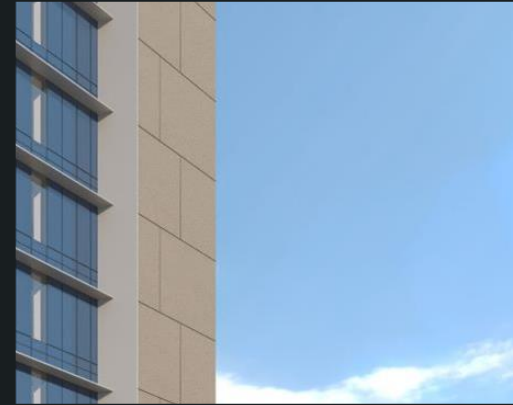


Visitor accommodation needs in a highly competitive environment: **Sunshine Coast accommodation needs to 2032**



Sunshine Coast Regional Tourism: Preparing for 2032



Focus of today's discussion



- The scope and focus of the SCC research
- The findings and the implications for visitor accommodation across Sunshine Coast:
 - the type
 - the style
 - the standard
 - the scale
 - the business model of accommodation required
- The investment levers and the blocks to be addressed to be ready for 2032
- The size of the challenge ahead

Key points for discussion

1

How much accommodation is needed and where?

5

What are the needs of the Olympic family?

2

When is accommodation needed?

6

How does the Sunshine Coast compare?

3

What types of accommodation are needed?

7

Who will invest, develop, design, build and operate these hotels?

4

What types of accommodation are not needed?



1. How much accommodation is needed and where?



6 or 7*
new business hotels

1,800 new rooms*

Maroochydore x 2 or 3
Caloundra
Coolum to Maroochydore
Sippy Downs
Birtinya



5 or 6*
new leisure hotels

Mooloolaba
Caloundra
Alexandra Headland
Mudjimba / Marcoola
Coolum



5 new
boutique hotels

250 new rooms

Glass House Mountains
Eumundi
Beerwah or Buderim
Peregian Beach
Yaroomba



no new holiday parks
are needed

However,
150-200 new powered
sites will be required in
the long-term, but
ideally as part of
expansion programs to
existing parks

* In reality, hotels will service both business and leisure guests. Equally some hotels will have more rooms than others

2. When is accommodation needed?

1,800 rooms business + leisure hotel rooms

Maroochydore # 1
Caloundra #1
360 rooms

Coolum to Maroochydore (Airport)
Maroochydore Convention Centre #2
Mooloolaba or Alexandra Headland
Mudjimba / Marcoola
900 rooms

Caloundra # 2
Sippy Downs or Birtinya
Maroochydore # 3
540 rooms



709 rooms
Maroochydore
Twin Waters
Kawana Waters
Golden Beach

250 boutique hotel rooms

Eumundi
Glass House Mountains
Beerwah or Buderim
Yaroomba
Peregian Beach

We need to start attracting investment NOW!

4. What type of accommodation is needed?

- ✓ Internationally branded, operated and managed hotels
- ✓ Range of hotel classes from upper-mid (3 star) to upper-up scale (4.5 star)
- ✓ Business oriented hotels
- ✓ Leisure oriented hotels and resorts
- ✓ Lifestyle hotels
- ✓ Boutique hotels
- ✓ Large format hotels with high quality F&B, conference, leisure and spa & wellness facilities
- ✓ Hotels with diverse facilities located within easy walking distance of key commercial and leisure precincts



Why is this type of accommodation needed?

- ✓ Enable the Sunshine Coast to increase its share of the overnight visitor economy and create jobs
- ✓ Satisfy current high levels of pent-up demand for hotel accommodation and attract new markets (incl. HVT)
- ✓ Increase the region's competitiveness as a business, conference and events destination
- ✓ Maximise Council's ROI on infrastructure investment and ongoing private sector investment in the tourism and hospitality sector
- ✓ Increase conversion of day visitors into overnight visitors
- ✓ International brands are recognised by international visitors and attract loyal customers
- ✓ They are suitable for the Olympic family

4. What type of accommodation is not needed?

- × **Strata title and self-catering accommodation**
- × **Serviced apartments**
- × **Unbranded, regional, domestic and private operators**
- × **Properties without substantive guest facilities**



Over 70% of visitor accommodation on the Sunshine Coast is self-catering accommodation the region doesn't need anymore!

Why is this type of accommodation not needed?

