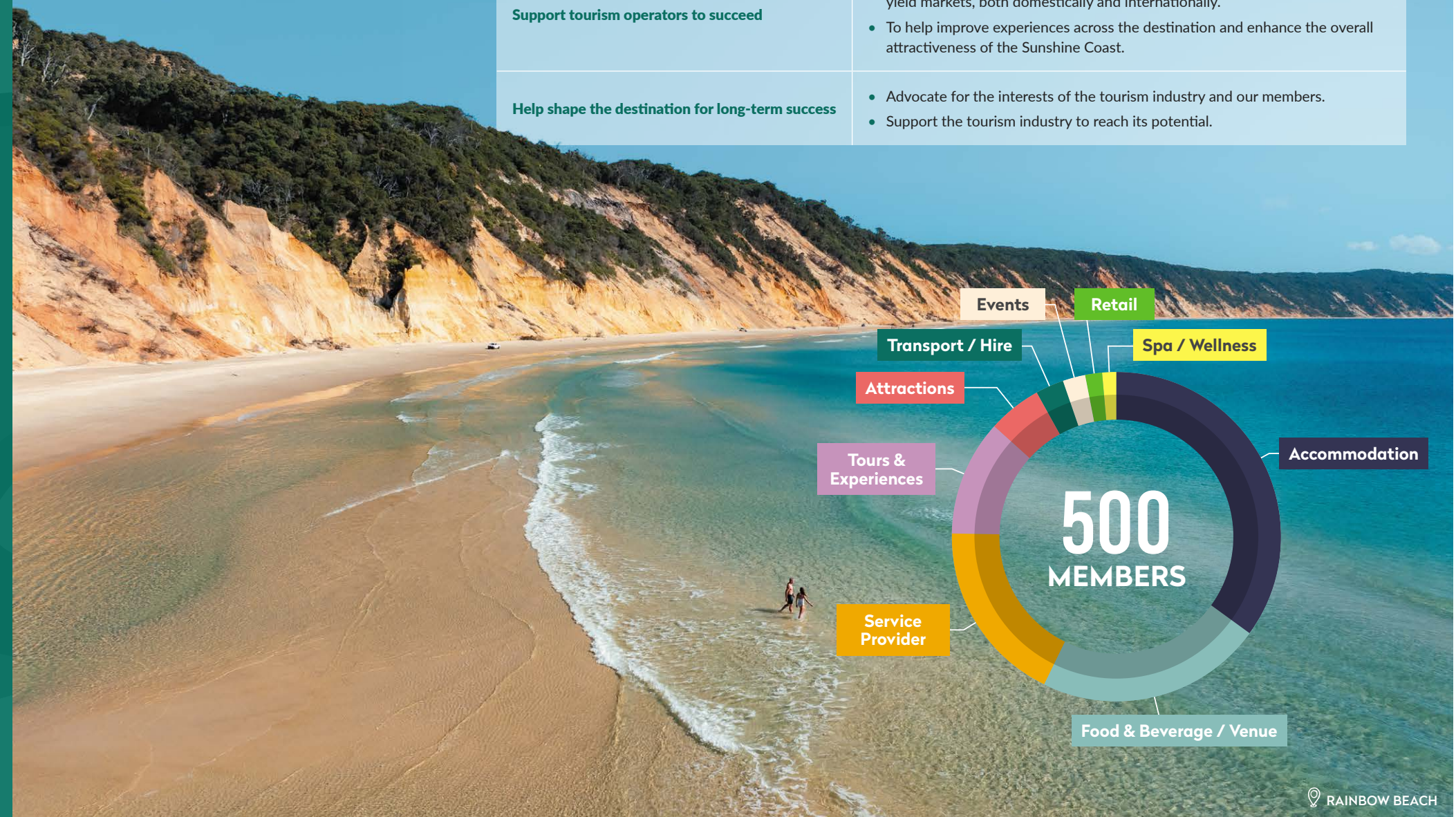
VSC is the official Regional Tourism Organisation for the Sunshine Coast, responsible for promoting the Local Government Areas of Sunshine Coast, Noosa and Gympie.

Our approach

Our focus for 2026-27 is guided by a set of priority strategies designed to deliver lasting impact for the Sunshine Coast's tourism industry. These include:

- Enhance our distinct unifying brand for the Sunshine Coast
- Support tourism operators to succeed
- Make the Sunshine Coast a year-round destination
- Help shape the destination for long-term success

APPROACH	RATIONALE
Enhance our distinct unifying brand	• To add value to the brand and support premium pricing. • To make our marketing activities more effective.
Make Sunshine Coast a year-round destination	• To capitalise on available inventory in off-peak periods on the Sunshine Coast. • To diversify the destination and improve its resilience.
Support tourism operators to succeed	• To build distribution channels and ensure industry is equipped to attract high-yield markets, both domestically and internationally. • To help improve experiences across the destination and enhance the overall attractiveness of the Sunshine Coast.
Help shape the destination for long-term success	• Advocate for the interests of the tourism industry and our members. • Support the tourism industry to reach its potential.



