

Organisational effectiveness

We will strengthen our financial position and invest in our people, systems and and governance to firmly establish Visit Sunshine Coast as a highly efficient and effective organisation

Outcomes:

Financial sustainability

Key strategies:

- 4.1 Develop our workforce
- 4.2 Grow and diversify funding sources
- 4.3 Develop conference bid project and subvention fund
- 4.4 Underpins our decision making through research



Visit Sunshine Coast Vision Statement

“The Sunshine Coast tourism region will be globally recognised as Australia’s premier revitalising destination where the blend of experiences showcases the region’s diversity”



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PO Box 9325, Pacific Paradise,
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Visit Sunshine Coast STRATEGIC PLAN 2015 - 2020

Supercharging our Tourism Industry



visitsunshinecoast.com



Destination Promotion

We will promote the Sunshine Coast as the destination of choice in Queensland using all forms of digital media to extend our reach globally

Outcomes:

Strong and broad partnerships

Engaged and active members

Key strategies:

- 1.1** Launch the Sunshine Coast Naturally Refreshing brand pillars and leverage marketing activity
- 1.2** Enhance digital platform for consumers, members and trade to actively engage
- 1.3** Appoint Brand Ambassadors to showcase Visit Sunshine Coast as a premium brand
- 1.4** Leverage partnerships to extend reach and create demand
- 1.5** Identify and target priority segments in New Zealand to grow visitor yield, regional dispersal
- 1.6** Regional Tourism Organisation, Local Tourism Organisation and sub-region engagement with the Visit Sunshine Coast
- 1.7** Leverage Visitor Information Centres against the Sunshine Coast Naturally Refreshing Brand Pillars
- 1.8** Promotion of environmental initiatives that protect the region's natural beauty and length of stay
- 1.9** Build community recognition of the value of the tourism economy

Unforgettable Experiences

We will support members to develop products, hero experiences, events and icons that align to the region's five pillar brands

Outcomes:

Catalyst for new products

Improved visitor access

Key strategies:

- 2.1** Position region's unforgettable experiences through the Sunshine Coast Naturally Refreshing brand pillars
- 2.2** Identify and promote Sunshine Coast icons aligned to the Sunshine Coast Naturally Refreshing brand pillars
- 2.3** Create demand and commercial advantage to increase Overnight Visitor Expenditure
- 2.4** Develop opportunities for Glass House Mountains to be a hero destination
- 2.5** Support the industry to develop new businesses, products and experiences
- 2.6** Develop, grow and leverage events and conferences linked to the Sunshine Coast Naturally Refreshing brand pillars
- 2.7** Emphasise the region's capability and capacity to hold business events
- 2.8** Be regarded as a credible and respected regional tourism organisation - the tourism industry's point of reference
- 2.9** Expanded air access into Sunshine Coast Airport

Sustainable Tourism Industry

We will partner with the tourism industry to grow and develop visitation and trade opportunities, as well as enhance membership engagement

Outcomes:

Key driver of demand

Best in class digital

Key strategies:

- 3.1** Broaden and strengthen membership engagement
- 3.2** Enlist members to be online and fully engaged with Visit Sunshine Coast digital media
- 3.3** Grow and develop trade partnerships
- 3.4** Grow and develop appropriate corporate partnerships

