

Marketing and strategy insights



Beachside culture

Time on the sand, in the water, surf lifesaving, surfing, sunbathing, kayaking, boating, fishing, dining and shopping strips, beach driving & camping, Great Beach Drive



Innovative food

Food trails, paddock-to-plate, fresh produce markets, pick your own experiences, roadside stalls, famous foods (Mooloolaba Prawns, pineapples), cooking schools, stylish restaurants



Wonders of nature

100km of beaches, rainforests and beachside trails, waterfalls, Glass House Mountains, Pumicestone Passage, Noosa Everglades, Noosa National Park, Great Hinterland Walk



Exhilarating events

Aussies Surf Lifesaving Championships, IRONMAN 70.3 World Championships Mooloolaba, Caloundra Music Festival, Wanderlust, Va'a World Outrigging Sprint Championships, Business Events



Immersive encounters

Australia Zoo, SEA LIFE Mooloolaba, The Ginger Factory, Aussie World, Big Kart Track, humpback whale swim, Indigenous culture, creative industries