

2023

Redlands Coast Industry Snapshot Tourism

Redlands Coast is located in the fast-growing region of south-east Queensland, Australia. Ideally positioned adjacent to the major population centres of Brisbane and the Gold Coast, Redlands Coast is only:

- 35 minutes' drive from the CBD of Brisbane (Queensland's capital and largest city)
- 30 minutes' drive to the major freight and transport hubs, and
- 60 minutes from internationally renowned beaches of Surfers Paradise.

Redlands Coast has 335km of coastline, seven distinct islands including North Stradbroke Island, known for some of the most spectacular scenery found anywhere in Australia. As a host venue city for the canoe slalom events for the Brisbane 2032 Olympic and Paralympic Games there are opportunities for investment.

Industry profile

AUD \$311 M

Output/Total Sales

652,230

Domestic Visitor
Day Trips

16.4

Average length of stay
(days) International Visitors

3824

Local workers
in the industry

407

Registered
Businesses

Why invest in tourism on Redlands Coast

- **Large regional market:** located with access to a market of more than 2.52 million people.
- **Outstanding natural beauty:** naturally wonderful landscapes from bush to bay and beach. An expansive coastline tracks the mainland and surrounds our bay islands. Coastal villages and rugged hinterland present ample nature-based attractions and opportunities.
- **Authentic experiences:** offers lifestyle destination experiences that are true to the region's history and nature.
- **Wildlife encounters:** more than 1700 species of plants, animals and marine life, including whales and rays. Redlands Coast is home to a significant koala population.
- **Culture:** with more than 21,000 years of continuous occupation, traditional owners the Quandamooka people offer knowledge, experiences and stories that cannot be found anywhere else in the world.
- **High tourism growth potential:** With Redlands Coast set to host the canoe slalom events for Brisbane 2032 Olympic and Paralympic Games, the city will receive heightened national and global exposure.

Investment opportunities

- **Accommodation:** the region requires investment in high-end and luxury accommodation to meets the needs of higher yielding visitors. Redland City Council has identified a need for investment in four to five star accommodation to meet the the needs of a growing domestic and international visitor market.
- **Adventure-based sports tourism:** The Redland Whitewater Centre to be built at the Birkdale Community Precinct will host the canoe slalom events for the Brisbane 2032 Olympic and Paralympic Games (the Games). This venue will offers unique investment opportunities for adventure-based experiences before, during and after the Games and the ideal platform for development of a unique adventure-based sports hub.

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