

SNAPSHOT OF 2022/23



Visit
Sunshine
Coast



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MAKING SUNSHINE MOMENTS

A TOP PRIORITY WAS TO DEVELOP A DISTINCT, UNIFIED BRAND FOR THE SUNSHINE COAST.

While we are seen as a destination that offers something for everyone, we wanted to better define what is so special about the Sunshine Coast. Doing so makes us more appealing and differentiates us from other destinations in a competitive market.

While I am a clearly biased, I reckon our Sunshine Moments, For Real campaign launched this year really nailed it. The crux of our campaign was to show that on the Sunshine Coast we are not just sunshine by name, but sunshine by nature as well. In other words, here sunshine is not just a thing, it's a feeling ... and that a trip to the Sunshine Coast will naturally bring out this sunshine feeling in you.

Our campaign, launched in October 2022, invited people to come and find what we termed as their "Sunshine Moment" on the Coast. These are those moments of pure joy when you walk a little lighter and laugh a little louder.

The campaign was a huge hit and contributed towards a whopping new record in visitor expenditure of \$5.2bn in FY22/23. That is a 48% increase compared to any other year! This performance can also be put down to an extraordinary level of pent-up demand by travellers coming out of the pandemic...and no wonder after such a long time with travel restrictions in place.

Another highlight of the year was Bonza, Australia's newest passenger airline, which launched services to 12

destinations from their new home on the Sunshine Coast last year. What's impressive about this is that 96% of their routes had never been flown before. This helped the destination bring in 1.1million interstate visitors, which was a 45% increase on the previous financial year.

But beyond the numbers, last year was also when we stepped up our efforts to raise the sustainability credentials of the region to reflect how sustainability is a way of life on the Sunshine Coast. This kicked off as part of our Sunshine Moments campaign where the ad was made using solar power in what was a World's First. Using sunshine from the Sunshine Coast to make the ad got a lot of attention from our visitors and really brought to life how we are the only place in Australia where three UNESCO Biospheres sit side-by-side.

Our members are leading the way in many areas of sustainability across the Sunshine Coast, and in doing so continue to create "sunshine moments" for our visitors each day. So a huge thanks to our members who day in and day out deliver quality experiences to our visitors – as this is what really reinforces our brand and gives travellers reasons to choose the Sunshine Coast for their next holiday.

And finally, a big shout out to the Board, staff and volunteer ambassadors for continuing to lead the tourism industry and setting the stage for a fantastic year ahead.



Matt Stoeckel
CEO

Acknowledgment 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 and present – and acknowledge the important role First Nations people continue to play within the Sunshine Coast community.



ABOUT US

Visit Sunshine Coast (VSC) is the peak tourism body for the Sunshine Coast region, covering the Sunshine Coast, Noosa and Gympie local government regions.


\$ 5.2B

in visitor expenditure

Sunshine Coast Jobs


27,000



Vision

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



Mission

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



Partners

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

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



IN 2023, THE SUNSHINE COAST BECAME HOME TO AUSTRALIA'S NEWEST AIRLINE, BONZA



The Highlights

- 100 kilometres of pristine coastline with 30+ beaches.
- 7 National Parks, State Parks and Forests.
- Australia's only UNSECO Biosphere corridor with three Biospheres sitting side-by-side.
- 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.
- A host venue for the 2032 Olympic and Paralympic Games.
- And millions of Sunshine Moments created for our visitors every year.