THE GREAT ALL-ROUNDER



Visitor Expenditure
\$4.67B



Sunshine Coast Jobs
29,700

Tourism is a major economic driver of the Sunshine Coast, and our visitors spent almost \$4.7 billion¹ last year. This supported 29,700 jobs on the Sunshine Coast².

We all share and enjoy the benefits of tourism on the Sunshine Coast... which means tourism truly is everyone's business.

The Sunshine Coast is a great all-rounder and promoted as a destination that offers an incredible range of authentic and immersive experiences creating real Sunshine Moments for visitors, set amongst a stunning natural landscape and all within easy reach.

At a glance



100 kilometres of pristine coastline with 30+ beaches



50 national parks, state forests and conservation areas



Australia's first carbon neutral international airport



300 + attractions, tours and experiences



900+ food producers, making us Queensland's Sunshine Pantry



24+ breweries, making us the Craft Beer Capital of Australia



1 Big Pineapple

¹ National Visitor Survey, Tourism Research Australia, 2025
² Regional Tourism Satellite Account, Tourism and Events Queensland, 2022-2023.

Performance

Visitor snapshot for year ending December 2025

Domestic Visitor Snapshot year-ending December 2025	
DOMESTIC	
Total visitor expenditure	\$4.2B
Overnight visitor expenditure	\$3.4B
Day trip expenditure	\$839.3m
Overnight visitors	4.3m
Holiday visitors	2.3m
Visiting friends and relatives	1.6m
Business	184k
Visitor nights	12.9m
Average length of stay	3 nights
Spend per night	\$262
Spend per visitor	\$792
SOURCE MARKETS	
Intrastate	3.4m
Interstate	881k
NSW	384k
VIC	343k

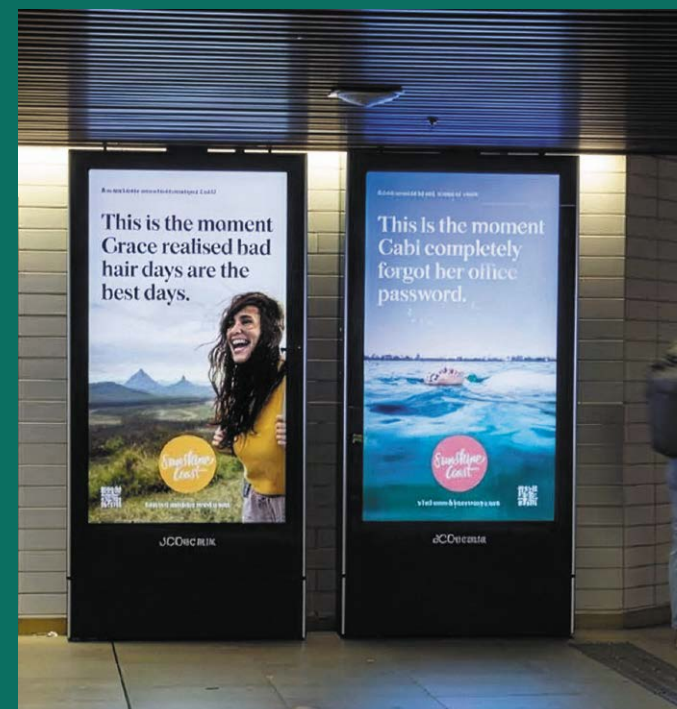
Sunshine Coast domestic visitation (percentage of Qld total)	
DOMESTIC	% of Queensland
Total visitor expenditure	11%
Overnight visitor expenditure	12%
Day trip expenditure	9%
Overnight visitors	16%
Holiday visitors	21%
Visiting friends and relatives	16%
Business	6%
International Visitor Snapshot year-ending December 2025	
INTERNATIONAL	
Overnight visitor expenditure	\$475.5m
Visitation	301k
Visitor nights	3.7m
Average length of stay	12.2 nights
Spend per night	\$130
Spend per visitor	\$1577

Source: International Visitor Survey, Tourism Research Australia and STR, for year ending December 2025

BRAND AND MARKETING

As a destination, the Sunshine Coast means so much to our visitors – it's more than beautiful beaches, lush hinterland and world-class experiences. A trip to the Sunshine Coast goes beyond that and promises to "bring out the sunshine in you".

