


TEAM SUNSHINE COAST

WORKING
TOGETHER
FOR TOURISM

Visit
*Sunshine
Coast*





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TEAM SUNSHINE COAST

MEMBER 23/24

Visit
*Sunshine
Coast*

A warm welcome

As the official Regional Tourism Organisation for the Sunshine Coast, our focus is to attract visitors to the region and support our tourism industry to SHINE. We are a member-based organisation of more than 500 passionate tourism businesses that work together to build the Sunshine Coast brand and provide world-class experiences to our visitors.

In doing so, the tourism sector on the Sunshine Coast continues to support more than 25,000 jobs and pumps billions into the local economy every year.

In fact, in 2022 visitors spent a record \$5 billion on the Sunshine Coast. It's a particularly impressive statistic when you consider that before COVID-19 the figure was only \$3.7 billion per annum. But while it's a time to be confident, it's certainly not a time to be complacent as competition from other destinations is increasing and cost of living pressures continue to build for households.

For that reason more than ever we need to live by our 'Team Sunshine Coast' mantra. That is, through working together, we are more than a group of individual tourism businesses, we are a destination with a common brand and shared direction. This will help us to remain competitive, stay at the top of our game and kick plenty of goals along the way.

It will also help us make the most of the opportunities that come our way. This includes the "B's" of: **BRISBANE** 2032 Olympic and Paralympic Games, becoming the only place in Australia where three UNESCO **BIOSPHERES** sit side-by-side and of course becoming HQ to Australia's newest airline **BONZA**!

We invite you to become a member of VSC to access our programs and services that you can read more about in this booklet.

We look forward to welcoming you as a member in 23/24 and can't wait to work with you... For real.



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.


THE REAL LOW DOWN

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

VSC IS LEADING A
SUSTAINABLE TOURISM
INDUSTRY THAT IS UNITED
BY A DISTINCT BRAND.





 BOOLOUMBA CREEK

About us



Vision

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

.....



Mission

Our mission is 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. VSC's 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 plus members who we work with daily! They are the backbone of the tourism industry and responsible for delivering the visitor experience we are famous for.

THE GREAT ALL-ROUNDER

Tourism continues to be a significant driver of the Sunshine Coast economy, contributing over \$5 billion¹ in overnight and day trip visitor expenditure and supporting an estimated 25,200 jobs².

We all share and enjoy the benefits of tourism on the Sunshine Coast...which makes it 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 for visitors, set amongst a stunning natural landscape and all within easy reach, **which put simply makes us 'For real.'**



\$5B

\$5 billion in visitor expenditure



25,200 Sunshine Coast Jobs

25,200

At a glance



100 kilometres of pristine coastline with 30+ beaches.



7 National Parks, State Parks and Forests.



300 + attractions, tours and experiences.



300 + hotels with 9,600 rooms, 1625 camping and caravan sites + 5000 short stay rentals.



Australia's first carbon neutral International Airport.



The only place in Australia with 3 UNESCO Biosphere Reserves



Largest number of craft breweries per capita in the country, making us the Craft Beer Capital.



A host venue for the 2032 Olympic and Paralympic Games.

¹ National Visitor Survey, Tourism Research Australia, to year end December 2022.

² Regional Tourism Satellite Account, Tourism and Events Queensland, 2020-2021.

Performance

Snapshot for year ending December 2022

Expenditure

	Expenditure	Annual Change	Change vs Dec 2019
Domestic overnight expenditure	\$4.3 billion	+ 58.6%	+ 55.3%
Day trip expenditure	\$650.3 million	+ 2.2%	-7.6%
Total expenditure	\$5.0 billion	+ 60.8%	+ 47.7%

Visitors

	Visitors	Annual Change	Change vs Dec 2019
Intrastate	3,016,000	+2.8%	+2.9%
Interstate	1,199,000	+106.8%	+7.4%
Total overnight	4,215,000	+ 19.9%	+4.1%
International	-	-	-
Day trip	5,600,000	-9.7%	-28.7%
Total overall visitors	9,815,000	+10.2%	-24.6%

To the year ending December 2022, we managed to crack \$5.0 billion in total visitor expenditure. This can be attributed to the domestic overnight expenditure (OVE) growing 55.3 per cent to a record \$4.3 billion compared with the year ending December 2019. This was due to record levels of visitation (4.2 million, up 4.1 per cent compared to 2019) along with spend per visitor increasing 49.2 per cent to \$1,012.

