



DESTINATION

Noosa

STRATEGY

2023 – 2027

TOURISM

NOOSA



ACKNOWLEDGMENT *of country*

Acknowledgement of Country: "Tourism Noosa acknowledges the ongoing connection to country of the traditional custodians of this beautiful region, the Kabi Kabi people. Visitors to Noosa can enhance their experience by learning about the region's connection to the people and stories of the Kabi Kabi. We pay our respect to elders past, present and emerging."

The Indigenous people of Australia have a rich culture stretching back at least 50,000 years, making it the oldest living culture on Earth.

Every part of Australia is Aboriginal country and every part of that country has stories and experiences that are unique to that place. What connects all Indigenous people is a strong connection to their natural environment, landscapes and past and future generations.

Noosa is home to the Kabi Kabi people whose land stretches roughly 100km south and 150km north of Noosa. It is important that we all pay our respects to the traditional owners of this land – past, present and future – and their rich history.

Foreword

FROM THE CHAIR

The Destination Noosa Strategy 2023-2027 embodies our region's essence and charts our tourism industry's future. Tourism Noosa has driven our visitor economy for 22 years, extending its impact beyond traditional hospitality.

Noosa holds a unique place in the hearts of travellers and locals. Pristine beaches and waterways, lush hinterland, arts, and sustainability form an unparalleled experience. The Strategy acknowledges our region's value and collaboration between Tourism Noosa and partners to uphold it.

Built on five pillars, the Strategy commits to a positive visitor economy's enduring impact. Our responsibility goes beyond economics: we enhance community wellbeing and preserve our environment.

I extend gratitude to our visionary Board, CEO, employees and volunteers. Your dedication propels Noosa's success.

As Chair, my focus remains on positioning Noosa as a premier, sustainable destination. We generate economic benefits and value for members, community, and industry.

Looking ahead, we envision Noosa, a destination of sustainable tourism, where industry, community, and environment harmonise. The Strategy outlines actions for positive change, fostering excellence and engaging both industry and government.

Bold and transformative, the plan requires community-wide effort. Like Noosa, a national exemplar, this Strategy cements our vision for a world-class destination.

In this vibrant future, Noosa thrives, our community flourishes, and sustainable tourism binds us. With dedication and shared vision, Noosa's brilliance continues to ascend.

Jeanette Allom-Hill

Jeanette Allom-Hill

CHAIR, TOURISM NOOSA

Message

FROM THE CEO

Over the years, Tourism Noosa has not only promoted our stunning landscapes, pristine beaches and enviable lifestyle, we've also fostered values of sustainability and sense of belonging that is unlike any other destination.

Our commitment to enhancing the Noosa experience for all, has never been stronger and the Tourism Noosa Strategic Plan aims to guide our journey toward an even brighter future.

It is a roadmap that outlines our dedication to sustainable growth, stakeholder engagement, the delivery of exceptional marketing and remarkable visitor experiences. It aims to strike a harmonious balance between economic prosperity and preservation, ensuring that Noosa remains a treasure for generations to come.

We acknowledge the collective aspirations for Noosa's future are currently being identified through the development of a Destination Management Plan led by Noosa Council. Once finalised, the Tourism Noosa Strategy will be reviewed to ensure it embodies the shared values and objectives of our industry and the local community encapsulated within in the Destination Management Plan.

In embarking on this exciting journey together, we are reaffirming our dedication to our visitors, industry, community, and the environment that envelopes us. With your unwavering support, together we will position Noosa the epitome of a responsible, thriving, and welcoming destination.

Sharon Raguse

Sharon Raguse

CEO, TOURISM NOOSA

A person with long blonde hair, wearing a purple hoodie and dark pants, is sitting on a rocky outcrop. They are looking out over a vast landscape of rolling hills and valleys, with a large mountain peak in the distance. The scene is bathed in the warm, golden light of sunset or sunrise. The sky is a clear, pale blue, and the foreground shows the texture of the rocks and some sparse vegetation.

statement OF CORPORATE INTENT

OUR VISION AND PURPOSE

Through excellence in marketing and industry development, we position Noosa as the most desirable and sustainable tourism destination for our visitors, and provide economic benefit and value for our members, our community and the tourism industry.

The Destination Noosa Strategy 2023–2027 recognises Tourism Noosa’s role in setting the direction for Noosa’s tourism industry, guiding our industry’s progress toward regenerative tourism to improve the visitor experience for the benefit of visitors, businesses and the local community and environment, implementing marketing strategies that attract high value–low volume visitation through targeted marketing and promotions.