We define what sets the Sunshine Coast apart through our brand pyramid and provide programs to support our members to better understand how to align with it, so that the brand is being delivered to our visitors, day in and day out, across the Sunshine Coast.



Delivering Sunshine Moments

Sunshine Moments is our hero campaign that brings the Sunshine Coast brand to life and celebrates what sets our destination apart. The campaign is all about capturing the sunshine feeling our visitors experience when they holiday here, and inviting visitors to come and 'find your sunshine moment'.

The campaign is featured across our domestic and international markets on any media you can name – including catch up TV, billboards, social media and digital channels – to raise awareness about the Sunshine Coast and drive more people to our website to plan their next Sunshine Coast escape.

Top Tip

Leverage Sunshine Moments campaign through our Co-Op Marketing Opportunities designed to elevate your business profile.

Our Purpose

To enrich lives through travel

Our Values

Sustainability | Belonging
Authenticity | Abundance

Our Promise

The Sunshine Coast brings out the sunshine in you

Our Personality

Laid-back | Playful | Welcoming | Adventurous

DISCOVER OUR
SUB BRANDS

QUEENSLAND'S
Sunshine Pantry

Sunshine Coast

From paddock-to-plate dining, fresh local produce, unique farm stays and food festivals, the Sunshine Coast has all the essential ingredients for a fabulous foodie adventure for visitors.

Our rich volcanic soils and our clear blue waters dish up fresh produce and an abundance of culinary experiences here on the Sunshine Coast.

We have created an identity to share our incredible agritourism experiences with visitors through one voice, and that is as "Queensland's Sunshine Pantry". This identity unites the region's 900 producers with the tourism industry and through it we will become Queensland's premier food, drink and agritourism destination.

MAYAN LUXE VILLAS





For more information on how to be involved, scan the QR code to go to visitsunshinecoast.com/qld-sunshine-pantry.



Did you know the Sunshine Coast is home to the largest number of craft breweries per capita in the country? It was 24 at last count! This makes us Australia's Craft Beer Capital!

Members can leverage this campaign where every hour feels like happy hour by accessing our toolkit.

Co-operative
Marketing

Marketing campaigns are at the core of what we do. Our campaigns raise awareness and appeal of the destination as well as drive bookings for our tourism businesses, specifically during off-peak periods. We also team up with Tourism Australia, Tourism and Events Queensland, airlines, online travel agents, and distribution partners to run tactical trade campaigns to drive bookings.

Our calendar of activities for the 26/27 financial year is on pages 28-29. As a member, you can access our co-operative marketing opportunities that let you participate directly in our promotions to drive results to your business.

Top Tip

Check out our calendar of activity (pages 28-29) to book Co-Op Marketing for when your business needs it most.

PACKAGE	INCLUSIONS	FREQUENCY	INVESTMENT (ex GST)
Featured Deal (website)	1 x featured deal on visitsunshinecoast.com	Month-to-month	\$300/month
Featured Deal (EDM)	1 x featured deal placement in a VSC consumer EDM (85k+ subscribers)	Month-to-month	\$400/month
Deal Package	Featured deal combo: 1 x featured deal on visitsunshinecoast.com 1 x featured deal in consumer EDM	Month-to-month	\$600/month
Social Package	Social media ad retargeting website visitors from visitsunshinecoast.com and Queensland.com , allowing you to reach a qualified audience.	Minimum 3 months	From \$600/month
Seasonal Package	All-inclusive package: 1 x featured Deal on visitsunshinecoast.com 1 x social media retargeting ad 1 x featured deal in a VSC consumer EDM 1 x featured deal in a seasonal blog on the website	3 months	\$3300 Book a package and save \$1500 (valued at \$4800).
Exclusive Solus EDM	A dedicated solus EDM sent to Visit Sunshine Coast subscribers on their 12-month subscription anniversary, showcasing a single exclusive offer from your business. Positioned as a reward for subscriber loyalty and delivered to a highly engaged audience (approx. 5000 sends per month). Bonus inclusion: bespoke blog feature linked within the EDM and published as evergreen content on visitsunshinecoast.com .	Minimum 3 months	\$950/month

View these co-op packages online by scanning the QR code or contact marketing@visitsunshinecoast.com to find out more.



