



GOLD COAST  
TOURISM REGION

# PERFECT

FOR

## TOURISM INVESTMENT



Queensland  
Government  
Australia



## GOLD COAST

### Investment highlights

- 1. Established leading tourism destination** - With miles of sandy beaches, a renowned events calendar and the perfect year-round climate, the region is one of Australia's most well-known tourist destinations, domestically and internationally.
- 2. Highly accessible** - Less than two hours by car or train for over 3.8 million South East Queensland residents, the region also has great connections to Asia and beyond via Gold Coast and Brisbane International Airports.
- 3. Accommodation of every type** - The Gold Coast region offers a diverse accommodation market, from world-class luxury branded hotels to boutique coastal chic motels and mountain retreats.
- 4. Host region for the Brisbane 2032 Olympic and Paralympic Games (Brisbane 2032)** - With a track record of successfully delivering major sporting events, the region will play a significant part in the State's role as host of Brisbane 2032.

✈ Airport  
▲ Mountains  
- - - State Border



## The ultimate tourist playground

Where golden beaches meet sub-tropical rainforest, and high-thrill rollercoasters meet relaxing by the pool, the Gold Coast is one of Australia's premier tourist destinations. Just a one hour drive from Brisbane, the Gold Coast has over 57 kilometres of uninterrupted beaches with a number of urban hubs, each offering their own feel and flavour. The region boasts national parks and extensive waterways; the perfect complement to its soaring towers and bright lights.

The Gold Coast is an entertainment playground, hosting major international events and known for its world-class nightlife and as the theme park capital of Australia. It is an established family holiday destination, with an efficient and expanding transport network, well-developed tourism infrastructure and an international reputation that continues to grow. With an expanding visitor base, there are always opportunities within the region for new tourism developments.



## More than a tourism economy

The Gold Coast is one of Australia's longest standing and most established tourist destinations. Famous locally and internationally, the region attracted almost 14.2 million visitors in the year ending December 2019, with visitors spending \$5.9 billion in the region.

Beyond its tourism industry, the Gold Coast has a strong, diverse and expanding economy driven by growth across a number of industries including health care, education and training, construction, financial and insurance services and manufacturing.

With its sunshine, relaxed lifestyle and high quality of life, the city has no problem attracting workers and new residents, creating a strong grounding for business.



Population

**635,191** in 2020

Queensland Government Statistician's Office

## 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.

Six of the 37 competition venues will be on the Gold Coast. In addition, the Gold 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 work and play



## Visitation to the Gold Coast (Year ending December 2019)



**14.2M** visitors



**\$5.9B** visitor spend

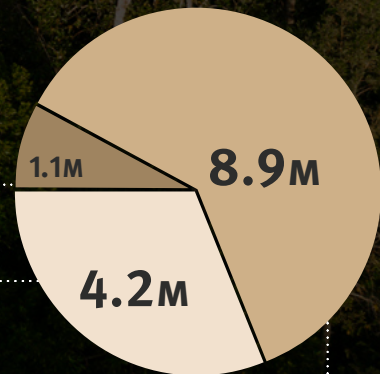
### OVERNIGHT

International  
3.1% growth p/a

Domestic  
11.1% growth p/a

### DAY TRIP

16.1% growth p/a



Tourism Research Australia (TRA)



Nightfall Camp,  
Tourism & Events Queensland

In 2019, prior to the COVID-19 pandemic, the Gold Coast attracted 49 per cent of all conferences in Queensland, propelled by a combination of world-class infrastructure, increased accessibility and year-round tourism appeal. Domestic overnight visitor expenditure was growing, up 5.3 per cent to \$3.7 billion for the year ending December 2019, thanks to a 11.1 per cent increase in overnight visitors to a record 4.2 million.

More recently, visitation from local drive markets coupled with the Gold Coast’s ongoing appeal from Queenslanders further afield has seen intrastate visitation overall rebound to pre-pandemic levels in the 12 months to September 2021.

Looking ahead, as the tourism industry continues to recover from the COVID-19 pandemic, it is expected the Gold Coast will again see strong performance across all key accommodation market indicators. Deloitte Access Economics report the first half of 2021 saw ADR reach pre-pandemic levels at \$223 – 13 per cent higher than 2019 average daily rates. Occupancy and RevPAR are also forecast to return to pre-pandemic levels by 2023, with occupancy levels forecast to exceed 2019 levels by 2024.

The Gold Coast continues to deliver a busy program of major events, spearheaded by major attractors such as the Magic Millions Carnival, Gold Coast Marathon and Gold Coast 600 Supercars, which drive room demand.

The success of the Gold Coast’s 2018 Commonwealth Games (GC2018) demonstrated the region’s strength in accommodating major events on

the world stage. GC2018 set a precedent for success for cities hosting major sporting events in the future, and marketed the Gold Coast as a destination to live, work and play.