Holiday visitation also drove the region's growth, reaching a record 2.5 million trips (up 11.3 per cent). Visiting Friends and Relatives visitation was steady (down 0.5 per cent) compared to 2019 at 1.4 million, but business visitation remains down 35.6 per cent at 232,000.

International travel was still relatively restricted for most Australians in 2022 due to a lack of capacity and pricing. We were competing largely in the domestic market and the most encouraging aspect of the 2022 figures is that we achieved record interstate visitation reaching 1.2 million. This included a record 592,000 visitors from New South Wales (up 4.1 per cent compared to 2019) and a record 439,000 visitors from Victoria (up 11.7 per cent compared to 2019).

Closer to home, intrastate visitation was up by 2.9 per cent compared to 2019 at 3.0 million. Visitation from Sunshine Coast's largest source market, Brisbane, was up 15.8 per cent compared to 2019 at 2.0 million, however day trip visitation dropped by 28.7 per cent compared to 2019 showing we still have some areas to work on.



LAUNCH OF SHINE INDUSTRY DEVELOPMENT PROGRAM

Our approach

Taking action today for success tomorrow

Our focus for FY23/24 is to:

- Defend our increased market share of intrastate markets;
- Grow the destination's interstate markets (and leverage improved air connectivity);
- Re-engage our international markets and rebuild international arrivals.

We can best achieve this by delivering on our three priority strategies:

Approach	Rationale
Develop a distinct brand	<ul style="list-style-type: none">• To create differentiation and add value to the brand to support premium pricing.• To improve the effectiveness of VSC's marketing activities.
Build a sustainable tourism industry	<ul style="list-style-type: none">• To improve experiences across the destination and enhance the overall attractiveness of the Sunshine Coast.• To build distribution channels and ensure industry is equipped to attract high-yield markets, both domestically and internationally.
Make Sunshine Coast a year-round destination	<ul style="list-style-type: none">• To capitalise on available inventory in off-peak periods in the Sunshine Coast.• To diversify the destination and improve its resilience.



Top tip

Networking is king! VSC holds regular events for members to connect and collaborate with each other.

Working with you

Membership and industry

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We represent all Sunshine Coast tourism businesses – from the small BnB operators to the biggest resorts and conference venues, fishing charters to wildlife attractions.

We offer a wide range of development programs to support our members reach their potential.

Whether you're new to tourism or an established business, being a member of VSC is a great way to stay connected with the Sunshine Coast tourism industry and take advantage of our programs and services.

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Benefits

- ✓ We have a network of over 500 members.
- ✓ A dedicated membership team to offer support in maximising opportunities.
- ✓ Stay up to date with trends, opportunities, and news via VSC's e-newsletter, The Sunny Insider.
- ✓ Learn and be inspired by the best - access training and workshops to lift your business performance.
- ✓ Participate directly in marketing cooperative opportunities to drive results direct to your business.

Please see pages 26/27 (membership matrix) for a full list of membership levels, prices, benefits, and conditions.

For more information email:
members@visitsunshinecoast.com

Putting heads on beds

Cooperative marketing

Most of our visitors come from Queensland, with New South Wales and Victoria also being critical markets for the Sunshine Coast as visitors from these markets stay longer and spend more per night when they are here.

Sunshine Coast is also a very popular international destination with the majority of these visitors coming from New Zealand.

Marketing campaigns are at the core of what we do. Our campaigns raise awareness about the appeal of the destination as well as drive bookings for our tourism businesses - specifically during off peak periods.

Our calendar of activities for financial year (FY) 23/24 is on page 28-29. As a member of VSC, you can also access cooperative marketing opportunities that let you participate directly in our promotions to drive results for your business.

For the best use of resources, our activity is targeted to reach our customers with the right message at the right time. We also team up with TA, TEQ, airlines, online travel agents, and distribution partners to run tactical trade campaigns to drive bookings.

Top tip

Take advantage of our marketing campaigns by participating directly in our cooperative marketing opportunities to drive results direct to your business.

