

# TOURISM, SPORT AND LEISURE

## Sunshine Coast Regional Economic Development Strategy 2013 → 2018

The Tourism, Sport and Leisure industry will play a pivotal role in shaping the Sunshine Coast economy into the future. The industry covers accommodation and food services, leisure activities, tourism experiences, sports venues and events.



### LEADERSHIP, COLLABORATION AND IDENTITY

**ACTIONS INCLUDE»**  
To identify and capture new market channels



### CAPITAL INVESTMENT

**ACTIONS INCLUDE»**  
Development of an iconic entertainment, convention and exhibition centre and 4/5 star branded hotel



### HIGH-VALUE INDUSTRIES

**ACTIONS INCLUDE»**  
Encourage the development and showcasing of innovative digital solutions that support the industry



### LOCAL-TO-GLOBAL CONNECTIONS

**ACTIONS INCLUDE»**  
Promote the Sunshine Coast as a prime destination for national and international sporting teams



### INVESTMENT IN TALENT AND SKILLS

**ACTIONS INCLUDE»**  
Build skills and capacity to deliver new virtual travel and tourism experiences

## THE FIVE PATHWAYS



## GOALS FOR THE TOURISM, SPORT AND LEISURE INDUSTRY

JOBS 2018  
**18,106**

JOBS 2014  
**16,537**



**+14.9%**

GROSS VALUE ADD



**+9.1%**

REGISTERED BUSINESSES



**+13.2%**

EXPORTS



**+10.7%**

AVERAGE INCOME

## EMERGING OPPORTUNITIES



### MIDWEEK EVENT TOURISM

Including business, leisure and sporting events



### INTERSTATE FLY/DRIVE

From Sydney and Melbourne in order to build resilience



### NATURE-BASED TOURISM

Focussing on the natural attractions of the Sunshine Coast



### NICHE TOURISM

Including food, wellness, golf and soft adventure



### DRIVE TOURISM

Including Long Stay Visitors - seniors - and grey nomads

For more information visit [business.sunshinecoast.qld.gov.au](http://business.sunshinecoast.qld.gov.au)