

**DESTINATION  
GOLDCOAST.****MEDIA RELEASE**

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## **GOLD COAST ON FRONT FOOT TO LURE BACK INTERNATIONAL TRAVEL AND TRADE**

**Destination Gold Coast has launched an all-out assault to win back international tourists and lure the lucrative business events industry to the city.**

The destination marketing organisation hosted its first trade mission to Singapore this week, capitalising on the reopening of international borders and eased travel restrictions to re-establish relationships and win back the \$42 million Singaporean tourism market.

It comes only a week after showcasing its new business events campaign, *The imagination capital of Australia*, to national and international buyers at the Asia Pacific Incentives and Meetings Event (AIME) in Melbourne.

Destination Gold Coast CEO Patricia O'Callaghan said it was crucial Gold Coast was front and centre in telling international visitors of the city's more than \$1 billion investment in new attractions, hotels, and experiences.

"The city has not stood still during the pandemic. In fact, it has worked even harder to reinvent itself to ensure the visitor economy rebounds as quickly as it can as international markets start to return," Ms O'Callaghan said.

Destination Gold Coast joined "Team Queensland" - Tourism and Events Queensland, Brisbane Economic Development Agency, and Tourism Tropical North Queensland - for a three-day trade mission in Singapore, meeting with airlines and trade partners to showcase the Sunshine State.

Ms O'Callaghan said the Gold Coast had a particularly strong relationship with Singapore having welcomed back direct flights with Scoot Airlines in February, and it was important the city had boots on the ground to win them back.

"The response has been overwhelmingly positive. Singaporeans can't wait to come back to the Gold Coast, and the Gold Coast can't wait to roll out the red carpet," said Ms O'Callaghan.

"Singapore is an important market for the Gold Coast not only contributing 33,000 visitors and \$42 million to the economy prior to the pandemic, but the fact that it is an international aviation hub for travellers with Scoot Airlines alone connecting 66 international destinations including Europe, India and the UK."

With uncertainty in Europe and several international borders still to open, the Gold Coast was perfectly poised to capitalise on pent-up demand by travellers seeking safe 'bucket list' destinations that offer a variety of unique experiences.

The business events sector is a vital part of the Gold Coast's visitor economy and prior to the pandemic generated \$570 million in economic benefit to the city.

Already, 144 events have been booked for the Gold Coast for the remainder of 2022, and Destination Gold Coast's new campaign is set to escalate demand even further.

Destination Gold Coast also last week hosted its first non-virtual trade event in Sydney to spruik the city and its new offerings to more than 30 tour operators, wholesalers, and travel agents.

## **ENDS**

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