

# MEDIA KIT

Since 1975, we've been a membership-based destination marketing organisation with the charter to increase visitor demand, arrivals and expenditure for the benefit of the Gold Coast. We collaborate with local industry, state and national tourism bodies, the City of Gold Coast and travel trade to best promote our beautiful city, world-wide. Our unified vision is to inspire visitors from all walks of life to "come and play".

DESTINATION  
**GOLDCOAST.**

 JW MARRIOTT GOLD COAST RESORT & SPA



## TOURISM ACCOUNTS FOR:



44,000

DIRECT AND  
INDIRECT JOBS

10%

OF EMPLOYMENT ON  
THE GOLD COAST

7.9%

SHARE OF GROSS  
REGIONAL PRODUCT

## WHAT WE DO

DGC promotes the destination to domestic and international markets, aiming to drive visitation and entice more people, returning more often, staying longer and spending more as they enjoy our city.

The city's peak tourism body supports the marketing of major initiatives, attractions and events which are driven by the City of Gold Coast, State Government and private enterprise. DGC focuses its attention on markets that deliver strong return on investment to the destination. The Gold Coast is predominantly a domestic destination and pre-COVID these source markets included Brisbane, Sydney and Melbourne domestically and New Zealand, China, Japan, USA, UK and Korea.

## GOVERNANCE

DGC works collaboratively with many key stakeholders but is an independent corporation with its own management and board. It is the official RTO (Regional Tourism Organisation) for the Gold Coast and therefore part of the Tourism and Events Queensland (TEQ) network, but it is not a government organisation. DGC reports to the City of Gold Coast twice yearly on its management of the levy funds allocated for the marketing of the destination. DGC Annual Reports are available to view at [destinationgoldcoast.com](https://destinationgoldcoast.com)

 BURLEIGH PAVILION

Tourism Research Australia, Regional Tourism Satellite Account 2018-19.



# GOLD COAST HISTORY

## ABOUT US

In the late 1940s, Brisbane journalists called the coastline south of Brisbane 'the Gold Coast' - it was the place to buy and sell land in the post-war real estate boom. The nickname became a convenient way to refer to the holiday hotspot from Southport to Coolangatta and was soon adopted by the emerging tourism industry, prior to official proclamation in 1959. The first high-rise, Kinkabool, was built in Surfers Paradise in 1959-60 and today, the region is one of Australia's premier tourist destinations and the nation's largest regional city, celebrating its iconic dune-hugging cityscape blended by a charming green behind the gold.

## FIRST NATIONS PEOPLE

Aboriginal people inhabited the Gold Coast for 23,000 years prior to European settlement. The Kombumerri and the Yugambeh peoples are the traditional owners and custodians of the Gold Coast. The Kombumerri people camped mainly in the Bundall area for freshwater purposes while the Yugambeh people lived in Mt Cougal and Springbrook's valleys for at least 60,000 years. The indigenous inhabitants referred to the region as Kurrungul, the endless supply of timber.



 JELLURGAL ABORIGINAL CULTURAL CENTRE



# KEY ATTRIBUTES



**57KM**  
OF COASTLINE

**6TH**  
LARGEST CITY  
IN AUSTRALIA

**1HR**  
DRIVE SOUTH  
OF BRISBANE



**300**  
DAYS OF SUNSHINE

**23°C**  
AVERAGE WATER  
TEMPERATURE

**8TH**  
WORLD SURFING  
RESERVE



**600**  
NATIVE ANIMALS

**1,700**  
NATIVE PLANTS

**260KM**  
OF NAVIGABLE  
WATERWAYS



#1 HIGHEST CONCENTRATION OF THEME  
PARKS IN THE SOUTHERN HEMISPHERE



100,000HA OF WORLD HERITAGE  
RAINFOREST AND NATURE RESERVES



8TH NAMED WORLD SURFING RESERVE  
FROM BURLEIGH POINT TO SNAPPER ROCKS



2018 HOST CITY FOR THE  
COMMONWEALTH GAMES (APRIL 4 - 15)



12,600HA COASTAL WETLANDS AND  
ISLANDS OF INTERNATIONAL SIGNIFICANCE



22,000 LOCALS AND VISITORS USE OUR  
G:LINK LIGHT RAIL SERVICE EVERY DAY

# DEMOGRAPHIC PROFILE

- **620,518** Gold Coast population\*\*
- **48.6%** males and **51.4%** females
- **1.7%** indigenous population
- **38** median age
- **28%** born overseas
- **28%** of households made up of couples with children
- **2.51** persons average household size
- **44%** medium and high density housing
- **\$1,397** median weekly household income
- **\$648,340** median house price\*
- **65,872** local businesses^^
- **4,600** employing tourism businesses^
- **12.63%** of Queensland's employment\*\*

^Tourism Research Australia, Regional Tourism Satellite Account 2018-19.

^^Australian Business Register, Filtered Counts, September 2020.

\*Hometrack, Housing Valuation System, June 2018.

\*\*Australian Bureau of Statistics, Estimated Resident Population Gold Coast City, June 2019.  
Australian Bureau of Statistics, Census Data, 2016.



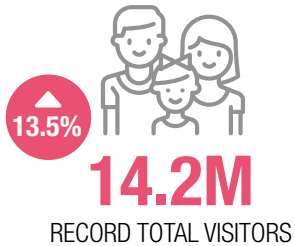
 GOLD COAST BROADWATER



# VISITOR LANDSCAPE

2019 was a record year for visitation to the Gold Coast. These figures represent a depiction of what our visitor economy looked like prior to COVID-19.