Cooperative Marketing Activity				Timing			
Package	Inclusions	Spaces available	Investment	July-Sept	Oct-Dec	Jan-Mar	Apr-Jun
Visit Sunshine Coast Digital Package	Monthly featured deal listing on visitsunshinecoast.com and other relevant pages.	6 spots per month: <ul style="list-style-type: none"> 3 x experiences 3 x accommodation 	\$250 per month	✓	✓	✓	✓
	Promoted via 'grab a deal' link in the consumer e-newsletter						
Social media advertising	Facebook and/or Instagram advertising retargeting queensland.com and visitsunshinecoast.com audiences.	Monthly Unlimited spaces	\$500 min	✓	✓	✓	✓
Travel and lifestyle content partnerships	Featured deal listings included in targeted travel and lifestyle publications (e.g. Newscorp, Australian Traveller, Weekend Edition, Urban List). Example inclusions: website/article listing; solus e-newsletter; and/or social media post.	Spaces will be limited. Titles to be confirmed. Seasonal.	Approx. \$500-\$2000 pending publication and inclusions	✓	✓	✓	✓

You can register your interest or book now corporate.visitsunshinecoast.com/marketing



Sunshine Moments, For real is our hero campaign that brings the Sunshine Coast brand to life and celebrates what sets the destination apart. The campaign is all about bringing out the sunshine feeling our visitors experience on the Coast and inviting visitors to come and 'find their very own sunshine moment'. Members can access our handy [toolkit](#).



Did you know the Sunshine Coast is home to the largest number of craft breweries per capita in the country? This makes us Australia's Craft Beer Capital! Members can leverage this campaign where every hour feels like happy hour by accessing our [toolkit](#).



Ride the Five campaign positions the Sunshine Coast as Australia's Best Winter Mountain Biking Destination and promotes the region's five primary recreational mountain bike areas. Members can leverage this activity by accessing our [toolkit](#).



Digital leading the way

Websites

More than **1.2 million** travellers visited the official tourism website for the region – visitsunshinecoast.com – in the past 12 months which makes it the perfect place for you to promote your business.

Visitors see our website as the trusted, authentic source of holiday information for the region and rely on our blogs and itineraries to be inspired about visiting the Sunshine Coast as well as planning and booking their trip.

You can feature on visitsunshinecoast.com for **FREE** 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 a **FREE** ATDW listing to promote your business on visitsunshinecoast.com, as well as many other leading travel sites including Queensland.com and Australia.com

Benefits

- ✓ Create your ATDW listing via: atdw.com.au and then keep your listing updated with any deals or upcoming events.
- ✓ Take up a digital package with monthly featured deal listings (see page 10 cooperative marketing table for more details).
- ✓ Share your news for consideration in our latest website blogs and articles by emailing: media@visitsunshinecoast.com

For more information email:
marketing@visitsunshinecoast.com



Staying social

Social media

We have a prominent presence on social media across multiple platforms including Facebook, Instagram, YouTube, LinkedIn, Twitter and now TikTok, with a combined audience over **288,000**. 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 whilst bringing the Sunshine Coast brand to life. **So, like us, when posting on social media channels, ensure you choose content that is vibrant and tells a story.**

Top tip

We are always on the lookout for new content that we can share with our audience. Make sure you include our hashtag #visitsunshinecoast and tag @visitsunshinecoast for the chance to be featured in our social media activities.

Join in our social media conversations by visiting:



Our Facebook page:
facebook.com/sunshinecoastQLD



Our Instagram channel:
instagram.com/visitsunshinecoast



Our TikTok channel:
tiktok.com/@sunshinecoastoz



Our YouTube channel:
youtube.com/VisitsunshinecoastAustralia



Our Twitter feed:
twitter.com/sunshinecoastoz

and



Corporate Facebook page:
facebook.com/VisitSunshineCoastCorporate



Corporate Twitter feed:
twitter.com/VisitSCcorp



LinkedIn platform:
linkedin.com/company/visit-sunshine-coast

Lock in a social media package with us (see page 10 cooperative marketing table for more details).

For more information direct message us via the social channels or email marketing@visitsunshinecoast.com

CONTENT IS KING



Image and video library

They say a picture tells a thousand words, and our photos and videos are a critically important part of our job in raising the appeal of the Sunshine Coast to travellers.

For this reason, we have developed an online image library that contains over 5,000 tourism images and videos. This includes imagery of Sunshine Coast experience operators who engaged in Tourism Australia's National Experience Content Initiative. Most importantly there are **more than 500 of these images that are available for our members to use free of charge in their own promotions and activities.**

Our imagery is used across social media, websites, advertising and publicity.