Opportunities

- ✓ Promote your business to a more qualified audience pool, making it easier for them to find your business and book their holiday.
- ✓ Drive traffic directly to your website.
- ✓ Retarget visitsunshinecoast.com and Queensland.com website visitors through social media advertising.
- ✓ Increase efficiencies and optimise outcomes with longer-term social media retargeting packages.
- ✓ Take advantage of VSC's buying power and increased website traffic during campaigns by featuring a deal or retargeting these audiences with a social media ad package.

BE DIGITAL SAVVY

Websites

More than 1.47 million travellers visited the official tourism website for the region – **visitsunshinecoast.com** – in the past 12 months which makes it the perfect place to promote your business.

Visitors see our website as the trusted, authentic source of holiday information for the region and rely on our guides for inspiration, as well as planning and booking their trip.

You can feature on **visitsunshinecoast.com** by establishing a listing in the Australian Tourism Data Warehouse (ATDW). Through ATDW you are in control of your business listing, meaning you can update or amend details, and promote any upcoming deals or events at any time.

Top Tip

Create an ATDW listing to promote your business on **visitsunshinecoast.com**, as well as many other leading travel sites including Queensland.com and Australia.com.

Opportunities

- ✓ Create your ATDW listing via: atdw.com.au and keep your listing updated with any deals or upcoming events.
- ✓ Take up a digital package with monthly featured deal listings (see page 11 for more details).
- ✓ Share your news for consideration in our latest website guides by emailing media@visitsunshinecoast.com

For more information email
marketing@visitsunshinecoast.com

Our three websites cover all viewpoints

Consumer
visitsunshinecoast.com

Corporate
corporate.visitsunshinecoast.com

Business Events
businesseseventssunshinecoast.com

ALEXANDRA HEADLAND

Staying Social

Social Media

We have a prominent presence on social media across multiple platforms including Facebook, Instagram, YouTube, LinkedIn and TikTok, with a combined audience of over 358,000. Social media provides an excellent platform to share stories, images and videos that inspire travellers to visit the Sunshine Coast.

With so much content on social media it's crucial that everything we do through the channel connects and engages with our audience while bringing the Sunshine Coast brand to life.

On our consumer channels, visitors respond best to dreamy, high-quality videos and love to engage with interactive content like Instagram story polls and quizzes. So, like us, when posting on social media channels, ensure you choose content that is vibrant and tells a story.

We are always on the lookout for new content to share with our audience. It's easy to participate in our social media activities by tagging us and including our hashtag #visitsunshinecoast on your posts. If you capture some incredible content or have some exciting news, make sure to reach out and share with us.

Top Tip

Tag **@visitsunshinecoast** and **#visitsunshinecoast** whenever you upload a post to increase your chance of being featured in our social media activities.

We'd love to connect

- Facebook:**
[@sunshinecoastQLD](https://www.facebook.com/sunshinecoastQLD)
- Instagram:**
[@visitsunshinecoast](https://www.instagram.com/visitsunshinecoast)
- TikTok:**
[@sunshinecoastoz](https://www.tiktok.com/@sunshinecoastoz)
- YouTube:**
[@VisitsunshinecoastAustralia](https://www.youtube.com/VisitsunshinecoastAustralia)
- Corporate Facebook:**
[@VisitSunshineCoastCorporate](https://www.facebook.com/VisitSunshineCoastCorporate)
- Corporate LinkedIn:**
[@VisitSunshineCoast](https://www.linkedin.com/company/VisitSunshineCoast)
- Business Events LinkedIn:**
[@businesseseventssunshinecoast](https://www.linkedin.com/company/businesseseventssunshinecoast)

For more information, send us a DM on socials or email
marketing@visitsunshinecoast.com



SHARING SUNSHINE COAST STORIES

"We were so grateful for the opportunity to be featured on Channel 7 Weekender. The impact was immediate, with strong interest following the episode, and even a year on, we continue to receive bookings as a result of the exposure."

Luisa,
Sunny Jeeps

ROBERT IRWIN LOOKALIKE CONTEST

Opportunities for members

- ✓ Gain assistance shaping your news into a compelling story angle that media want to cover.
- ✓ Leverage our established relationships to amplify your exposure and reach new audiences.
- ✓ Put your business front and centre by participating in curated media visits and experiences.

For more information or to share your latest news, contact media@visitsunshinecoast.com

Top Tips

KEEP US IN THE LOOP!

Got something new? Big or small, we want to hear about it. The earlier we know, the more we can do with it.

SEND US STRONG VISUALS

Great stories need great imagery. High-quality photos and video can make all the difference.

THINK FRESH & DIFFERENT

Media love what's new, unique or unexpected. If you've got an idea but aren't sure if it's media-worthy, run it past us – we're always happy to help workshop it with you.

