

TEAM SUNSHINE COAST

WORKING
TOGETHER
FOR TOURISM

Visit
*Sunshine
Coast*

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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 focus is to attract visitors to our slice of paradise and support our tourism industry to **SHINE**.

We are a member-based organisation of close to 500 passionate tourism businesses that work together to build the Sunshine Coast brand and continue to offer world-class experiences to our visitors.

In doing so, the tourism sector on the Sunshine Coast continues to support more than 27,000 jobs and pumps billions into the local economy every year.

In fact, in 2023 visitors spent a record \$5.2 billion on the Sunshine Coast – that's a jaw-dropping 48.8% increase in one year. But it's no time to put our feet up as demand is stabilising in 2024 off the back of economic headwinds and a renewed appetite for Australians to again travel overseas.

That's why we're all about 'Team Sunshine Coast'. Through collectively working together we are more than a group of individual tourism businesses, we are a destination with a common brand, purpose and direction.

We do this through our marketing campaigns as well as through development programs that are designed to take your business to the next level. These are available to our members and the benefits of joining with Visit Sunshine Coast are outlined in this booklet.

We look forward to welcoming you as a member in FY24/25.

Matt Stoeckel
CEO

Acknowledgement of Country

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



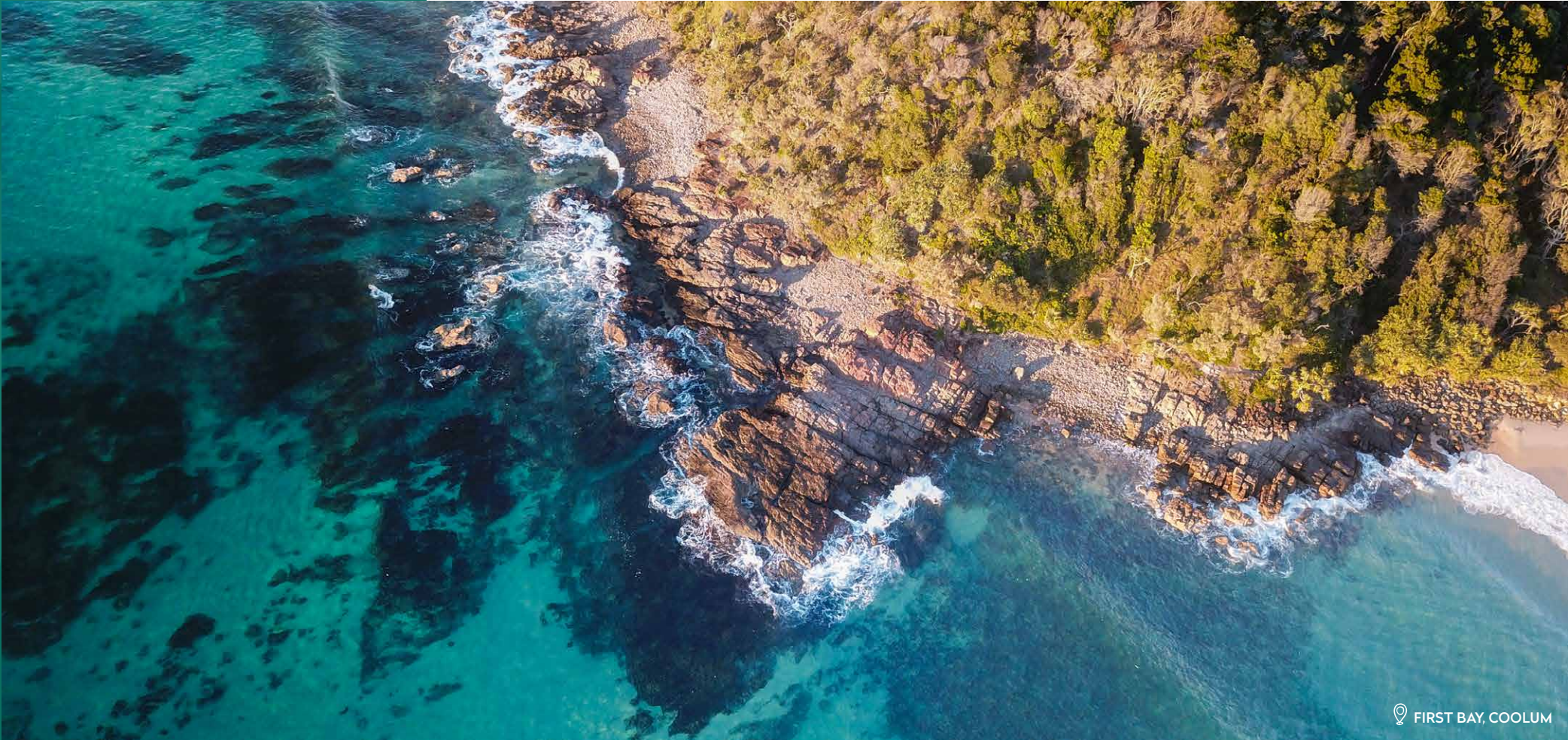
Partners

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



FIRST BAY, COOLUM

Our approach

Our focus for 2024-25 is centred around a few priority strategies that will have a long-lasting legacy for the region's tourism industry. These are :

- 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	<ul style="list-style-type: none">• To promote our uniqueness and add value to the brand to support premium pricing.• To effectively target VSC's marketing activities.
Support tourism operators to succeed	<ul style="list-style-type: none">• 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.
Make Sunshine Coast a year-round destination	<ul style="list-style-type: none">• To capitalise on available inventory in off-peak periods on the Sunshine Coast.• To diversify the destination and improve its resilience.
Help shape the destination for long-term success	<ul style="list-style-type: none">• 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
\$5.2B



Sunshine Coast Jobs
27,000

