

Gold Coast

Destination Tourism Management Plan

Fact Sheet



About the Project

The City of Gold Coast and Gold Coast Tourism Corporation are establishing the city's first integrated Destination Tourism Management Plan (DTMP) and we are seeking your input.

The DTMP will clarify the priorities for tourism planning, investment, development and marketing to grow the Gold Coast's \$4.5 billion tourism industry towards 2023.

Aims of the DTMP

1. To **set the future strategic direction for tourism** on the Gold Coast to 2023
2. To identify the **core strategic themes/pillars** which will underpin the DTMP
3. To identify **desired outcomes for the destination and priority areas of action** under each strategic theme/pillar
4. Outcomes need to be based on a **10 year outlook** (2023), with some key short term strategies (1-4 years).
5. Our focus is on the **total visitor economy** not just leisure.

The Planning Process

MILESTONE	
Stage 1: Scoping Paper development	Sept
Stage 2: Vision and Strategic Direction	
I. Steering Committee Workshop	Sept
II. Industry Visioning Workshop	Sept
III. Vision and Strategy Evaluation	Oct
Stage 3: Industry and Community Consultation	
IV. Online Survey	Oct
V. Regional Workshop facilitation and meetings	Oct
VI. Industry Reference Group Priority Setting Workshop	Nov
VII. Draft Plan	Nov
VIII. Steering Committee Workshop	Nov
IX. Final Plan	Dec
X. Short-term Action Plan (2013-2016)	2013-2016
XI. Long-term Action Plan (2017-2020)	2017-2023

“We have a once-in-a-generation opportunity to reshape the city foundations through the major city-building initiatives”

- Mayor Tom Tate

The Importance of Tourism on the Gold Coast

Tourism underpins the economic, environmental and social fabric of the Gold Coast. It supports and in turn is supported by a wide range of industry sectors.

Visitors inject **\$4.5 billion of direct expenditure** into the destination's economy which **contributes to nearly \$8.5 billion of direct and indirect expenditure across the sectors** including retail, transport and education.

An **increase in visitation** and subsequent visitor spend will have **direct positive impacts** to local and regional employment figures.

As you can see in the diagram below, the Gold Coast is at a critical junction in its tourism future.

In order to become a global leader, the Gold Coast needs to:

- **Be Compelling**
 - Grow visitation, spend and length of stay
- **Be Competitive**
 - Stand out as a destination
- **Be Sustainable**
 - Lift price and quality

Visitor Trends

3.6 million domestic overnight visitors (10% increase over the last five years)



7.5 million day trip visitors (10% increase over the last five years)

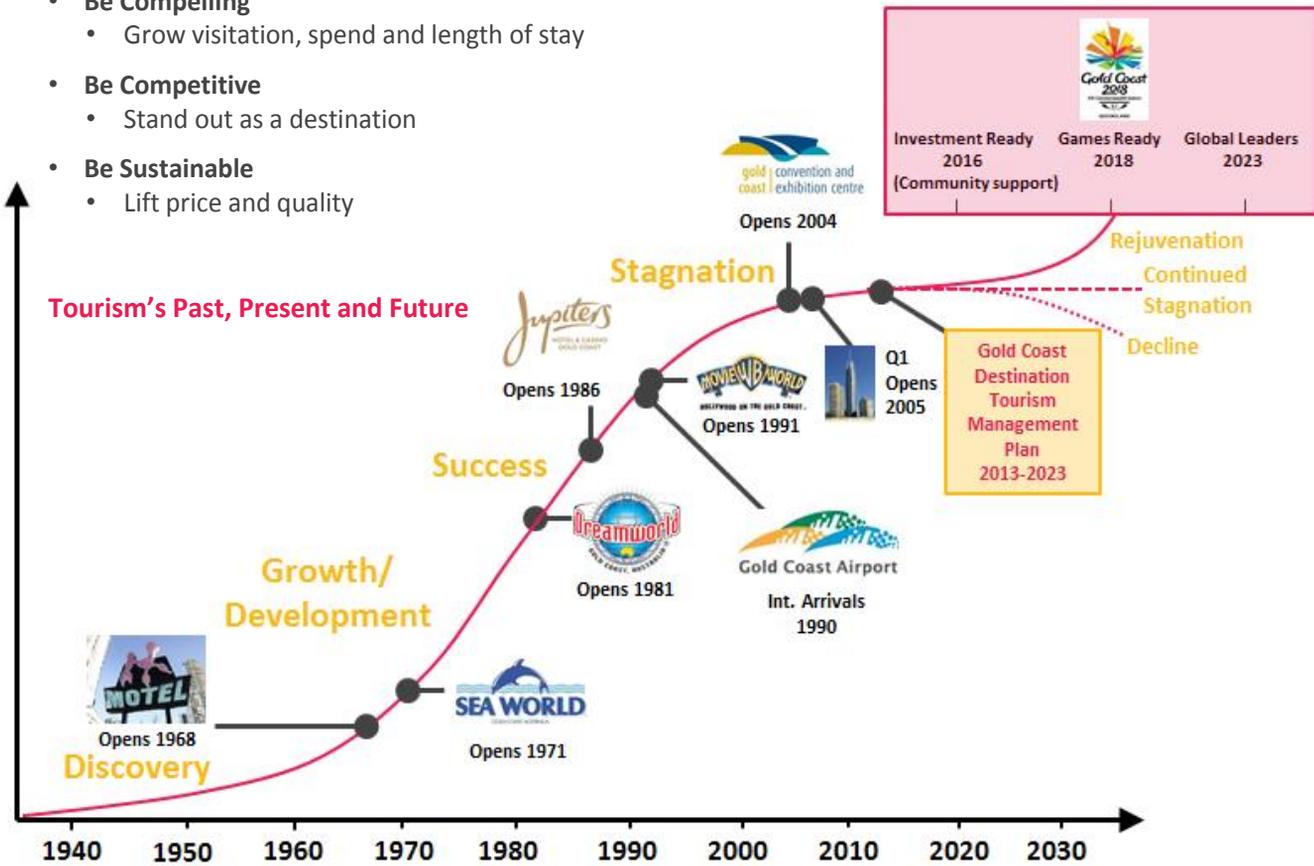
778,000 international visitors (1% decrease over the last five years)



Top three international markets:

- **New Zealand** (23% of international visitors)
- **China** (23% of international visitors)
- **Japan** (8% of international visitors)

Tourism's Past, Present and Future



The Journey of the Gold Coast 1930 – 2023 and beyond