Our values

PURSUIT OF EXCELLENCE AND INNOVATION

We are dedicated to excellence in all aspects of our operations. We value continuous improvement and innovation as pathways to providing exceptional services to our industry stakeholders and visitors. By setting high standards and embracing creativity, we continually challenge ourselves to exceed expectations and drive positive change.

NATURAL HARMONY AND STEWARDSHIP

We are committed to preserving and celebrating the natural beauty of the Noosa Region. We value the unique ecosystems, beaches, forests and waterways that define our destination. Through embracing Noosa's sustainability values and thoughtful marketing to influence traveller intent, we prioritise environmental stewardship, ensuring that future generations can experience the same natural wonders we cherish today.

CULTURAL RESPECT AND PRESERVATION

We honour and respect the Indigenous culture and history of the region's traditional custodians, the Kabi Kabi people. By helping preserve and share Indigenous stories, art, and traditions, we enrich the cultural fabric of this land and create meaningful experiences for all.

ENRICHING EXPERIENCES AND TRAVEL FOR GOOD

We believe in curating and promoting experiences that enrich the wellbeing of both visitors and residents. We value our enviable outdoor lifestyle which encourages physical activity, exploration, and a deep connection to nature. Through creative initiatives, arts, culture, and leisurely pursuits, we contribute to a holistic sense of fulfilment and balance accessible to all.

AUTHENTIC COMMUNITY ENGAGEMENT

We recognise that our community is at the heart of our success and value genuine connections and inclusive partnerships. By engaging with businesses, community organisations, residents and visitors, we foster a sense of belonging and shared responsibility for maintaining the region's character and charm.

ACCOUNTABILITY AND TRANSPARENCY

We value transparency in our communication and operations and hold ourselves accountable for our actions and decisions. By taking ownership of our commitments, being honest about our progress, and learning from our experiences, we build trust and demonstrate our unwavering commitment to achieving our goals with integrity.



TOURISM NOOSA

our journey to destination regeneration

Noosa is a unique destination – a multi-faceted gem. Awarded World Surfing Reserve status for its superb beaches and point breaks, Noosa is also a designated UNESCO Biosphere Reserve, which acknowledges the shire's harmonious relationship between people and nature. The jewels of the Noosa area include a pristine river system that winds its way upstream to one of only two everglades systems on Earth, national parks, hinterland, coastal and river villages, eclectic boutique shopping, gastronomy, events, and a vibrant arts and culture scene, making it a favourite destination for both relaxation and adventure.

Those of us blessed to call Noosa home, are proud of the long history of environmental protection and preservation. We recognise that our natural environment is among our most precious assets and one of the main reasons people love holidaying here. Noosa is a destination that champions sustainable travel and has a global reputation for environmental consciousness and positive impact. It's a core value which we encourage our visitors to embrace and observe during their stay.



OUR story

Noosa has captivated travellers with its breathtaking beauty and laidback charm for decades. Its brand story as a destination is one of natural wonders, rich cultural heritage, and a commitment to travel for good.

Noosa's brand story weaves together its commitment to sustainability, celebration of Indigenous heritage, vibrant culinary scene and stunning blue and green spaces as it positions itself as a true wellness travel destination. It is a place where travellers can reconnect with nature, immerse themselves in cultural richness, and indulge in exquisite flavours. Noosa's allure lies in its ability to offer a truly holistic and authentic experience, ensuring that every visitor leaves with lifelong memories and a deep appreciation for this extraordinary destination.

Noosa's brand essence lies in its dedication to sustainability and eco-tourism. The destination takes pride in its pristine landscapes and has implemented various initiatives to protect its fragile ecosystem. From beach clean-ups to responsible waste management practices, Noosa endeavours to be a leader in regenerative tourism, inspiring visitors to cherish and protect the natural environment and leave Noosa a little better than when they found it.

WHO WE ARE

Tourism Noosa is an award-winning, not-for-profit, membership-based destination management organisation that works with local businesses, Noosa Council and other stakeholders to promote the diversity of the Noosa region to domestic and international visitors, the tourism trade and media.

Tourism Noosa comprises a small, yet highly skilled professional team that covers brand and performance marketing, PR and media, trade and business events, event management as well as sustainability/regenerative travel - together the team strives toward supporting the key focus pillars and strategic initiatives in alignment with Noosa's destination management plan.