Tourism is a major economic driver of the Sunshine Coast, and our visitors spent more than \$5.2 billion¹ last year. This supported 27,000 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 for visitors, set amongst a stunning natural landscape and all within easy reach which, put simply, makes us 'For real.'

At a glance



100 kilometres of pristine coastline with 30+ beaches



49 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, 2023
² Regional Tourism Satellite Account, Tourism and Events Queensland, 2021-2022.

Performance

Visitor snapshot for year ending June 2023

DOMESTIC	YE June 2023	YOY Change	YE June 2019
Total visitor expenditure	\$5.2b	48.8%	48.2%
Overnight visitor expenditure	\$4.4b	48.2%	60.7%
Daytrip visitor expenditure	\$854m	50.8%	33.9%
Overnight visitors	3.9m	0.4%	-4%
Holiday visitors	2.3m	1.3%	5.1%
Visiting friends and relatives	1.2m	1.9%	-12.4%
Business	244,000	9.6%	-32.2%
Visitor nights	14.2m	5%	-2.4%
Average length of stay	3.7 nights	0.2%	0.1%
Spend per night	\$311	41.2%	64.6%
Spend per visitor	\$1136	47.6%	67.5%
Day trippers	6.4m	7.3%	-19.1%

SOURCE MARKETS	YE June 2023	YOY Change	YE June 2019
Intrastate visitors	2.8m	-10.3%	-4.1%
Interstate visitors	1.1m	45.7%	-3.9%
NSW	505,000	38.4%	-11.2%
VIC	385,000	47.2%	-2.1%
International visitors	146,000	-	-3%

Source: National Visitor Survey, Tourism Research Australia and STR, for year ending September 2023



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 brand 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, 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'.

The campaign is featured across both our domestic and international markets on pretty much any media you can name, from TV, radio and digital channels, to raise awareness about the Sunshine Coast and bring more people to our website.

Members can access our handy toolkit.

Our Purpose

To enrich lives through travel

Our Values

Sustainability | Belonging
Authenticity | Abundance

Our Promise

The Sunshine Coast brings out the the sunshine in you

Our Personality

Laid-back | Playful | Welcoming | Adventurous

MOUTHWATERING CAMPAIGNS

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 agri-tourism 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 agri-tourism destination.





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 Events Queensland, airlines, online travel agents, and distribution partners to run tactical trade campaigns to drive bookings.

Our calendar of activities for the 24/25 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

Take advantage of our campaigns by participating in our co-operative marketing opportunities to drive traffic direct to your business.