Top tip

Getting great imagery can be a challenge. But no stress, as members can access our image library free of charge and use it within your own promotions and activities.

Benefits

- ✓ Images are updated regularly, with select imagery made available to members for destination promotion usage via the image library.
- ✓ We love it when you share high-resolution images or raw footage direct with us so we can feature your business in our promotions.

For more information email:
marketing@visitsunshinecoast.com



To the inbox

E-newsletters

Our team creates two e-newsletters – one for holidaymakers and a member e-news called The Sunny Insider.

Each month more than **95,000** travellers across Australia and New Zealand receive the Sunshine Coast newsletter direct to their inbox while The Sunny Insider is sent out to 1200 members and industry contacts fortnightly.

The visitor e-newsletter is a combination of upcoming events, Sunshine Coast travel articles, new accommodation and experience offerings, competitions, and latest deals. To ensure we get the most out of our email marketing, we tailor content for travellers be it a couple, family, solo traveller or group.

The Sunny Insider features timely updates with important information to help your business.

Top tip

As a member you will automatically receive **The Sunny Insider** fortnightly to your inbox making it easy for you to stay in touch with the latest tourism information. You can also sign up to receive our visitor e-newsletter too, simply [visit our website](#).

Benefits

- ✓ Guarantee your business is featured in the consumer e-newsletter by taking up a digital package showcasing your deal. See page 10 cooperative marketing table 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 for either e-newsletter, email it to: **media@visitsunshinecoast.com**

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



The power of publicity

Public relations

We work with top travel, lifestyle and hospitality media to unearth Sunshine Coast stories and inspire travellers to come and experience the region for themselves.

Through a strong network of contacts across print, online, broadcast and radio, we have a constant stream of content rolling out across Australia and in key international markets such as New Zealand.

Our media familiarisation (famil) program invites both domestic and international media and influencers to visit the Sunshine Coast and experience the destination first-hand.

Just like breaking news, travel media are always looking for 'new' and 'unique' stories, whether it's a brand-new hotel, hidden gem or untold story angle. Our job is to keep our finger on the pulse, so we'd love to hear from you!

As well as responding to media requests, we share media releases and negotiate television/broadcast opportunities for the region, and secure content partnerships with media outlets. In the last year alone, we were able to generate media coverage valued over \$30 million and included multiple segments on programs like 7 Weekender and The Today Show.

Top tip

Find your story 'hook'. What sets your business apart? What is something interesting you are doing that people may not know about? The key to publicity is having a good story to share, be it a new product, sustainable focus or different offering.

Benefits

- ✓ Get in touch! The best thing you can do is share your news with us so we can help you spread the word.
- ✓ Reach out for assistance on writing a media release or hosting a media famil.

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



Market ready

Working with the trade

Top tip

Contact our dedicated team of trade experts to find out how you can improve the distribution channels of your product.

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. These trade partners share your products and packages in places we could never achieve ourselves and ensure that travellers have greater opportunities to book a trip to the Sunshine Coast more easily.

We have a dedicated team to help tourism business engage with our trade partners and participate in sales missions, trade shows and trade famils. We also work with our trade partners on tactical marketing activities that are focused on getting more bookings to the Sunshine Coast.

Benefits

- ✓ We run training and development programs for businesses looking to better understand and participate in trade distribution.
- ✓ Businesses with relationships with our trade partners will benefit through participation in tactical campaigns that drive bookings at the time of year when it is needed.
- ✓ Attend domestic and international roadshows and sales missions.
- ✓ Join VSC as a Trade Member to access our trade programs and services.

Please see page 26/27 (membership matrix) for a full list of membership levels, prices, benefits and conditions.

For more information email trade@visitsunshinecoast.com



Sunshine Coast
Sustainability Program

TOGETHER,
WE CAN
CREATE A
BRIGHTER
FUTURE
FOR THE
SUNSHINE
COAST.



Sunshine Coast Sustainability Program

Our vision is to make a real and meaningful contribution towards the sustainability of the destination that will ensure the Sunshine Coast is recognised for its sustainability credentials.



What is the Sunshine Coast Sustainability Program?

A partnership between VSC, Reforest and tourism businesses empowering visitors to understand their impact on the local environment and play a role in actively regenerating native landscapes. **We invite you to join our destination wide program to support visitors to leave the Sunshine Coast cleaner and greener.**

Good for Business

- Increase your appeal to 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 to take the next step, to remove emissions through local reforestation programs .

