



SUNSHINE COAST
TOURISM REGION

PERFECT

FOR

TOURISM
INVESTMENT



Queensland
Government
Australia

SUNSHINE COAST

Investment highlights

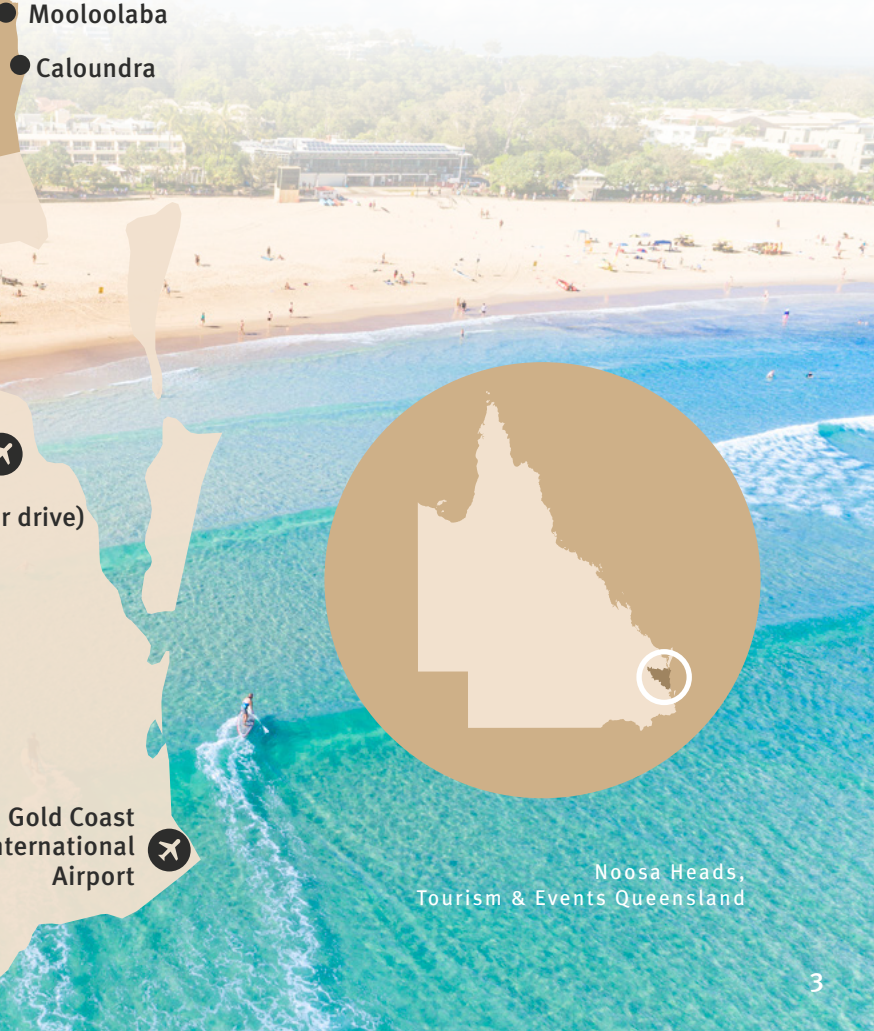
- 1. Local favourite** - The Sunshine Coast is a well-established and loved destination for Australian holiday makers.
- 2. Demand drivers** - An established event calendar and emerging conference market is set to attract more visitors than ever.
- 3. International visitor growth** - International visitor numbers are expected to increase with upgrades to the region's airport.
- 4. Regional 'game changers'** - Major new investment in critical infrastructure is underway, focused on digital connectivity, transport, health and knowledge hubs as well as smart, connected commercial and residential communities across the region.
- 5. Premium accommodation opportunities** - An additional 1,800 rooms across a mix of business and leisure focused markets are needed to meet forecast demand over the next decade.
- 6. Brisbane 2032 Olympic and Paralympic Games (Brisbane 2032)** - The region will play a significant part in the state's role as host.



The perfect destination

The Sunshine Coast has breathtaking beaches, stunning hinterland and natural wonders. A collection of bustling towns and villages, supported by a rapidly growing city, the region stretches more than 100km from Caloundra in the south to Rainbow Beach and the Great Sandy National Park in the north, and is all just a short drive from Brisbane.

A well-known leisure destination, thanks to its excellent surf and internationally recognised events, the Sunshine Coast is also establishing itself as a major food tourism destination, with lively markets, food events and an abundance of local producers.

The region will soon see the completion of major infrastructure projects, bringing exciting new growth markets to the area, making now the perfect time to take a closer look at the Sunshine Coast.



 Airport
 Mountains

Visitation to the region

The Sunshine Coast has long been a favourite holiday destination for Australian families, making it one of the country's most popular tourist destinations. Thanks to a number of internationally recognised food, cultural and sporting events, home grown experiences and attractions, the number of visitors to the region is expected to grow year after year.

