

A yellow spotlight hangs from the top center of the frame, casting a cone of light downwards. The light cone is a gradient of yellow and white, illuminating the text below. The spotlight's outline is a simple yellow line.

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

unstoppable

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!



AERIAL VIEW OF GOLD COAST

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.



PEOPLE FLOCK TO MIAMI MARKETTA - A MIXED-USE SPACE FOR MARKETS AND EVENTS



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.

CULTURAL OPPORTUNITIES TO PLUG INTO



BLEACH FESTIVAL

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

UNLOCK 666,087 GOLD COAST RESIDENTS IN MINUTES

The screenshot displays the Boomtown Hub website interface. At the top left, the Boomtown Hub logo is visible, along with the text: "THE BOOMTOWN HUB. Revolutionising how you plan regional media. Search, find and brief now." Navigation tabs include "ABOUT", "EVIDENCE", "EDUCATION", and "THE BOOMTOWN HUB". A "SUBSCRIBE" button is located in the top right corner.

The main content area features a map of the Gold Coast region, with a yellow pin indicating the location "Gold Coast, 2485". The map shows various towns including Toowoomba, Ipswich, Brisbane, Caboolture, Grafton, Coffs Harbour, Armidale, Inverell, and Tomworth. The Gold Coast area is highlighted in pink, indicating media coverage levels.

On the left side, there is a search and filter panel. It includes a search bar with "Gold Coast, 2485" entered, and buttons for "Digital", "Television", "Print", and "Radio". Below the search bar, there are filters for "Nine NBN", "SCA", "ARN Regional", "News Corp Australia", "Seven", and "ACM ConnectNow". Buttons for "BRIEF MY SEARCH" and "EXPORT MEDIA COVERAGE FILE" are also present. A feedback link "Please provide your feedback" is at the bottom.

On the right side, there is a list of media channels categorized by network:

- 7/7+**: 7bravo (TV), Seven (TV), 7TWO (TV), 7mate (TV), 7flix (TV)
- arn**: Radio 97 AM/104.1 FM (RADIO), Kix Country (RADIO), HOT TOMATO 102.9 FM (RADIO)
- SCA**: Triple M 92.5 (RADIO), hit 90.9 (RADIO), Peach (TV), PEACH (TV), BOLD (TV), 10 (TV), Sky News Regional (TV)
- Nine NBN**: GO! (TV), GEM (TV), 9LIFE (TV), 9 (TV)

At the bottom right, there is a legend for "Coverage Levels": Heavy (dark pink), Medium (light pink), and Light (very light pink). A question mark icon is also present.



RESOURCES TO HELP YOU HARNESS THE POWER OF REGIONAL MEDIA AUDIENCES.

Boomtwn.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.



SOURCES:

<https://economy.id.com.au/gold-coast/gross-regional-product> • <https://economy.id.com.au/gold-coast/employment-by-industry> • <https://economy.id.com.au/gold-coast/value-add-by-industry>
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<https://www.budgetdirect.com.au/interactives/costofliving/compare/gold-coast-vs-sydney> • Regional Movers Index - December 2023 Quarter