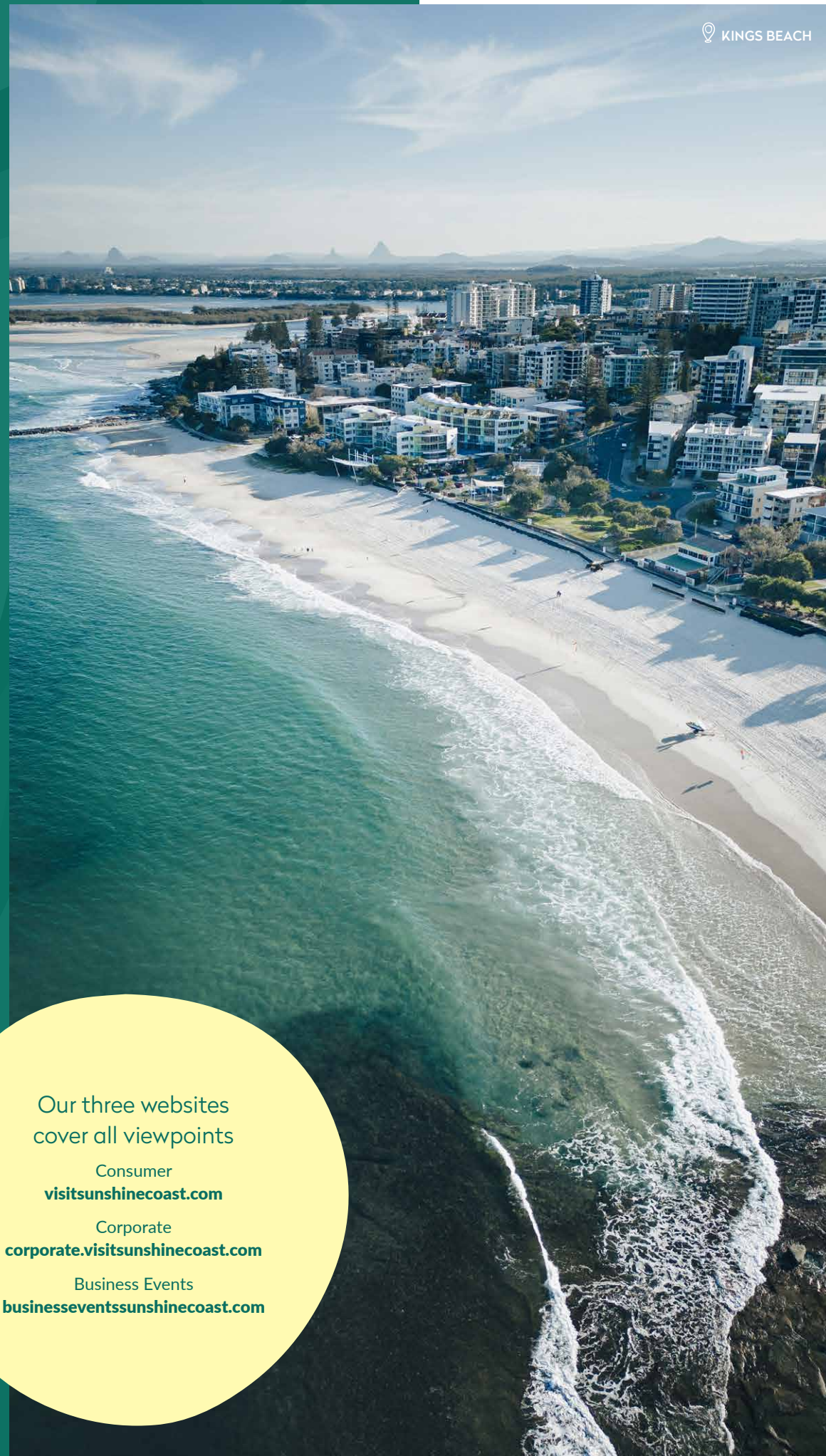
	Deal Package	Social Package	Seasonal Package	Campaign Package
Inclusions	Featured Deal on VSC website	Social media ad retargeting through visitsunshinecoast.com and Queensland.com audiences	All-inclusive package which includes: Featured Deal Social media ads Featured Deal in VSC eDM Deal inclusion in a VSC blog article	Create a custom package during VSC campaign periods, including featured deals, social media retargeting ads plus other bespoke opportunities available on a campaign basis
Frequency	Month-to-month	3-month, 6-month or 12-month packages available	3-month packages available to book seasonally	On a campaign basis
Investment (ex. GST)	\$300/month	From \$500/month	\$3000/season (valued at \$3200)	Pending the selected activity



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 1.3 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 then keep your listing updated with any deals or upcoming events.
- ✓ Take up a digital package with monthly featured deal listings (see page 11 cooperative marketing table 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
businesseventssunshinecoast.com

Staying Social

Social Media

We have a prominent presence on social media across multiple platforms including Facebook, Instagram, YouTube, LinkedIn and now TikTok, with a combined audience over 300,000 and close to one million engagements each year. 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 images and prioritise interactive content like Instagram polls, quizzes, reels, and stories. 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 including our hashtag **#visitsunshinecoast** on your posts and, of course, making sure you share your news and images 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:**
[@visit-sunshine-coast](https://www.linkedin.com/company/visit-sunshine-coast)
-  **Business Events LinkedIn:**
[@businesseventssunshinecoast](https://www.linkedin.com/company/businesseventssunshinecoast)

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



📍 DACELO DISTILLING CO, COOLUM

Opportunities

- ✓ Assistance with writing media releases to share your news and advice on what makes the most interesting angle for media.
- ✓ Leverage our network of media contacts to secure more coverage.
- ✓ Join our media famil hosting program to put your business in the media spotlight.