Public Relations

Advertising tells people you're great. Public relations gets someone else to say it for you – typically trusted media – and that's where the magic happens.

At Visit Sunshine Coast, we connect the region's most compelling stories with the right media to inspire travel. From glossy features to prime-time TV segments, we work behind the scenes to keep the Sunshine Coast firmly in the spotlight.

Through strong relationships with leading travel, lifestyle and news media, we generate coverage across print, digital, broadcast and radio nationally, and in key international markets like New Zealand.

Each year, we take the Sunshine Coast on the road, hosting media events in Brisbane, Sydney, Melbourne and Auckland to showcase what's new and noteworthy across the region.

Our media familiarisation (famil) program brings influential journalists and storytellers to experience the destination firsthand, turning great experiences into even greater coverage. Alongside our core PR activity, we also develop creative, newsworthy concepts designed to keep the Sunshine Coast top-of-mind and generate coverage beyond traditional travel pages, such as *Sunshine Sickie* and the *Robert Irwin Lookalike Contest*.



CONTENT IS KING

Image and video library

They say a picture tells a thousand words, and our photos and videos are crucial in raising the appeal of the Sunshine Coast to visitors. We have put together an online image library and, as a member, you can access the Member Library for FREE, which contains a selection of over 1000 destination and experience images to use in your own promotions.

Opportunities

- ✓ Access to the Member Library.
- ✓ Feature your business in our promotion when you share high-resolution images or raw footage direct with us.

For more information email marketing@visitsunshinecoast.com

BOOLOUMBA CREEK

85,000+
Holidaymakers across
Australia and New Zealand
receive our e-newsletter.

1200+
Members and industry
contacts receive
Talking Tourism.

E-newsletters

We send out two e-newsletters:

- One for holidaymakers
- One for members and industry

The visitor e-newsletter is a combination of upcoming events, Sunshine Coast travel articles, new accommodation and experience offerings and latest deals. To ensure we get the most out of our email marketing, we tailor content for our key markets: Sydney, Melbourne, New Zealand and our drive market.

Talking Tourism is a fortnightly newsletter for members and industry, and features timely updates with important information to help your business.

Top Tip

As a member you will automatically receive our e-newsletter to your inbox, but did you know you can sign up to receive our visitor e-newsletter too? Simply visit our website.

Opportunities

- ✓ Guarantee your business is featured in the consumer e-newsletter by taking up a digital package showcasing your deal. See page 11 for more details.
- ✓ Make sure your ATDW listing is up to date as our e-newsletters link to these deals and events.
- ✓ If you have any news to share, updates, or timely information, email it to media@visitsunshinecoast.com

For more information email media@visitsunshinecoast.com or marketing@visitsunshinecoast.com

TRADE AND INTERNATIONAL

"Being a VSC Trade and International member has increased our visibility in the international market, filling our inventory during the low season. It has enabled us to strengthen our relationships in the industry and build our brand, and we have had a lot of fun along the way."

Xochi and Ali
Narrows Escape

From "hello" to "bonjour" and beyond, our trade team connects Sunshine Coast tourism operators with a diverse global network of travel sellers — from wholesalers and inbound operators to online platforms and retail agencies.

These connections open doors to international markets, allowing your products to be packaged, promoted and sold through channels that significantly expand your reach and booking potential.

We create pathways for local businesses to engage directly with key trade partners through initiatives such as industry events, sales missions and hosted famil programs. We also deliver targeted marketing activity with our trade network, focused on driving conversion and delivering measurable results.

Our Trade Ready Program is designed to build your capability and confidence in working within the travel distribution ecosystem. From understanding how your product fits into the global sales journey to navigating pricing, commissions and partnerships, we provide the knowledge and support to help you succeed.

Entering the trade space can feel complex, but with the right guidance and connections, it becomes a powerful channel for growth. We're here to support you along the way.

Opportunities

- ✓ Showcase your business in our Trade Travel Planner, reaching a network of 5000+ global trade partners.
- ✓ Gain visibility through targeted trade EDMs and industry communications.
- ✓ Benefit from international exposure via representation at domestic and global trade shows, sales missions, and roadshows.
- ✓ Access ongoing industry support and specialist advice.
- ✓ Engage in professional development opportunities.
- ✓ Elevate your product's profile across key global markets.
- ✓ Opportunity to host visiting trade partners through curated famil programs.
- ✓ Receive invitations to participate in VSC-led trade events and activations, within Australia and internationally.

Upgrade your VSC membership to include the Trade and International 'add-on' to access our trade programs and services. See pages 26-27 for a full list of membership levels, prices, benefits and conditions. For more information email trade@visitsunshinecoast.com.