## Accommodation market growth



### ADR Average Daily Rate

2018/19	\$198
2019/20	\$200
2020/21	\$206

STR Australian Accommodation Monitor, TRA



### RevPAR Revenue Per Available Room

**\$135.6** 2022 Forecast



### Occupancy

**87.8%** 2022 Forecast

Deloitte Tourism and Hotel market Outlook 2ed, 2021

## Conferences



**49%** of all Queensland conferences were held on the Gold Coast in 2019

Queensland Business Events Survey (QBES) 2019

# Perfect for connecting travellers to more experiences

With the increasing number of attractions on offer, the Gold Coast remained the most popular holiday destination in Queensland for international visitors in the year ending December 2019, with 851,000 of the 1.1 million international visitors travelling to the Gold Coast to holiday.

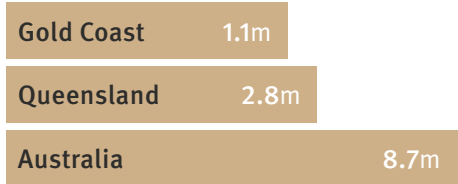
With convenient access to two international airports the region is a constant favourite among high-spending visitors from countries across Asia and New Zealand. In total, international visitors spent \$1.3 billion, an average of \$1,242 per trip, in the year ending December 2019, staying 9.8 million nights to explore the various wonders of the region.

Visitors from the United States of America also grew by 11 per cent, to a record 46,000, with visitation from Japan and the United Kingdom also increasing over that same period. The return of international travel to Queensland will bring an added boost to the region's ongoing recovery.

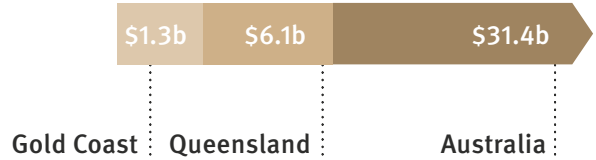


## International overnight visitors (Year ending June 2019)

### Total visitors



### Total visitor spend





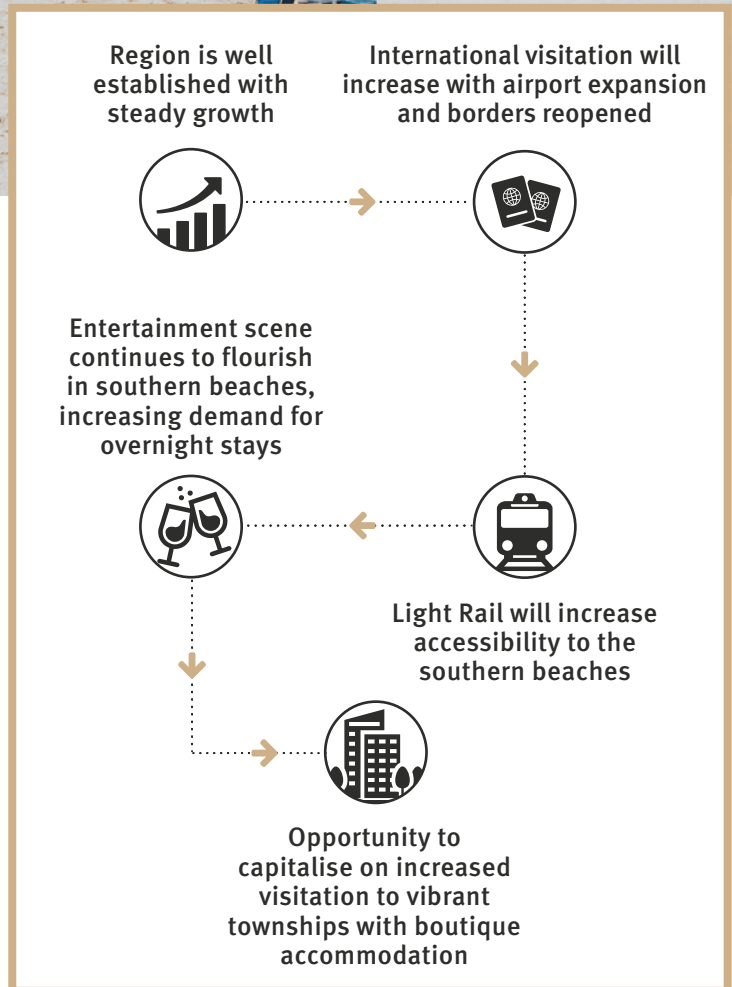


Rainbow Bay Beach, Coolangatta, Tourism & Events Queensland

## A connected hub

The ongoing expansion of the Gold Coast International Airport is meeting growing flight demands, with approximately \$500 million committed to double the airport's arrival capacity of 6.6 million over the next 20 years.

In addition to the airport expansion, the Gold Coast Light Rail (G Link) Stage 3A will extend the network from Broadbeach to Burleigh Heads. This new connection will make it easier for tourists in the region to access the vibrant southern beaches of the Gold Coast, increasing demand for overnight stays as the neighbourhoods from Burleigh to Coolangatta become more accessible.



