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DestinationQ Tourism Series

October 2017

How government, industry and community collaboration can grow a tourism industry



Leaving behind the tag of the “Near North Coast”



1 August 1967 - Sunshine Coast is officially gazetted



Year ending June 2017

- **Sunshine Coast recorded its highest ever domestic visitor numbers**
- **3.4 million arrivals**
- **12.4 million visitor nights**  **4.4%**
- **\$2.06 billion to Sunshine Coast Economy**
- **International tourists**  **11.6% - double Queensland average**



2016 Events economic impact = \$100 million



Our ship's come in

- 10,000 cruise ship guests visited in August 2017
- Cruise ship passengers have a very high repeat visitation rate
- Sunshine Coast has the highest port satisfaction rating in Queensland



Sunshine Coast Airport



- **Australia's newest international airport**
- **Australia's fastest growing airport**
- **Expansion to be complete by end-2020**
- **Will contribute \$4.1 billion in its first 20 years**

Major Tourism Projects

Major tourism projects proposed on the Sunshine Coast totalling over \$1 billion.

- Sekisui House (Westin Resort & Spa) – \$900 million
- ARIA Property Group (Mooloolaba 5-star hotel) – \$250 million
- Brisbane Road Car Park Redevelopment (4-5 star hotel and apartments) – \$200 million
- New Water and Adventure Park at Glenview – \$400 million
- Premium hotel/resort, including an entertainment, convention and exhibition facility in Maroochydore
- Residential, tourism and hotel opportunities in the new Bokarina Beach development
- Major new hotel as part of the Caloundra Central Business District Revitalisation
- Big Pineapple redevelopment



***“If everyone is moving forward together,
then success takes care of itself”***

– Henry Ford



Thank you