TEQ QUEENSLAND IS CALLING UK.EU



BUSINESS EVENTS



WHERE BUSINESS EVENTS SHINE

Business Events play a vital role in positioning the region as a year-round destination by attracting conferences, incentives, and corporate events that drive mid-week and off-peak visitation.

Our dedicated Business Events team works to showcase the Sunshine Coast as the ideal location for business events by actively engaging with event planners across Australia and New Zealand. We do this through strategic participation in trade shows and roadshows, as well as by hosting famils that allow planners to experience firsthand the appeal of our region. These initiatives build confidence and inspire planners to choose and champion the Sunshine Coast for their next business event. BE part of it!

Opportunities

- ✓ Exposure of your business to event planners, conference organisers and incentive buyers.
- ✓ Company listing on our dedicated business events website.
- ✓ Promotional opportunities in blogs, monthly buyer EDMs and social media.
- ✓ Networking events and workshops.
- ✓ Trade publications, media exposure and marketing.
- ✓ Participation in trade shows.
- ✓ Participation in signature event: Sunshine Coast Showcase

Get ready to elevate your business with Business Events and let's shine together! Upgrade your VSC membership to include Business Events. See pages 26-27 for a full list of membership levels, prices, benefits and conditions. To learn more, email businessevents@visitsunshinecoast.com.



Top Tip

To learn more about Business Events, head to our dedicated website, businessevents.sunshinecoast.com

WORLD CLASS EVENTS

Events give travellers new reasons to visit the Sunshine Coast! They also attract travellers when we need them the most; that is outside our peak holiday periods.

We provide promotional support to tourism and event promoters whose events attract visitors from outside our region. We take a tiered approach to marketing support, allowing us to prioritise our resources to the events that will provide the most benefit to the destination.

While we don't provide direct financial support for events, we connect event organisers with our network of partners to support them to complete applications for funding through other organisations. This includes at a local, state and federal government level.

Subscribe to our industry e-newsletter, Talking Tourism, to stay up to date with the latest funding rounds.

Opportunities

- ✓ Event organisers can access the Event Promoters Kit, a resource we keep up to date with destination images, video and seasonal content.

For more information email marketing@visitsunshinecoast.com

Top Tip

On visitsunshinecoast.com, our What's On page features upcoming events from ATDW, so make sure you have an event listing and keep it updated!



Top Tip

Make sure our volunteer ambassadors know about your business, so they are providing guests with all the right details.



Service with a smile

Visitor Servicing

We operate two accredited Visitor Information Centres (VICs) - at Glass House Mountains and Montville. We also coordinate activations to welcome thousands of national and international visitors from cruise ships coming into Mooloolaba to spend a day in the region.

Our 80+ dedicated team of volunteer ambassadors are never short of a smile and provide travellers with a friendly welcome and local tourism information.

Opportunities

- ✓ Our VICs are a great place to display brochures, so make sure we have your latest promotional material to hand out to our visitors.
- ✓ Our ambassadors are thirsty for product knowledge. Show them what you do by offering to host a famil, drop in for a chat and/or offer an update for their team.

For more information email visit@visitsunshinecoast.com



12,000+
trees planted

VSC recognises the corridor of UNESCO Biosphere Reserves on the Sunshine Coast (Sunshine Coast, Noosa and Great Sandy) and their commitment to sustainability, community, and future generations.

📍 TREE PLANTING, COOROY

Sustainability

Creating a greener future

We aspire to make a real and meaningful contribution towards the sustainability of the destination, and through this ensure that the Sunshine Coast is recognised for its sustainability credentials.

One way we do this is through our Sunshine Coast Sustainability Program. This program was created in partnership with Reforest and the Sunshine Coast Council and is Australia's first destination-wide carbon reduction initiative. It unites tourism business and visitors to reduce carbon emissions through the reforestation and rehabilitation of local ecosystems.

It's also the tourism industry's way of giving back to the community, removing carbon and restoring natural habitat on the Sunshine Coast.

Visit Sunshine Coast members can join the program and help us create a greener future for the Sunshine Coast.



Opportunities

- ✓ Increase your appeal to eco-conscious customers and provide them with a way to remove their emissions.
- ✓ Share your positive climate action with customers.
- ✓ Understand your own carbon footprint and, if you choose, take the next step to remove emissions by joining the program.
- ✓ Makes a real and meaningful difference in preserving the natural environment.

For more information,
go to visitsunshinecoast.com
or scan here.



Membership Matters

Join the network driving Sunshine Coast tourism.