Good for our brand

The program will provide a discernible point of difference for the destination and capitalise on growing demand for sustainable travel options.

Good for the planet

Participating in the program will make a real and meaningful difference in preserving the natural environment.







World class events

Events give travellers new reasons to visit the Sunshine Coast! Importantly events also bring travellers to the destination when we need them the most, that is outside our peak holiday periods like the school holidays.

We provide promotional support to tourism and event promoters whose events attract visitors from outside of our region. A tiered approach to marketing support lets us prioritise our resources to the events that will make the most difference to the destination.

Whilst 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.

Top tip

Our [visitsunshinecoast.com what's on page](https://visitsunshinecoast.com/what's-on/page) features upcoming events, so make sure your event listing is up to date via ATDW.

Benefits

- ✓ Members can access the Event Promoters Kit, a resource we keep up to date with destination images, video and seasonal content. This is also available to other event operators upon request.

For more information email:
marketing@visitsunshinecoast.com

BUSINESS SUIT TO BOARDIES

Business events

Business Events help the Sunshine Coast to become a year-round destination, with the majority of business events occurring mid-week and in off-peak periods.

Our dedicated business events team promote the Sunshine Coast as a destination for corporate events, incentives and conferences.

Our focus is on creating leads for members. We typically do this by engaging with event planners across Australia and New Zealand and attending trade shows, roadshows, and other events to promote the destination.

We have a separate membership for Business Events, which connects you with additional promotion and networking opportunities specific to the business events industry. This includes receiving sales leads and referrals plus participation with famils, site inspections, roadshows and tradeshow.



Top tip

Engage with our dedicated Business Events team to help promote your business and secure leads from event planners.

Benefits

- ✓ Receive sales leads and referrals.
- ✓ Cooperative opportunities at trade shows and our sunny showcases.
- ✓ Potential to be included in site inspections and famils.
- ✓ Potential to be included in social media campaigns, e-newsletters, blogs, and web listings.
- ✓ Product inclusion in bid documents and proposals.
- ✓ Itinerary ideas promoted to Tourism Australia.

Please see page 26/27 (membership matrix) for a full list of membership levels, prices, benefits and conditions.

For more information email
businessevents@visitsunshinecoast.com

Service with a smile

Visitor servicing

VSC operates 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.

Top tip

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

Benefits

- ✓ Our VICs are also 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





Membership matters

Benefits to your business

Our membership provides your tourism business with opportunities to access our programs and services and connects you with the Sunshine Coast's tourism industry. It also contributes towards VSC's ongoing efforts to promote the destination and support the sector.

It's easy to join as a member, with additional membership levels available for businesses looking to participate in the specialist areas of (1) Business Events or (2) Trade and International.

\$330
inc GST

VSC Membership

Your FY23/24 membership opportunities:

- ✓ Stay up to date with trends and opportunities via our regular industry e-newsletter The Sunny Insider.
- ✓ Access to the Team Sunshine Coast member portal including our extensive image library.
- ✓ Networking with the best - Invitation to our popular networking + Real Talks events.*
- ✓ Learn from the experts - access to VSC's SHINE training and workshops to lift your business performance.*
- ✓ Promote your brochure in VSC operated and accredited Visitor Information Centres (VICs). **
- ✓ Promotion through our website and campaigns via FREE submission of deals.
- ✓ Opportunity to participate in VSC cooperative marketing campaigns.*
- ✓ Access to our dedicated membership team to maximise your membership.
- ✓ Exhibit at annual 'scout' expo - the region's largest tourism exchange of the year.*
- ✓ Opportunity to participate in VSC's latest program: Sunshine Coast Sustainability Program.*
- ✓ Stand out from the crowd with a membership certificate and sticker.

* Additional costs may apply.

** Subject to suitability and availability of display at various VIC's.

\$330

inc GST

Trade and International add-on

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

Your FY23/24 membership opportunities:

- ✓ Invitation to participate in trade and international ready programs.*
- ✓ Your business listed in the annual International Travel Planner.
- ✓ Opportunities to showcase your business to travel trade familiarisation visits.
- ✓ Inclusion in relevant VSC tradeshow 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 levels.*

\$330

inc GST

Business Events add-on

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

Your FY23/24 membership opportunities:

- ✓ Promotion to event planners and conference organisers.
- ✓ Receive relevant sales leads from VSC's marketing activities.*
- ✓ Cooperative opportunities at relevant business events trade shows.**
- ✓ Showcase your product to hosted buyers on VSC famils and in itinerary programs. ***
- ✓ Promotion of product or service to business event media partners for editorial and/or campaign inclusion (digital and print).
- ✓ Promotion via 'Hot Deals' on businesseventssunshinecoast.com
- ✓ Stay up to date with trends and opportunities via the Monthly Business Events focused newsletter.
- ✓ VSC Business Events team support and guidance - we are an extension of your sales team!