## VISITORS



## VISITOR SPEND

VISITORS SPENT MORE THAN...

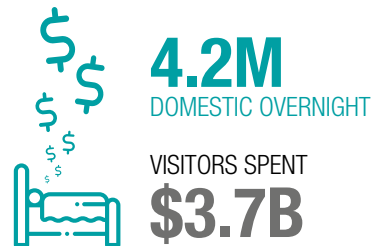
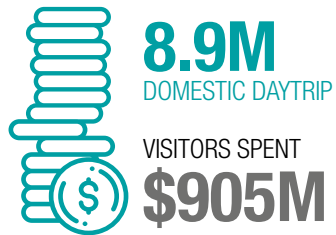
**\$5.9B**



**\$4.6B DOMESTIC**



**\$1.3B INTERNATIONAL**



**1 IN 6 JOBS**  
EITHER DIRECTLY OR INDIRECTLY  
RESULTING FROM TOURISM

## TOP 5 INTERNATIONAL SOURCE MARKETS

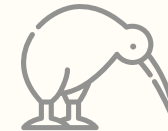
### 1. CHINA



**2.2%**

**275,000**

### 2. NEW ZEALAND



**-0.8%**

**212,000**

### 3. JAPAN



**9.8%**

**75,000**

### 4. UNITED KINGDOM



**5.4%**

**63,000**

### 5. UNITED STATES



**11.2%**

**46,000**

**1,579**  
^MEETINGS &  
CONVENTIONS



**193,382**  
DELEGATES



**\$570M**  
ECONOMIC IMPACT

Tourism Research Australia, International & National Visitor Surveys, December 2019. Note: Figures may not add up to totals due to rounding differences. Gold Coast Airport data, 2019.  
^Queensland Business Events Survey (QBES) 2018-19, compiled by Queensland Treasury for Tourism and Events Queensland. Due to a change in reporting methodology, meeting & conventions and delegate data does not include unidentified incentive data. Economic Impact includes unidentified incentive data.

# CALENDAR OF EVENTS



JANUARY

## MAGIC MILLIONS SUMMER CARNIVAL

Australia's premier summer horse racing carnival features fast-paced action on and off the track over a number of days including the world's richest sales-based incentive raceday.



MARCH

## BEYOND THE SAND

Beyond the Sand (formerly Sand Safari Arts Festival) transforms Surfers Paradise across nine days into a beachfront gallery of colour, movement and music exhibiting bold works of art inspired by the sea.

APRIL

## GOLD COAST TRIATHLON

The Gold Coast Triathlon – Luke Harrop Memorial has long been known as the triathlon for triathletes – with fast and flat racing at the beautiful Broadwater Park.



## GOLD COAST FILM FESTIVAL

The Gold Coast Film Festival brings a jam-packed program of 100+ films, panels and pop-up events including rooftop cinema, poolside flicks and outdoor movies alongside premiere film events and a gala awards ceremony.



MAY

## SANCTUARY COVE INTERNATIONAL BOAT SHOW

The Southern Hemisphere's premier boating festival will again transform Sanctuary Cove, showcasing the industry's latest boating and marine innovations.

## BLUES ON BROADBEACH

One of Australia's biggest free music festivals, Blues on Broadbeach is staged in the streets, parks and venues of the suburb over four days, featuring all genres of blues music.

## GOLD COAST OPEN

The Gold Coast Open is a World Surf League (WSL) QS 1,000 rated men's and women's three-day event that attracts a number of the best surfers from all corners of the globe to the iconic Burleigh Point.

JUNE

## COOLY ROCKS ON

Australia's largest Rock 'n' Roll and nostalgia festival, Cooly Rocks On attracts thousands of rock music and vintage car enthusiasts looking to celebrate the best of the 50s, 60s and 70s over five days.



JULY

## GOLD COAST MARATHON

Australia's favourite holiday marathon, this world-class event follows the magnificent Gold Coast Broadwater and follows the golden beaches from Main Beach to Burleigh Heads. The Gold Coast Marathon became the first marathon in Australia to be awarded an IAAF Gold Label.



AUGUST

## BLEACH\* THE GOLD COAST FESTIVAL

The 16-day signature annual multi-arts festival celebrates music, design, photography and theatre talents of local and international artists throughout the Gold Coast and serves suburbs such as Burleigh Heads, Chevron Island and Surfers Paradise.

SEPTEMBER

## SWELL SCULPTURE FESTIVAL

Queensland's premier outdoor sculpture exhibition presents up to 50 Australian and international artists set along Currumbin Beach across 10 days.



NOVEMBER

## GROUNDWATER COUNTRY MUSIC FESTIVAL

Groundwater Country Music Festival is Australia's fastest-growing country music festival which flows through the streets and venues of Broadbeach over three days.

## TV WEEK LOGIE AWARDS

The Gold Coast takes centre stage to welcome a cast of celebrities as Australia's biggest names in film and television convene for the 62nd TV WEEK Logie Awards.

DECEMBER

## VODAFONE GOLD COAST 600

The biggest names in motorsport along with a 200,000 strong crowd make tracks to the Gold Coast for Queensland's largest (and loudest) car event.



TO DISCOVER WHAT'S ON VISIT [EVENTS.DESTINATIONGOLD Coast.COM](https://www.destinationgoldcoast.com)

DESTINATION  
**GOLDCOAST.**

## MEDIA ENQUIRIES

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