- × **Not recognised by international visitors**
- × **Typically cost more to build (more sqm per 'room')**
- × **Self-catering properties have limited services and few guest facilities and amenities (doesn't feel like a holiday)**
- × **They have limited appeal with business travellers and short-stay leisure guests**
- × **When compared with hotels, serviced apartments employ less staff, support limited supply chains and deliver a lower economic contribution**
- × **Overall, they generate a lower return on investment**
- × **They are not sought after by the Olympic family**
- × **The SSC already has plenty**

5. What are the needs of the Olympic family?

The Olympic family has a preference for internationally branded and operated hotels because:

- ✓ Organising committees are confident (and familiar with) the standards and services provided by international brands
- ✓ The Olympic Sponsors have global contracts with international brands
- ✓ International Hotels have high specification meeting rooms and data links suitable to host press conferences, team meetings, etc.
- ✓ Have skilled food & beverage staff able to deliver specialised meal requests and cater for special events
- ✓ International hotels have security protocols of the highest order – extremely important to the IOC
- ✓ Employ trained staff who familiar with the importance protecting privacy of sponsors, athletes, coaches and officials
- ✓ Sporting bodies often have pre-negotiated rates with international operators

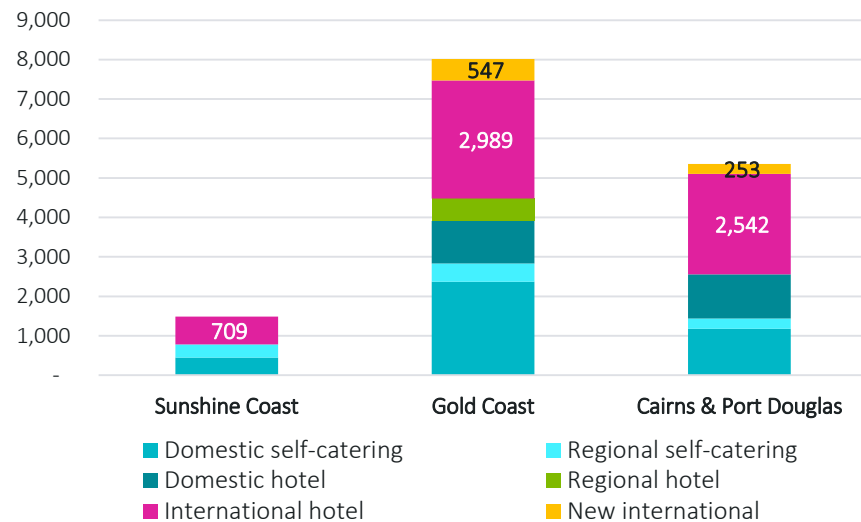
If Sunshine Coast is to benefit from the 2032 Olympics and beyond, it needs more hotels underway NOW!



6. How does the Sunshine Coast compare?

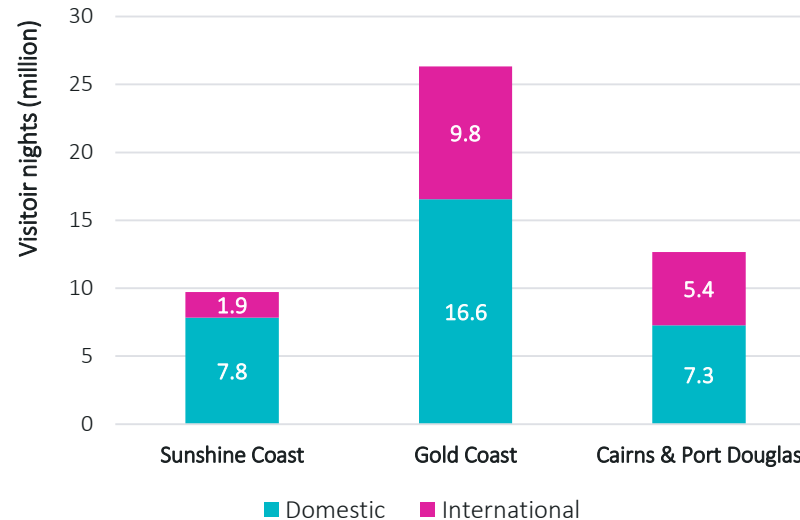
More internationally branded hotel rooms = more international visitors + higher ave spend/visitor

Domestic, regional and internationally branded rooms



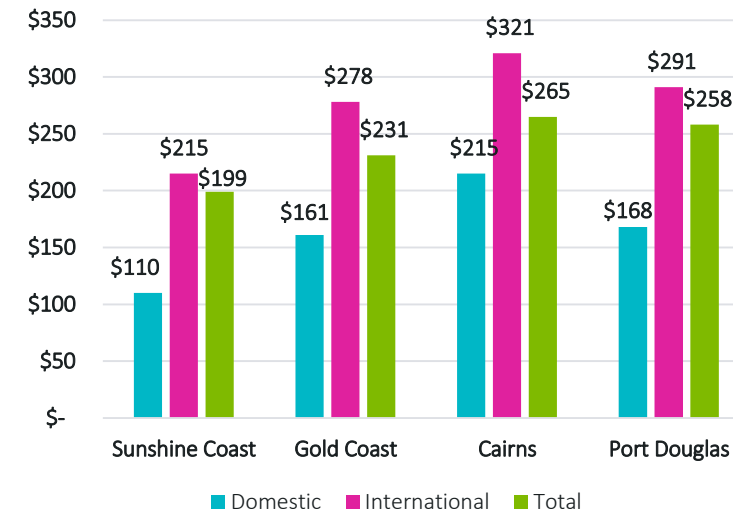
- Gold Coast has 2,280 more internationally branded hotel rooms (4.2x more) than the Sunshine Coast, with more to come
- Cairns & Port Douglas has 1,833 more internationally branded hotel rooms (3.6x more) than the Sunshine Coast, with more to come

