



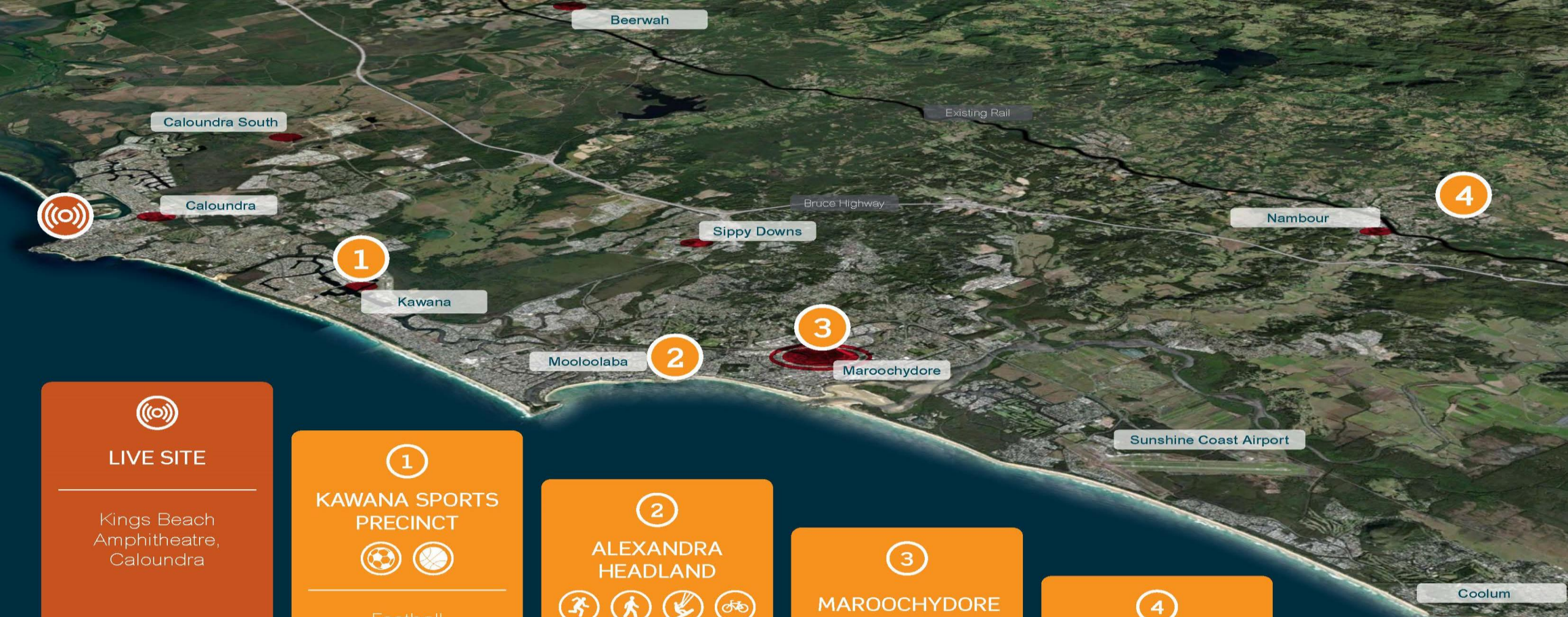
JUNE 2022


Sunshine Coast Council Hotel Investment Attraction

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Sunshine Coast Council



Invest[™]
Sunshine Coast
Australia
The future is here






LIVE SITE

Kings Beach
Amphitheatre,
Caloundra

1

**KAWANA SPORTS
PRECINCT**

Football
Basketball

2

**ALEXANDRA
HEADLAND**

STAGING POINT FOR:

- Marathon-Run
- Marathon-Walk
- Kiteboarding
- Cycle-Road Race/
Time Trial*

*Includes Paralympics

3

MAROOCHYDORE


Satellite
Accommodation

TRAINING VENUES:

- Maroochydore
Football Club
- Suncoast Clippers
Basketball

4

**SUNSHINE COAST
HINTERLAND**



Mountain Bike



Venues

- Sunshine Coast Mountain Bike Centre
- Sunshine Coast Stadium Expansion
- Sunshine Coast Indoor Sports Centre

Impact

Legacy



The Gap – by 2032

- Current - 712 rooms
- Future - 1800 rooms
- 6 new business hotels
- 4 new leisure hotels
- Up to 5 new boutique hotels

Council has a role

- Economic development
- Investment attraction
- Infrastructure delivery
- Regulatory responsibilities





Achievements to date

- Sunshine Coast Airport
- Maroochydore City Centre
- Council “role”
- Role in securing 2032 Games
- Qualified demand and built the business case

A role shared with others...



- Government
- Community
- Business community
- Service providers

We have a road map to address the gap

- Identify sites
- Determine the target list
- Join other levels of government in their missions and activities
- Attend relevant trade shows/other to engage the target market
- Invite and host targeted investors to the region for site visits and meetings
- Have a clearly articulate business case to support investment discussions
- Advertise and promote the opportunity nationally and internationally
- Host functions in capital cities to investor groups, networks and
- All traditional sales skills employed from cold calls to partner referrals
- Investment Attraction team offers development support services





Contact

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