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

Top Tips

KEEP US IN THE LOOP!

The best thing you can do is share your news with us so we can help you spread the word with our media contacts

SEND US PHOTOS.

Opened a new room at your accommodation or have a new hero dish on the menu? Get some good quality photos and send them our way!

STAND OUT.

The key to a good media story is having something new, different or unique. If you're doing something that your competitors aren't – we'd love to know about it.

Public Relations

Advertising is saying you're good. PR is getting someone else to say you're good. And there's nothing more effective than having a trusted journalist spruiking how good you are! 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 our 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.

Every year we host a media roadshow in Brisbane, Sydney and Melbourne to share the latest news from the region and to keep the Sunshine Coast front of mind for editors.

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

As well as responding to media requests, we share media releases featuring the latest travel news from the Sunshine Coast, engage in content partnerships with media outlets and secure television/broadcast opportunities for the region such as the 7 Weekender, My Way, and the morning show programs.

Be featured in our PR and communications that were valued over \$31 million last year.



📍 WOOMBYE CHEESE



📍 10 TOES BREWERY, BUDERIM



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.

Top Tip

Don't reinvent the wheel, use our great image library to elevate your content instead.

For more information email marketing@visitsunshinecoast.com

102,000+
Holidaymakers across
Australia and New Zealand
receive our e-newsletter.

1200+
Members and industry
contacts receive
The Sunny Insider.

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, 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, for members and industry, 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 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.

Opportunities

- ✓ Guarantee your business is featured in the consumer e-newsletter by taking up a digital package showcasing your deal. See page 11 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

TRADE AND INTERNATIONAL



COOLUM BEACH

G'day, bonjour, guten tag ... our dedicated trade team works closely with global trade partners, such as travel wholesalers, retailers, inbound tour operators, online travel agents and bricks and mortar travel agencies, to increase awareness of Sunshine Coast accommodation, experiences, tours and transfers in international markets. These partners share your products and packages in places we could never achieve ourselves and ensure that travellers have more chances to book a trip to the Sunshine Coast.

We 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 campaigns that are focussed on getting more bookings to the Sunshine Coast.

Our trade ready program helps businesses learn about the distribution cycle, understand commission levels and provides valuable insights. Navigating the ins and outs of trade distribution can be tricky, but we are here to help!

Opportunities

- ✓ List your business in our trade travel planner distributed to over 1500 trade partners.
- ✓ Take your product on the road and join domestic and international roadshows and sales missions.
- ✓ Participate in training and development workshops to better understand the international markets and learn how to engage with trade partners.
- ✓ Wow trade partners and travel agents first hand by showcasing your product as part of a famil or site inspection.
- ✓ Feature in trade EDMs and communications to our database of over 3000+ contacts.
- ✓ Promote your product at a national and international level through trade partnerships.

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

Top Tip

Trade partners are an extension of your marketing channels – contact us to find out how to reach large audiences of engaged consumers who are actively searching the Sunshine Coast for their next holiday.

BUSINESS EVENTS



**WHERE
BUSINESS
EVENTS
SHINE**

Business Events play a big role in helping the Sunshine Coast to become a year-round destination because most business events occur mid-week and in off-peak periods.

Our dedicated Business Events team promotes the Sunshine Coast as a destination for corporate events, incentives and conferences. We do this by actively engaging with event planners across Australia and New Zealand by attending trade shows, roadshows and by hosting famils that gives event planners confidence to sell the Sunshine Coast to their clients.

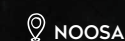
Opportunities

- ✓ Company listing on our dedicated business events website.
- ✓ Promotional opportunities in Delegate Deals and monthly buyer EDMs.
- ✓ Networking events and workshops.
- ✓ Trade publications and marketing.
- ✓ Participation in trade shows and roadshows.
- ✓ Inclusion in bid documents and itinerary ideas.
- ✓ Participation in Queensland Business Events Statistics (QBES).

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

Engage with our dedicated team to get yourself Business Events ready, promote your business and generate opportunities to gain leads from event planners.



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, The Sunny Insider, to stay up to date with the latest funding rounds.