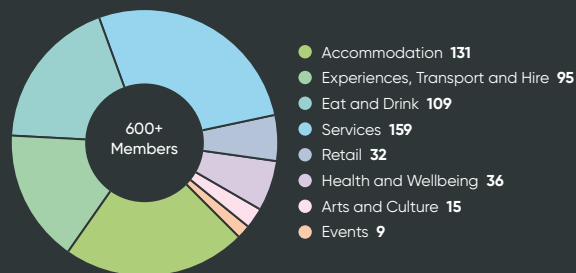
Tourism Noosa has a team of over 65 volunteers who are the smiling knowledgeable face of our destination supporting Noosa's visitor information centre.

The Tourism Noosa team reports to a Board of seven Directors, which consists of representatives from our membership, industry and community, carrying out the objectives of the Destination Noosa Strategy.

Through strong leadership, corporate governance and commitment across all five focus pillars, the key goals of this strategy will be achieved for the benefit of our members, our community and stakeholders.

Tourism Noosa, as part of its funding agreement, also reports to Noosa Council on financial management and outcomes against the Destination Noosa Strategy.

OUR MEMBERS



NOOSA'S VISITOR MARKET

The Noosa region attracted just over 2 million visitors in the year ending March 2023, including domestic overnight visitors and day-trippers, for a record \$1.7B (Figures 1-4).

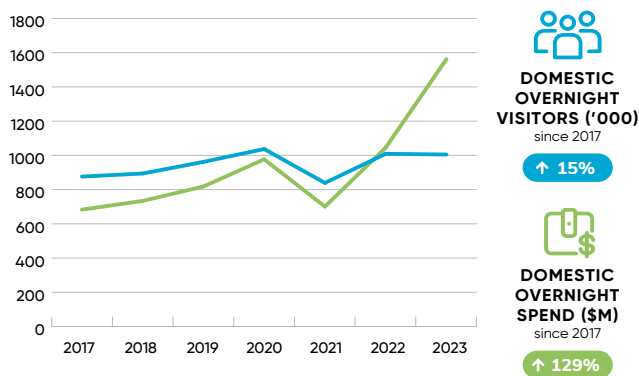
While visitor numbers are about 10% higher than the previous year, they are about 6% lower than pre-COVID 2019, due to the lack of data from international travellers, which is still at low numbers.

Total visitor spend increased almost 50% on the previous year, and more than 80% compared to 2019. These figures have seen our share of Queensland's domestic visitor nights and spend increase over the past four years.

Our marketing encourages visitors to explore the entire Noosa region, from beaches to river and hinterland, and we work with members to promote their various activities.

Tourism Noosa's long-term strategy of attracting high-value, low-volume visitation has been extremely successful:

Fig 1. Domestic overnight visitors and spend



Source: Tourism Research Australia National Visitor Surveys, year ending March 2023

Overnight visitors

Tourism Noosa focuses its marketing on overnight travellers as they spend more in local businesses than day trippers (average spend per person is \$1,554 compared to \$123).

The overnight visitor market continues to bounce back since the relaxation of border restrictions, with numbers almost 5% above the March 2019 figure (which included international visitors), and spend almost doubling to \$1.56B, a record for a year ending March. Compared to last year, domestic overnight spend is almost 50% higher, while numbers remained steady.

Noosa's domestic overnight spend results are stronger than or on par with results for Queensland and Australia (Figure 5).

Interstate and intrastate visitors

Interstate visitors have traditionally been our focus for marketing as they stay longer and spend more than Queensland visitors on attractions, tours, dining, retail and entertainment (Figure 6).

Interstate visitors spent a record \$939.7 million during the year, more than double their spend from pre-COVID March 2019, and double last year's total. They account for 60% of the overnight visitor spend in Noosa. However, Queenslanders have also significantly increased their average spend since the pandemic.