Perfect for thriving tourism



Jet Boat Extreme  
Tourism & Events Queensland

The Gold Coast boasts a number of high-profile international brands such as JW Marriott, SeaWorld, Hilton and Sheraton, and is continually seeing new investment from global players, including luxury brand Langham, which will take up residence at The Jewel in Broadbeach in 2022.

The Star Entertainment Group’s proposed \$2 billion-plus Gold Coast mega masterplan, delivered in partnership with Hong Kong-based partners Chow Tai Fook and Far East Consortium, will see the construction of four new towers with approximately 3,000 hotel rooms and apartments including the recently completed Dorsett Hotel, new restaurants and bar precincts, increased entertainment and retail options. The fully approved masterplan will take The Star Gold Coast to a development worth more than \$4 billion.

Ardent Leisure and Village Roadshow are also continuing to invest in Gold Coast theme park favourites Dreamworld and Sea World to revitalise their

tourism offerings, while a new \$117.5 million Home of the Arts Precinct, within walking distance of Surfers Paradise, now provides the heartbeat of arts and culture on the Gold Coast.

The pipeline of private investment in infrastructure projects right across the Gold Coast shows confidence in the future of Queensland’s much-loved tourism hotspot.

### Infrastructure investment driving tourism demand

Star Entertainment Broadbeach Island Masterplan	\$2b+
Jewel Resort development	\$1b
Gold Coast Airport upgrade including recently completed Airport Rydges Hotel	\$500m
The New Atlantis at Sea World	\$50m
Spit Masterplan State and Local Government Investment	\$95m
Mondrian Gold Coast	\$450m



Dreamworld  
Tourism & Events Queensland

# Beachside precinct perfection



Helping drive the continued growth of the Gold Coast is the enhancement of the Southport Spit, with the Queensland Government investing \$60 million to bring new life to the beachside precinct. This includes new accommodation offerings, upgrading green spaces and parklands, creating underwater diving and snorkelling attractions, and further upgrading existing boating facilities to support The Spit redevelopment. The City of Gold Coast is also investing \$35 million in traffic and transport initiatives.

Also at The Spit, Village Roadshow's \$50 million investment in The New Atlantis attraction at Sea World will see the development of three new thrill rides, keeping families coming to Queensland's theme park capital for years to come. A strong pipeline of infrastructure investment on the Gold Coast will improve access and bring more to see and do. This will attract visitors seeking new and exciting experiences, boosting tourism visitation and increasing hotel occupancy.

Southport Spit

**\$** Major investment  
**\$60M** investment from the Queensland Government

**\$** City of Gold Coast  
**\$35M** investment in traffic & transport, including trial of ferry service

**\$** Village Roadshow  
**\$50M** investment in The New Atlantis at Sea World



Southport Spit  
Tourism & Events Queensland

## A platform for new commercial, tourism, cultural and marine activities and experiences

- Delivery of improved parklands and green spaces.
- New opportunities for mixed-use development in a vibrant village centre.
- Potential for new tourism attraction development.
- An Aboriginal cultural centre.
- Delivery of underwater diving and snorkelling attraction.
- Improved boating facilities, new marina and berthing opportunities.

## Economic boost & new opportunities



**1,800** potential new jobs



**800** short term rooms available



**Boost in tourism visitation and increase in hotel occupancy**

## Perfect for accommodation with a difference

As a mature destination, the Gold Coast's hotel market is more established than many other tourism regions in the state. However, a number of infrastructure initiatives are continuing to create opportunities in the market.

Building on the already impressive theme parks and attractions on offer, The Star Entertainment Group and Southport Spit Masterplans will give people even more reason to visit and play on the Gold Coast. In the Surfers Paradise and Broadbeach precincts, there are opportunities for investors to leverage the excellent locations of hotels nearing their end-of-life cycle through refurbishment and renovations, or alternatively, to create exciting new product through greenfield developments.

Beyond the Gold Coast city area, improved accessibility to the southern beaches provides an opportunity to develop boutique hotels that complement the area's distinct personality and offer unique accommodation experiences. These less traditional hotels will offer a point of difference within the market, attracting young domestic travellers and high-value international visitors.



**THE.PINK.HOTEL**



The Pink Hotel, Coolangatta  
Destination Gold Coast

## Hinterland escapes

The Gold Coast Hinterland is rich with awe-inspiring natural assets, making it perfect for ecotourism opportunities as well as boutique hotels and retreats. The national parks, waterfalls and hiking options already attract many tourists, so new accommodation and attractions in this area should look to further capitalise on the region's rare wonders.

Thanks to its established reputation with local and overseas travellers, plus major investments in tourism infrastructure and transport, the Gold Coast will always be perfect for investment in hotel and tourist attractions.




Witches Falls Winery  
Tourism & Events Queensland


Front: Beachwalk at Broadbeach, Tourism & Events Queensland  
Back: Currmbin Beach, 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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