Membership opens the door to exclusive opportunities, giving your business access to VSC's industry programs, and valuable connections across the Sunshine Coast tourism network. Your membership also contributes towards our ongoing efforts to promote the region and grow the local tourism sector.

For more information email: members@visitsunshinecoast.com

It's easy to join with additional add-on levels available for businesses looking to participate in the specialist areas of
(1) Business Events* or
(2) Trade and International.*

Sponsorship Opportunities

Support the future of tourism on the Sunshine Coast by partnering with Visit Sunshine Coast through our Tourism Champion sponsorship opportunities, from \$2000. Opportunities available across sponsorship of networking, industry development and workshop programs.

Talk to our team for further details.

Supporter of Tourism

\$165
inc GST

Looking to build meaningful connections with the Sunshine Coast tourism industry?

Our Supporter membership is designed for businesses outside the tourism sector who want to engage with and support the visitor economy.

Your FY26/27 membership opportunities:

- ✓ Stay up to date with trends and opportunities via industry e-newsletter, Talking Tourism.
- ✓ Networking with the best – invitation to our popular networking events.*
- ✓ Industry insights at our member engagement events.
- ✓ Access to our extensive Sunshine Coast image library.

* Additional costs may apply

VSC Member

\$385
inc GST

Your FY26/27 membership opportunities:

- ✓ Stay up to date with trends and opportunities via industry e-newsletter, Talking Tourism.
- ✓ Promotion through our website (and campaigns via submission of deals**).
- ✓ Promote your brochure in VSC operated and accredited Visitor Information Centres.***
- ✓ Networking with the best – invitation to our popular networking events.*
- ✓ Opportunity to participate in VSC cooperative marketing campaigns.***
- ✓ Connect with our VSC social channels.
- ✓ Be in the box seat to leverage relevant PR activity on ad-hoc basis.
- ✓ Opportunity to be featured in blog posts and website guides/itineraries.
- ✓ Access to our extensive Sunshine Coast image library.
- ✓ Learn from the experts – access to training, workshops and resources to support your business.
- ✓ Access to our dedicated membership team to maximise your membership.
- ✓ Opportunity to participate in Sunshine Coast Sustainability program.*
- ✓ Provide a delegate deal for Business Events.

* Additional costs may apply

** Must have active ATDW profile

*** Subject to suitability and availability

Trade and International add-on

\$465
inc GST

Trade and International members receive additional promotion and networking opportunities specific to the inbound tourism sector.

Your FY26/27 membership opportunities:

- ✓ Opportunity to participate in trade and international ready programs.*
- ✓ Business listing included in International Travel Planner.
- ✓ Opportunities to showcase your business to travel trade familiarisation visits.
- ✓ Inclusion in relevant VSC trade show representation and trade training programs.
- ✓ Invitation to participate in VSC led onshore/offshore sales missions.*
- ✓ Opportunity for inclusion in international marketing campaigns.**
- ✓ VSC team support and guidance on distribution and contracting.

* Additional costs may apply

** Access to trade and international benefits on provision of product suitability and operators' agreement to pay required commission

Business Events add-on

\$465
inc GST

Business Events members receive additional promotion and networking opportunities specific to the business events industry.

Your FY26/27 membership opportunities:

- ✓ Gain visibility on our dedicated business events website.
- ✓ Increase your chances of securing business by receiving recommendations and referrals.
- ✓ Opportunity to participate in trade shows and Sunshine Showcase.*
- ✓ Showcase your product in our monthly Buyer EDM and Delegate Deal promotions.
- ✓ Connect and collaborate with industry peers and stay updated on the latest trends at a range of networking events and workshops.*
- ✓ Personalised Business Events Consultations.
- ✓ Opportunity to feature in media releases and advertorials in business events publications and websites.
- ✓ Opportunity for inclusion in site inspections and familiarisations.
- ✓ Champion your business by contributing to industry insights and data.

* Additional costs may apply

POA

Signature Membership

A premium membership designed for leading tourism operators looking to build stronger strategic connections, access enhanced marketing support and work more closely with Visit Sunshine Coast to help shape the future of the visitor economy.

Signature Membership opportunities:

- ✓ All VSC Member benefits including Trade and International ** and Business Events Membership.^
- ✓ Annual strategic planning session.
- ✓ Priority consideration for PR, marketing and family opportunities.*
- ✓ Invitations to attend exclusive leadership roundtables with senior stakeholders.
- ✓ Quarterly insights briefings.
- ✓ Strategic advocacy support (where appropriate).
- ✓ Dedicated senior VSC contact.
- ✓ Three-month Co-operative Seasonal Package.