Prior to the COVID-19 pandemic, in the year ending December 2019 the Sunshine Coast reached a record level of total Overnight Visitor Expenditure (OVE) of \$3 billion (up 16.6% year-on-year). This was the 6th consecutive quarter that the region had reached a new record of total OVE.



12.3M⁺




domestic (overnight and day trippers) and international visitors in year ending December 2019



\$3.7B

spent by visitors, including day trippers, in the year ending December 2019

In the year ending December 2019, prior to the COVID-19 pandemic:

- Interstate visitation reached a record 1.1 million  (up 29.2%)
- International visitation reached a record 330,000  (up 6.2%)
- International holiday visitation reached a record 251,000  (up 6.9%)

Tourism Research Australia (TRA)





Noosa
Tourism & Events Queensland

Sunshine Coast accommodation market growth

Just a short drive from Brisbane, Australia's third largest city with major international air and seaports, the region continues to attract domestic visitors at an increasing rate.

Strong domestic, and particularly, strong intrastate appeal throughout the COVID-19 pandemic period, has led to both ADR and RevPAR increases for operators.



ADR Average Daily Rate

2018/19 \$224

2019/20 \$225

2020/21 \$239



RevPAR Revenue Per Available Room

\$149 → **\$154**

in 2018/19

in 2020/21



Occupancy

66.7% → **64.2%**

in 2018/19

in 2020/21

STR Australian Accommodation Monitor

Sunshine Coast Airport

The Sunshine Coast Airport has been one of the fastest growing in Australia by passenger numbers.

Its designation as an international airport in 2016, combined with the opening of a new runway in 2020, now allows for more direct flights to new domestic and international destinations.

More recently, the Sunshine Coast Airport was announced as the first airport base and head office location for Australia's newest domestic airline Bonza, which is planning to launch services to 13 destinations across Queensland, New South Wales and Victoria.



Sunshine Coast Airport



Perfect for international visitor growth

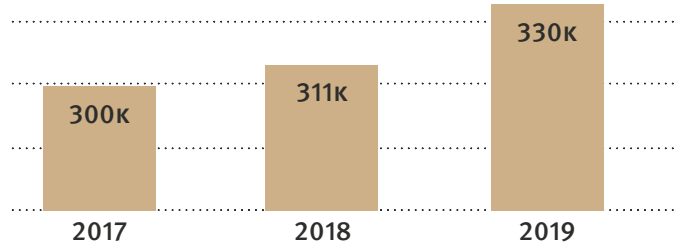
While the Sunshine Coast is well-known among domestic travellers, its potential to attract a new market of international visitors is truly exciting as international travel resumes.

Historically, the Sunshine Coast has been a favourite of the traditional Western markets, with New Zealand and the United Kingdom making up 43 per cent of the region's international market share in the year ending December 2019.

Asia contributed 12 per cent of all international visitors to the Sunshine Coast in the year ending December 2019, making it the third largest source market. These markets continue to present strong growth opportunities as expansions to the Sunshine Coast Airport support new flight paths to Asian markets.



International overnight visitors



↑ 5.3% trend growth over three years to December 2019

TRA



Perfect for a growing knowledge economy

Often thought of as a leisure destination, the Sunshine Coast is also one of Australia's leading regions for ideas, creativity and entrepreneurialism. The region has seen major growth in a number of key industries including Health Care and Social Assistance, Financial and Insurance Services as well as Professional, Scientific and Technical Services.

In addition, the new Maroochydore City Centre is delivering Australia's first greenfield CBD development site for the Sunshine Coast, bringing an increase in commercial, retail, residential and mixed-use opportunities to increase high-value industries in the region.

The new City Centre will also offer Australia's fastest data connection to Asia from the East Coast, via a new international sub-sea cable linking directly to the site. This high-value asset creates a seamless digital connection to Asia and establishes the area as a future tech hub, perfectly suited to the knowledge economy.



International Broadband Submarine Cable



The East Coast of Australia's fastest telecommunications connection to Asia and second fastest to the United States.



The cable will enable the growth of technology industries not traditionally catered for in Queensland.



It presents opportunities to attract new business in the areas of e-sports, gaming, creative digital media and health care.

Secured investment



\$2.5B

major infrastructure projects



\$12B

private investment already underway or in the pipeline

Sunshine Coast Council, Invest Sunshine Coast Investment Prospectus 2019

Brisbane 2032 Olympic and Paralympic Games

Hosting the mega event will create a two-decade pipeline of opportunity for Queensland and benefit communities, sporting organisations, local business, and the visitor economy.