Visitor nights (2019)



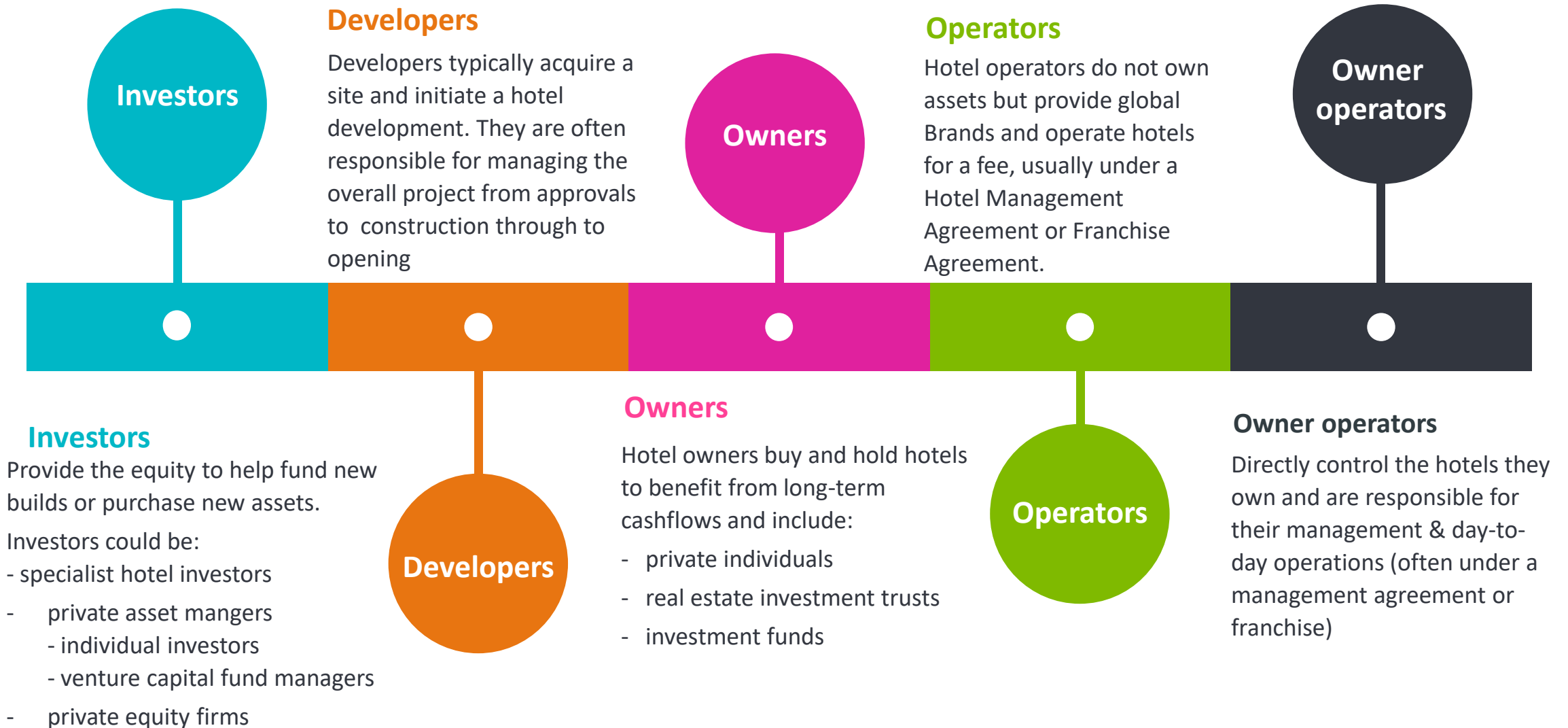
- In 2019, Gold Coast attracted 5.2x more international visitor nights than the Sunshine Coast and Cairns & Port Douglas attracted almost three times more international visitor nights than the Sunshine Coast

Ave spend on commercial accommodation per trip (2019)



- Domestic and international visitors to Gold Coast, Cairns & Port Douglas all spend more on commercial accommodation than the Sunshine Coast because they all have internationally branded hotels that satisfy traveller needs, and they are willing to pay for it

7. Who will invest, develop, design, build and operate these hotels?



Final recap: What does the Sunshine Coast need?



Thank you!

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