

## CITY SPOTLIGHTS GOLD COAST

Get to know some of Australia's top regional cities





14 OF 19
MAJOR CITIES
IN AUSTRALIA
ARE IN
BOOMTOWN.

### WELCOME TO GOLD COAST

## The Glitter Strip

"A great mix of super chilled beachside and lots of entrepreneurial people doing really cool and interesting projects." - Amanda- Gold Coast resident.





The Gold Coast is Australia's sixth most populous city, and the largest non-capital city in the country. Its growth over the past decade has been unstoppable - with an extra one million residents to be added within the next decade. It's so big that a recent ABC headline read "Debate rages on why the Gold Coast is still considered regional to some.

Although famous for its tourism, healthcare actually employs the most people. The other 6 industries prioritised by the Gold Coast council are education, IT, Sport, Food, Environment and Creative Industries like Film, TV and the Arts.

It will also be home to key Olympic events like Volleyball in 2032!



### **ECONOMIC FOCUS**

### **GROSS REGIONAL PRODUCT**

\$45.38 billion.

### **KEY ECONOMIC CONTRIBUTORS**

### **Surprise! Tourism is not the largest industry**

Healthcare is the #1 employer contributing \$4.3 billion, followed by construction (\$4.4 billion) and Retail (\$2.6 billion).

Tourism is still strong: Each year the city welcomes 12 million visitors - a great way for brands to reach an even wider audience.



Balter (founded by pro surfing legends of course!) is just one of many up and coming Aussie brands headquartered on the Gold Coast.



More diversified than you might expect, the Gold Coast economy provides stability for its rapidly growing population.



# HOTA: HOME OF THE ARTS

### **CONSUMER OPPORTUNITY**



### **CURRENT POPULATION**

666,087 Gold Coast region.

1 million milestone coming soon: By 2046 the Gold Coast could be home to 1 million residents - five years earlier than originally projected.

### A NOTICEABLE COSTS OF LIVING DIFFERENCE

Consumer prices in Sydney are approx. 10% higher than the Gold Coast, with rent 23% higher than the Gold Coast.

### A CITY OF MAJOR MAGNETS

A hugely popular Convention Center, over 20 theme parks, and The Star Casino - all serviced by an international airport



This cements the Gold Coast as the #2 spot for regional city migration. With the Gold Coast the only LGA in the top five to gain popularity.



With the perfect mix of urban and beachside lifestyles, the Gold Coast is growing faster than any other regional city.

### **CULTURAL OPPORTUNITIES TO PLUG INTO**



### **BLEACH FESTIVAL**

An an annual contemporary festival that combines art, community, and place.

WHEN: August



### **GOLD COAST MARATHON**

Annual event attracting 27,000 participants of all capabilities for one of the world's flattest marathon courses.

WHEN: July



### **GOLD COAST 500**

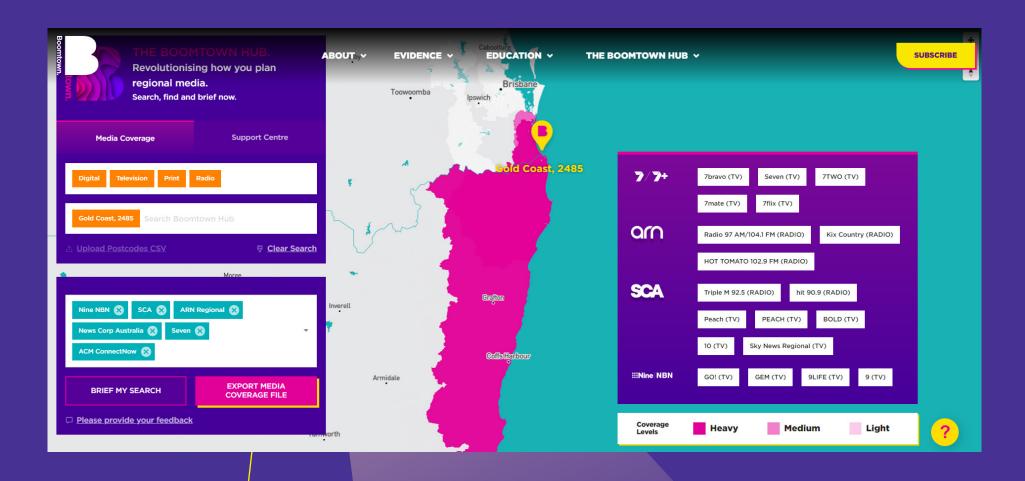
The supercar racing event that captivates (and runs through) the entire city each year.

WHEN: October



**Marketer opportunity:** Not surprisingly, with its year round gorgeous weather the Gold Coast provides the backdrop for big outdoor events for brands to activate.

### **UNLOCK 666,087 GOLD COAST RESIDENTS IN MINUTES**







## RESOURCES TO HELP YOU

### Boomtown.media

Sign up for Masterclasses, download case studies, meet Boomtown residents and discover how 9.6m extra Aussies can help you grow your brand.

### boomtown.media/hub

The Boomtown Hub is your planning tool to regional Australia. Search interactive maps, download CSVs and use our streamlined to brief multiple media owners.