Talk to our team about our Signature Membership Bundles.

* Subject to suitability, availability and campaign alignment.

** Trade and International opportunities subject to operator suitability and commission requirements where applicable.

^ Business Events opportunities subject to suitability and relevance to business events programs.

Activity Calendar 26/27

Category	Activity	Location	July	August
Marketing	National Hero Campaign	Australian eastern seaboard		
	Drive Market Campaign	South East Queensland		
	Jetstar Campaign	Sydney, Melbourne, Adelaide, Cairns		
	Tactical campaigns	Australia		
	Locals campaign	Sunshine Coast		
	2027/28 Visitor Guide launch	Australia		
	Always on digital marketing	Australia		
Marketing International	International Hero Campaign	Auckland (NZ)		
	Jetstar Campaign	Auckland (NZ)		
	Tactical campaigns	Auckland (NZ)		
PR & Content	Broadcast	Australia		
	Media Roadshow & Engagement	Sunshine Coast, New Zealand, Melbourne, Sydney, Brisbane		
	Famils in region	Sunshine Coast		
	Content partnerships	Australia, New Zealand	Escape Video NZ	TBC
Industry & Trade Development	VSC Networking events	Sunshine Coast		
	Member Engagement	Sunshine Coast		
	Industry Development Workshops	Sunshine Coast		
Trade & International	Tourism Australia South East Asia Marketplace	Malaysia		
	TEQ North America Sales Mission (VSC only)	North America		
	G'day Australia	Darwin		
	ATEC Meeting Place	Tasmania		
	Tourism Australia UK and EU Marketplace	London		
	Sales Calls	Sydney, Melbourne, New Zealand	Sydney	
	TEQ Inbound Showcase	TBC		
	Australian Tourism Exchange	Sydney		
	Explore Kiwi (VSC only)	Sunshine Coast		
	VSC New Zealand Showcase	New Zealand		
Business Events	ATEC Explore SEQ	TBC		
	Sunshine Coast Showcase 2026	Sunshine Coast and Melbourne	Sunshine Coast	
	Association Forum National Conference	Geelong		
	AUNZ MICE Club	Sydney		
	SITE Incentivise LIVE	Sydney		
	AuSAE - ACE	Brisbane		
	Business Events Expo NZ	Auckland		
	ABEA Conference	Adelaide		
	PCOA Conference	Geelong		
	AIME 2027	Melbourne		
	Sunshine Coast Showcase 2027	Sunshine Coast		
	Sunshine Coast Famil	Sunshine Coast		
Site Inspections	Sunshine Coast			

Key

- All VSC members. Members may participate in some opportunities. (May be subject to additional cost or suitability of product.)
- Trade and International members only. Participation may be subject to additional cost or suitability of product.
- Business Event members only. Participation may be subject to additional cost or suitability of product.

[illegible]

Glossary

ATE: Australian Tourism Exchange
 IMM: Travelmedia's International Media Marketplace
 TBC: To be confirmed

**Events and dates are subject to change. More events may be announced throughout the year.*

Working with our team



CEO
Matt Stoeckel



Head of Industry & Trade Development
Renee Guillien



Head of Marketing
Kelly Ryan



Public Relations Manager
Gail Virgona



Communications Manager
Caitlin Zerafa



Executive Assistant/Office Coordinator
Chantal Vancam



Trade & International Manager
Emily Zinowki



Brand & Content Manager
Lauren Grounsell



Communications Consultant
Peter Hook



Marketing and Events Coordinator
Kali Weibler



Finance & Administration Manager
Guy Williams



Industry Development Manager
Beth Mahoney



Digital Product Manager
Justin Franks



Head of Business Events
Ali Thompson



Social & Content Coordinator
Annabel Robertson



Finance & Administration Coordinator
Katrina Logan



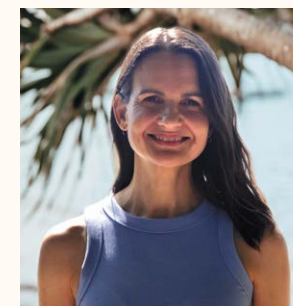
Industry & Trade Coordinator
Tara Boberg



Digital & Performance Media Manager
Allison Wallace



Business Events Coordinator
Leisa Balic



Creative Multimedia Designer
Tamara Kowalski

How to get involved

Join now

We'd love you to become a member and be part of Team Sunshine Coast... For real!

For more information email: members@visitsunshinecoast.com or call us on (07) 5458 8800.

Join online: visitsc.au/membership



Scan here to join!

Visit *Sunshine Coast*



Scan here to join!