900+
food producers making
us Queensland's
Sunshine Pantry



22 BREWERIES
The largest per capita in
the country, making us the
Craft Beer Capital



**ONE BIG
PINEAPPLE!**

PERFORMANCE



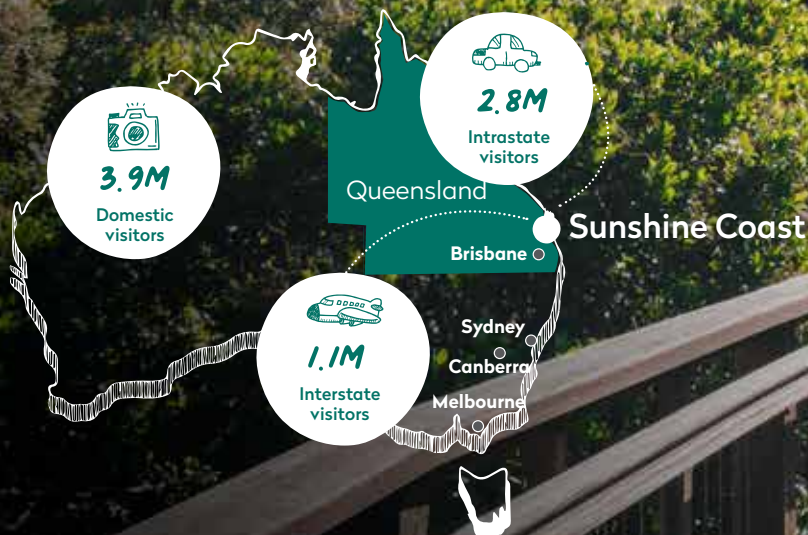
NEW RECORD \$5.2BN IN EXPENDITURE - A 48% INCREASE.

Our visitors spent a record \$5.2bn in the Sunshine Coast in 2022-23. This was a whopping 48% increase compared to before the pandemic. This was achieved off the back of an extraordinary resurgence in travel post-covid.



Visitors spent more per trip than ever – largely thanks to the return of interstate travellers, who tend to stay

longer and spend more than other visitors. Last financial year it was no surprise to see we had a 45.7% increase in the number of interstate visitors (1.1million) given the increase in connectivity of the Sunshine Coast Airport through new Bonza routes to places like Newcastle, Avalon, Albury and Mildura.

Encouragingly, the number of international travellers returned to within 3% of the pre-pandemic number, but the growth was largely in the Visiting Friends and Relatives (VFR) sector, with holiday visitation lagging a little behind.



Visitor snapshot to 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	244k	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 DECEMBER 2019
Intrastate visitors	2.8m	-10.3%	-4.1%
Interstate visitors	1.1m	45.7%	-3.9%
NSW	505k	38.4%	-11.2%
VIC	385k	47.2%	-2.1%
International visitors	146k	-	-3%



"Since our region's designation as a UNESCO Biosphere in June 2022, partnership opportunities such as these are more important than ever, as we continue our journey to a more sustainable future."

**Sunshine Coast Council
Mayor Mark Jamieson**

"This is all about restoring the local ecosystems that tourism depends upon, and which visitors come to the beautiful Sunshine Coast to see."

**Reforest co-founder and
CEO Daniel Walsh**

"Joining the Sunshine Coast Sustainability Program is another step forward for us on our sustainability journey."

**Mark Cameron
The Point, Coolum**

OUR GOAL IS TO
MAKE A POSITIVE
AND MEANINGFUL
CONTRIBUTION
TOWARDS THE
SUSTAINABILITY OF
THE SUNSHINE COAST
AS A DESTINATION.



Sunshine Coast
Sustainability Program

CREATING A GREENER FUTURE

We launched the Sunshine Coast Sustainability Program in partnership with Reforest to plant trees right here on the Coast, contribute to the Biosphere corridor and create a greener future.

It's Australia's first destination-wide carbon reduction initiative that unites visitors and the local tourism industry to reduce carbon emissions through the reforestation and rehabilitation of local ecosystems.

A huge thanks to our members who are leading the way as program "partners", with resources already secured to remove over 100 tonnes of CO₂ in the program's first few months.

A huge thanks to these members who
have opted in as program partners and
are a driving force behind the program:

- The Point Coolom
- Landmark Resort
- Bli Bli House
- Seabreeze Resorts
- Noosa Blue Resort
- Aquaduck
- Montville Misty View Cottages
- Sustainability Success
- Saltwater Eco Tours
- Narrows Escape
- Amaze World
- Noosa Springs
- Sunshine Coast Glamping Co.



TEAM SUNSHINE COAST

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

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

Not to blow our own trumpet but our annual member survey tells us **96% of our members are satisfied with the services provided by us.**

The Highlights

Events

- 7 Networking Events
- 2 Real Talks
- Scout23 with over 500 in attendance

Industry Development

- Transformational Experiences Mentoring Program
- Successful launch of VSC's newest industry development program - SHINE
- 6 Digital and Social Media Shine Workshops
- Trade ready program



MEMBERSHIP & INDUSTRY DEVELOPMENT



shine

Are you ready?