Four of the 37 new and existing competition venues will be on the Sunshine Coast, including a new indoor sports centre. In addition to the Brisbane Athletes Village, the Sunshine Coast will host one of three satellite villages to accommodate athletes and team officials.

Brisbane 2032 is expected to:



Deliver **\$8.1 BILLION** in benefits to Queensland including **\$4.6 BILLION** in economic benefit from Games-induced uplift in international tourism and trade.



See around **50%** of international travellers dispersing to Queensland's regions stimulating an increase in overnight visitor expenditure.



Generate an estimated uplift of around **\$20.2 BILLION** in international visitor expenditure between 2020 and 2036.

Perfect for premium hotels



Mayan Farm, Tourism & Events Queensland

Business visitation is expected to see a significant lift as a result of the Maroochydore CBD development, as businesses seek to become a part of this connected, sophisticated and contemporary coastal city. In addition to the recently completed Holiday Inn Express & Suites, future plans for a premium hotel with adjacent convention and exhibition facilities will add to the recently completed 2,500 capacity centre at the Novotel Sunshine Coast Resort, lifting the business visitor market and improving mid-week occupancy for future and existing hotels.

Future growth in both domestic and international arrivals due to the Sunshine Coast Airport expansion and continued route development will also fuel demand from overseas holiday makers for premium hotel offerings.

With this hive of activity, combined with a currently limited investment pipeline for luxury branded hotel product, it is estimated that at least 1,800 additional rooms, across a mix of business and leisure properties, will be required to meet forecast demand over the next decade, including Brisbane 2032 Olympic and Paralympic Games induced demand.



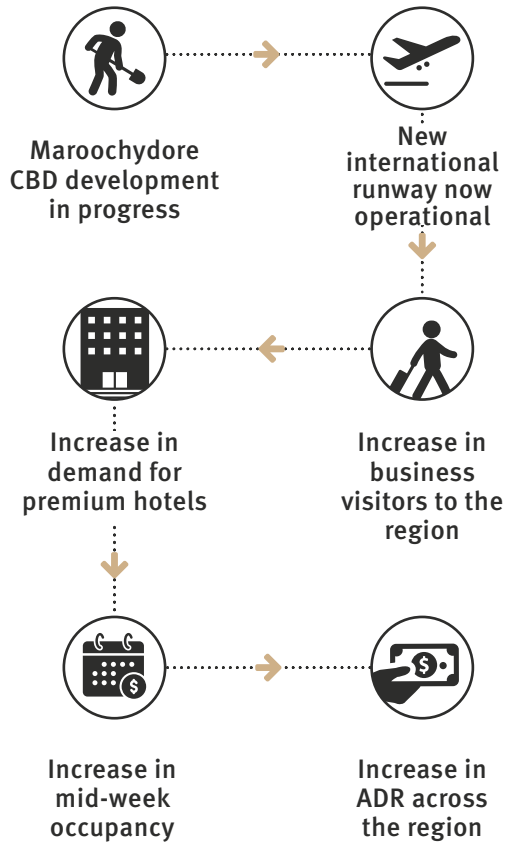
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1. The Falls - Montville, Tourism & Events Queensland | 2. Loea Hotel, Tourism & Events Queensland

Perfect for attractions



Home grown, iconic tourism attractions such as Australia Zoo and The Big Pineapple have been drawing domestic and international visitors to the Sunshine Coast for decades.

New attractions including Coolum's 1.6ha produce hall and agritourism experience, Barns Lane Farm, as well as the planned \$8.9 million Crocodile Hunter Lodge wildlife experience at Australia Zoo demonstrates confidence in the region and its future as a booming tourist destination.

As demand continues to grow, there is an opportunity to create new visitor experiences and attractions that leverage the Sunshine Coast's competitive advantages.

With established demand drivers and an economy expected to grow significantly over the next two decades, the Sunshine Coast is the perfect place for your tourism investment.



Australia Zoo, Tourism & Events Queensland

Front: Kawana, Tourism & Events Queensland
Back: Little Cove, Noosa National Park, Tourism & Events Queensland



The Queensland Government, through the Department of Tourism, Innovation and Sport, provides facilitation support to tourism investors.

Opportunities to invest in Queensland are celebrated and supported, providing a partnership approach for the future.

For more information contact:
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This guide is based on information available at the time of preparation, and it is acknowledged that successive data will be released. All figures and diagrams are indicative only and should be referred to as such. Forecasts or projections may be affected by a number of unforeseen variables, and as such no warranty is given that a particular set of results will in fact be achieved. The Queensland Government shall not accept liability for any reliance on the contents and suitability of this guide, for any purpose. The user accepts all responsibility and risk associated with the use of this guide. Data sources: Australian Bureau of Statistics (ABS), Tourism Research Australia (TRA), STR Accommodation data.

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