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!

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.

CONFERENCE EVENT, MAROOCHY RIVER



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 100+ 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



Top Tip

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



MAPLETON FALLS LOOKOUT

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

Anyone can become a member of VSC! Our membership program 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.

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.*

Top Tip

Networking is king! Come along to one of our events and connect with around 500 other members.

\$350
inc GST

VSC Member

Your FY24/25 membership opportunities:

- ✓ Stay up to date with trends and opportunities via industry e-newsletter, The Sunny Insider.
- ✓ 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.*
- ✓ Industry insights at our invite-only Real Talks events.*
- ✓ Opportunity to participate in VSC co-operative 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 and workshops to lift your business performance.
- ✓ Access to our dedicated membership team to maximise your membership.
- ✓ Opportunity to participate in Sunshine Coast Sustainability program.*

* Additional costs may apply
** Must have active ATDW profile
*** Subject to suitability and availability.

\$350
inc GST

Trade and International add-on

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

Your FY24/25 membership opportunities:

- ✓ Invitation to participate in trade and international ready programs.*
- ✓ Your business listed in the 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.

\$350
inc GST

Business Events add-on

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

Your FY24/25 membership opportunities:

- ✓ Gain visibility on our dedicated business events website.
- ✓ Showcase your product in our Delegate Deals and monthly Buyer EDMs.
- ✓ Connect with industry peers and stay updated on the latest trends at a range of networking events and workshops.*
- ✓ Opportunity to feature in media releases and advertorials in business events publications and websites.
- ✓ Attend trade shows and VSC roadshows.*
- ✓ Opportunity for inclusion in site inspections and familiarisations.
- ✓ Increase your chances of securing business by being featured in bid documents and itinerary suggestions.
- ✓ Champion your business by contributing to industry insights and data.

* Additional costs may apply.

Activity calendar 24/25

Category	Activity	Location	July	August
Marketing	National Hero Campaign	Australia		
	International Hero Campaign	New Zealand		
	Sub Regional Campaign	SE-Qld		
	Sector campaigns	TBC	Craft beer	
	Tactical campaigns	TBC		
	Aviation	Various		
	Always On	Social & search		
PR & Content	Broadcast	TBC		
	Media Roadshow and Networking Events	Various		
	Famils in region	Visiting media & content creators		
	Content partnerships	TBC		
Industry & Trade Development	VSC Networking Events	Various		
	VSC Presents: Real Talks	Various		
	Industry Development Workshops	Various		
Trade & International	VSC New Product Workshop	Sunshine Coast		
	TEQ - Queensland Is Calling North America	United States		
	Tourism Australia - G'day Australia	Perth		
	ATEC Meeting Place	Gold Coast		
	Tourism Australia - Australia Marketplace United Kingdom & Europe	United Kingdom - London		
	TEQ - Queensland Is Calling New Zealand	New Zealand		
	ATEC QLD Showcase	Sydney		
	Tourism Australia – Destination Australia	Sydney		
	VSC New Zealand Roadshow	New Zealand		
	Australian Tourism Exchange (ATE)	TBC		
Business Events	Sunshine Soiree	Sunshine Coast		
	Sunshine Soiree	Melbourne		
	Sunshine Soiree	Sydney		
	Business Events Expo NZ	Auckland		
	Professional Conference Organisers conference	Brisbane		
	Australian Business Events Association Conference	Sydney		
	Asia Pacific Incentives & Meetings Expo	Melbourne		
	Corporate PA Summit	Melbourne & Sydney		
	Site inspections	Sunshine Coast		

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

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



PIER 33, MOOLOOLABA

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



Working with our team

- CEO | Matt Stoeckel
- Executive Assistant/Office Coordinator | Chantal Vancam
- Finance and Administration Manager | Guy Williams
- Finance and Administration Coordinator | Katrina Logan
- Head of Industry and Trade Development | Andrew Fairbairn
- Trade & International Manager | Emily Zinowki
- Industry Development Manager | Beth Mahoney
- Membership Coordinator | Tara Boberg
- Head of Marketing | Kelly Ryan
- Brand & Content Manager | Lauren Grounsell
- Digital Project Manager | Justin Franks
- Digital and Performance Media Manager | Allison Wallace
- Public Relations Manager | Madeline Schilg
- Creative Design Specialist | Deanna Byers
- Marketing and Events Coordinator | Kali Weibler
- Social & Content Coordinator | Annabel Robertson
- Communications Manager | Michele Sternberg
- Communications Consultant | Peter Hook
- Head of Business Events | Ali Thompson

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