We introduced the SHINE industry development and training program in April to inspire members to enhance their visitor experiences and give them the tools to do so.

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



DELIVERING SUNSHINE MOMENTS

Promoting the Sunshine Coast's natural landscapes, immersive experiences, sustainability credentials and rich food offerings are at the heart of our marketing campaigns.

This year we launched a new hero campaign called Sunshine Moments, For Real, inviting visitors to come and discover their very own Sunshine Moment on the Sunshine Coast.

This campaign was also the world's first ad to be made using solar power and no better way to showcase the region's sustainability credentials than to use sun from the Sunshine Coast for the production.

We weren't the only ones that thought it was a good idea, and the campaign was awarded the Mumbrella Travel Award for Promoting Sustainability.



50,000
INSIDER'S GUIDES
DISTRIBUTED



The Highlights

Hero campaign – Sunshine Moments, For Real

- Brisbane, Sydney, Melbourne and NZ
- Over 52 million exposures to rich media formats (videos); over 439,000 link clicks to visitsunshinecoast.com.

Sub-regional hero campaign

- South East Queensland
- 29 million digital media impressions and 93,000 link clicks to visitsunshinecoast.com.

Tactical retail campaigns with Expedia Media Solutions (wotif.com), Ignite Travel Group (My Queensland)

- Generated over 4818 incremental room nights and over \$2 million in media value.

Tactical aviation campaigns in partnership with Sunshine Coast Airport – Qantas, Jetstar, Air NZ and Virgin Australia

- Generated over 20,044 incremental inbound passengers to the Sunshine Coast.
- Plus, Air New Zealand which delivered a 27% incremental increase in passengers.



Australia's craft beer capital promotions

Our promotions around craft beer have ensured we are now well and truly the undisputed 'Craft Beer Capital of Australia'. In addition to our campaign and activations including the Beervana craft beer festival in NZ, we developed a dedicated podcast series 'In pursuit of hoppiness', and sponsored features in beer publications to target new audiences.





UNIQUE VISITS
TO WEBSITE
FROM SOCIAL
119,192

DIGITAL LEADING THE WAY

Our new consumer website has gone from strength to strength with more users than ever coming to it as the trusted, authentic source for visitor information.



WEBSITE USERS
1,151,000
9% increase YOY



PAGE VIEWS
2,756,000

We also joined TikTok in time for the launch of Sunshine Moments in October and we found people really, really like camel videos.



DATABASE
103,000



LEADS TO MEMBERS
132,000



Impressions
38.34 M

Engagements
140K

Followers
127K

New Followers
2,276



Impressions
11.71 M

Followers
118.2K

New Followers
2,237



Engagements
70K

Video Views
908K

Followers
9,539

#VISITSUNSHINECOAST





REBUILDING INTERNATIONAL MARKETS

The opening up of international travel in 2022 saw a rebound in overseas visitors in 2022-23.

Even during the era of border restrictions, we ensured the Sunshine Coast remained front of mind with trade partners. With this we came close to fully recovering our international market during the financial year despite restricted airline capacity and high airfares.

The year was spent re-connecting and engaging our partners face to face, culminating in a highly successful Australian Tourism Exchange (ATE), held on the Gold Coast in May 2023.

Lucky for us the sentiment from our international partners is that the Sunshine Coast's strength in nature-based experiences, boutique and luxury accommodation, premium events, and world class food and beverage experiences resonate strongly with their clients.

The Highlights

- Nine trade shows attended, meeting over 850 trade contacts
- Over 1000 travel agents and trade partners trained via webinars across domestic and international markets and 12 industry events
- 24 famils hosted for over 60 buyers across New Zealand, UK, Europe, Singapore and India
- 24 members attended domestic inbound roadshows in Brisbane & Sydney
- Over 500 leads generated for members to connect with trade partners

SUNSHINE COAST IN THE HEADLINES

The Sunshine Coast enjoyed a record level of media coverage thanks to a whopping 21 broadcasts and 32 famils, making 2022-23 a huge year. The coverage amplified our campaigns across print, online, digital and broadcast media.