** Subject to suitability.*

*** Additional costs will apply.*

**** Access to international market on provision of product suitability.*



PIER 33 MOOLOOLABA

Activity calendar 23/24

Category	Activity	Location	July	August
Marketing	Marketing campaigns	QLD		
		VIC & NSW		
		New Zealand		
	Special interest	Australia & New Zealand	Outdoor Adv	
			Cultural exp	
	Tactical and Aviation campaigns	Australia		
	Always on digital	Australia		
PR & Content	Travel and leisure broadcast	Australia		
	Visiting media and content creator famils	Australia & New Zealand		
	Media Events	Australia & New Zealand		
Industry & Trade Development	Real talks / Networking	Sunshine Coast		
	Scout24 - Big day out for tourism	Sunshine Coast		
	SHINE Workshops	Sunshine Coast		
Trade & International (Available to Trade and International Members Only)	Australia Marketplace - SEA	Singapore	18 - 21	
	Australia Marketplace - India	Bengaluru	23 - 27	
	Australia Marketplace - North America	Los Angeles		6 - 8
	VSC Road Show	New Zealand		
	G' Day Australia	Cairns		
	ATEC Meeting Place	Adelaide		
	Destination IQ	Cairns		
	Australia Marketplace - China	China		
	ATEC National Virtual Trade Event	Online		
	ATEC Queensland Trade Event	Sydney		
	Australian Tourism Exchange (ATE)	Melbourne		
	Famils	Australia		
Business Events (Available to Business Events Members Only)	VSC Sunshine Soiree events	Australia		
	Exec Media events	Australia	SYD - TBC	
	Professional Conference Organisers Conference	Adelaide		
	Events Uncovered Expo	Sydney		10
	Business Events Expo	New Zealand		
	ACE - AUSAE	Canberra		
	BE Networking events	Sunshine Coast		
	Famils	Australia		

* Events and dates are subject to change.

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.

September	October	November	December	January	February	March	April	May	June
Hero Campaign					Sub-regional			Sub-regional	
								Hero Campaign	
								Hero & Tactical	
Food & drink				Food & drink					
				Tactical (TBC)			Aviation (TBC)		
Performance media									
		ASTW		VSC Dom	IMM		ATE (tbc)		
Dates TBC									
	9 - 12								
	30	1							
		22 - 24							
			Dates TBC						
					Dates TBC				
						19 - 20			
								19 - 23	
BNE - TBC	SYD - TBC								MEL - TBC
	MEL - TBC					BNE - TBC		MEL - TBC	
			10 - 12						
		AKL - TBC							
		NOV - TBC							
BNE							SYD	MEL	

Glossary

ASTW: Australian Society of Travel Writers

ATE: Australian Tourism Exchange

IMM: Travelmedia's International Media Marketplace

VSC Dom. : Visit Sunshine Coast Domestic Roadshow





How to get involved

Join now

We invite 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!



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Working with our team

CEO | Matt Stoeckel

Executive Assistant | Anna Norelius

Finance and Administration Manager | Guy Williams

Finance and Administration Coordinator | Katrina Logan

Head of Industry and Trade Development | Andrew Fairbairn

Trade Manager | Emily Zinowki

Industry and Trade Coordinator | Beth Mahoney

Membership Coordinator | Tara Boberg

Head of Marketing | Kelly Ryan

Brand & Campaign Manager | Samantha Dalla

Digital Project Manager | Justin Franks

Digital & Performance Media Manager | Allison Wallace

Public Relations Manager | Lauren Grounsell

Creative & Design Specialist | Deanna Byers

Marketing Coordinator | Kali Weibler

Social Media Specialist | Tiarne Boys

Communications Manager | Michele Sternberg

Communications Consultant | Peter Hook

Business & Leisure Events Manager | Ali Thompson

Business Events Executive | Michelle Burgum



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