



## SEA LIFE Mooloolaba

**SEALIFE Mooloolaba, formerly UnderWater World, is an all-weather visitor attraction which has been located on the Sunshine Coast for more than 25 years.**

In 2012, UnderWater World was acquired by the second largest visitor attraction operator in the World, Merlin Entertainments. As part of this acquisition, the attraction underwent a major \$6.5 million dollar renovation and re launched as part of the global SEA LIFE brand in December 2013.

The new renovation includes 16 zones and 7 animal experiences, including cage free shark dives, snorkels and a swimming experience with their resident seals.

Merlin Entertainments currently operate 106 attractions, 11 hotels and 3 holiday villages in 23 countries and across 4 continents, including 11 attractions and 2 ski fields in Australia and New Zealand.

Merlin have more than 21,000 employees worldwide and operate well-known attractions such as the London Eye, Lego land theme parks and own the number one global aquarium brand SEA LIFE with 47 SEA LIFE centre's appearing globally.

### THREE REASONS TO INVEST ON THE SUNSHINE COAST

1

Almost 8.5 million visitors spend more than \$2.5 billion each year with international visitors staying an average of 13.4 nights.

2

Home to more than 30 major events that attract more than 70,000 visitors each year including the World Ironman Championships.

3

Internationally renowned for its natural attributes and attractions including pristine beaches, subtropical hinterland and more than 300 days of sunshine each year.

### FAST FACTS

- ✓ 25+ year history on the Sunshine Coast.
- ✓ Acquired by Merlin Entertainments in 2012 and underwent a \$6.5 million renovation in 2013.
- ✓ Merlin Entertainments employ 21,000 people worldwide.
- ✓ At the attraction, there are 16 unique zones with 7 'Get Closer' animal experiences.
- ✓ Based in the popular tourist destination, Mooloolaba.



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The future is here



*The Sunshine Coast offers an exciting future due to its broad appeal to a number of markets. The lifestyle, climate, and friendly communities complement a stunning geographical setting that will continue to attract visitors on increasing scales. With this in mind, Merlin Entertainments has invested \$6.5 million over the past 2 years to refresh and revitalise our interests on the Sunshine Coast, and will continue to invest in the future.*

**JAMES THOMAS**

Head of Queensland Attractions and Kelly Tarlton's SEA LIFE Aquarium

## Why the Sunshine Coast is perfect for tourism, sport and leisure businesses...

- 8.5 million visitors from Australia and abroad visit the Sunshine Coast each year, spend almost \$2.5 billion and stay more than 12,000 nights.
- More than 70,000 visitors travel to the region for internationally recognised major events such as Ironman 70.3 and the Mooloolaba Triathlon.
- The Sunshine Coast Airport delivers one million visitors to the region each year and is currently being expanded to increase these capabilities.
- A highly skilled and educated workforce are ready to work as hospitality is one of the largest employers in the region.
- The Sunshine Coast had the highest number of increasing new visitor numbers in South East Queensland throughout 2013-14.
- The region has a thriving business events and conference sector which grew by 40% in 2013-14.
- Sunshine Coast Council and Sunshine Coast Destination Ltd. are two major supporting bodies of the tourism industry. The region has recently developed an Industry Investment Plan to help further develop and grow the tourism industry.

### HOW THE SUNSHINE COAST COUNCIL CAN HELP

- ✓ Financial assistance to help offset various establishment costs.
- ✓ A single point of service to facilitate connections with government bodies.
- ✓ Tailored package of comparative information to assist in your decision.
- ✓ Customised site selection assistance and relocation advice.
- ✓ Access to key international market information and industry development.
- ✓ Successful track record of helping investors move to the Sunshine Coast.

The future is here

#### FOR MORE INFORMATION

Go to [www.invest.sunshinecoast.qld.gov.au](http://www.invest.sunshinecoast.qld.gov.au) or email [invest@sunshinecoast.qld.gov.au](mailto:invest@sunshinecoast.qld.gov.au) or call the Coordinator of Investment Attraction on +617 5475 9958.