The Highlights

- 21 major broadcasts on programs such as 7 Weekender, My Way, The TODAY Show, Sunrise, Well Traveller and World's Most Scenic Railway Journeys.
- 32 individually tailored media famils for outlets such as New Zealand Herald, Kia Ora Magazine, The Weekend Australian, QWeekend and Escape.
- 3 media events across Sydney, Brisbane and Melbourne to remain front of mind for top travel editors and journalists. Sunshine Coast stories were shared at International Media Marketplace and a dedicated Real Talks – 'The Power of PR' was coordinated with top media representatives for local industry.
- A suite of content partnerships across targeted media such as Australian Community Media - Explore, Australian Traveller, Style Magazine and Stuff Travel in New Zealand.

- PR was generated to support major initiatives including Bonza launch and services, Air New Zealand seasonal service, Sunshine Coast Sustainability Program, In Pursuit of Hoppiness podcast and our Sunshine Moments, Sub-Regional, Craft Beer Capital and Ride the Five campaigns.

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



\$ 31,750,599

worth of media coverage generated



6,214

items of coverage



116 MILLION

potential audience reach





RETURN OF BUSINESS EVENTS

The Business Events sector was greatly impacted by the pandemic and closed borders, and in FY22/23 we rolled up our sleeves to rebuild this market. Leading this was the launch of a new strategic approach to Business Events.

Industry engagement was at the heart of the new strategic approach, building on the region's natural strengths and capabilities. To rebuild this, we were prominent at the industry's major industry meetings and exhibitions, including AIME, the Executive PA summits, ACE and the PCOA Conference.

Closer to home, our Soiree events and famils worked to build the understanding of our major buyers on what we offer as a business events destination.

The Highlights

Roadshows

- Sunshine Soiree Brisbane

Tradeshows

- AIME Expo – Australia Incentives & Meetings Expo
- AuSAE ACE – Association Society of Association Executives Conference & Exhibition
- PCOA 2022 – Professional Conference Organisers Conference
- Executive PA Summit – Sydney, Melbourne and Brisbane
- Executive Event Organiser Summit – Sydney and Melbourne

Famils

- Brisbane Event Managers Famil
- Melbourne Event Managers Famil

ENHANCING OUR REPUTATION AS A LEADING EVENTS DESTINATION

Leisure events are critical for building our brand and importantly often provide a compelling reason for travellers to visit outside of our peak-periods. Our focus is on promoting our impressive event calendar to achieve just that.



Arts & Culture Events

To promote the diversity of our arts and culture events we again used the Art. Stay. Play campaign through broadcast, print and online media channels. It featured some top events like:

- Horizon Festival
- Queensland Garden Expo
- Australian Wearable Art Festival
- Rangebow Festival
- Caloundra Music Festival
- Gympie Music Muster
- Noosa Heads Jazz Festival
- Sunshine Sounds
- NOOSA alive! Festival



Sporting Events

There is no better way to put heads-on-beds than through sporting events and in FY22/23 we supported campaigns for Ironman 70.3, Mooloolaba Triathlon, Sunshine Coast Marathon and The Sunny 80.



Foodie Events

Raising the profile of our food, drink and agritourism experiences is a priority. And there was no better way to do that than helping to promote the signature food and drink event for the destination, The Curated Plate, which returned in full this year with 91 events held by 42 industry partners over the 10-day festival.

Through the promotion 216 items of coverage were generated, that reached over 10 million people and were valued at \$2.6 million.





VOLUNTEERS PROVIDE A WARM WELCOME

More than 120 dedicated volunteer ambassadors provided a friendly welcome and local tourism information at our three accredited Visitor Information Centres (VICs) – at Glass House Mountains, Montville, and Sunshine Coast Airport.

Our training programs equip these ambassadors with the local knowledge they need, and last financial year we facilitated more than 25 families for them across the Sunshine Coast to experience our products and experiences.

The Highlights

- Attendance of over 440 at training and families.
- Over 175 volunteers from 15 Visitor Information Centres from Brisbane to Goomeri came to the Sunshine Coast for Scout23 to meet fellow volunteers and discover the latest product information from Sunshine Coast tourism operators.
- Two celebrated their 25th anniversary as ambassadors.





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Level 3, 8 Maroochydore Road, Maroochydore Q 4558
visitsunshinecoast.com
[#visitsunshinecoast](https://www.instagram.com/visitsunshinecoast)

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