Fig 2. Visitation to Noosa year ending March 2023

	Visitors	Nights	Spend
Domestic overnight	1,005,000	3,894,000	\$1.562B
Day trip	1,166,000	-	\$142.9M
Total	2,171,000	3,894,000	\$1.7047B

Fig 3. Visitors to Noosa

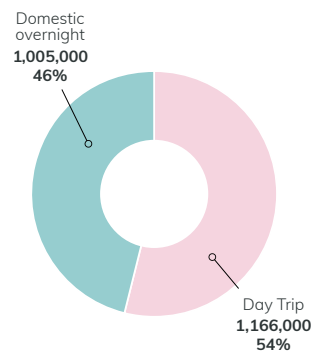


Fig 4. Visitor spend in Noosa

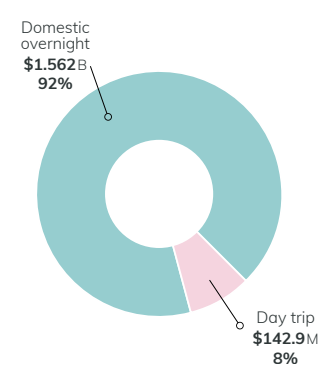
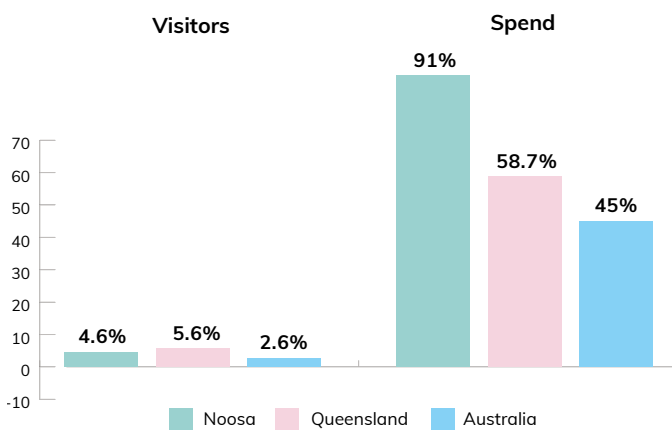


Fig 5. Change in domestic overnight visitation and spend since March 2019



*Excludes 4 regions where comparisons from 2019-2021 are not available

Fig 6. Average spend per person

Average spend per person	YE Mar 2023	Pre-COVID
Interstate visitor	\$2,232 +82%	\$1,224
Qld visitor	\$1,065 +73%	\$617

Source: Tourism Research Australia National Visitor Survey, year ending March 2023.

STRATEGIC ALIGNMENT

The Destination Noosa Strategy has been intentionally developed to respond to, and appropriately reflect the values of our tourism industry, environmental groups, Noosa community and Noosa Council.

More broadly, the Strategy is also aligned to that of our key tourism partners (Visit Sunshine Coast, Tourism and Events Queensland and Tourism Australia) and is future focused as we position Noosa to leverage agreed opportunities presented in the lead-up to the Olympic Games in 2032.

Stakeholder map



visitor economy

CORE PILLARS 2023-2027

FOCUS PILLARS

BALANCING
THE VISITOR
ECONOMY

ENCOURAGING
REGIONAL
DISPERSAL

TOURISM
FOR GOOD

INDUSTRY
DEVELOPMENT
AND SUCCESS

FOSTERING
WORLD CLASS
EVENTS

TOURISM EVOLUTION - SUSTAINABLE → REGENERATIVE TOURISM

ENABLERS

BRAND, MARKETING
& DIGITAL

BRAND, MARKETING
& DIGITAL

COLLABORATION
& PARTNERSHIPS

COLLABORATION
& ENGAGEMENT

TARGETED INVESTMENTS

COLLABORATION
& PARTNERSHIPS

COLLABORATION
& PARTNERSHIPS

DATA INSIGHTS

RESEARCH
& INNOVATION

EVENT SPONSORSHIP

RESEARCH
& INNOVATION

RESEARCH
& INNOVATION

EDUCATION
& AWARENESS

EVENT CONCIERGE
SERVICE (COUNCIL)

DATA MATURITY

DATA MATURITY

DEFINED &
AGREED VALUES

STRATEGIC
PARTNERSHIPS

PRODUCT
DEVELOPMENT

DATA INSIGHTS

PRIVATE INVESTMENT

COLLABORATION
& PARTNERSHIPS

ENHANCED
INFRASTRUCTURE

KEY DELIVERABLES

Marketing & digital
Brand research & development
Global restart strategy
Business events
Aviation collaboration

Marketing & digital
Product & experience development
Visitor Information Centre footprint
Trade & media exposure

Support regenerative tourism initiatives
Industry development & partnerships
Community & visitor empowerment & engagement

Industry development
Cooperative marketing
Member retention & acquisition
First Nations experiences

Tourism event programming
Event cultivation
Noosa Eat & Drink Festival

MEASURES

Share of spend
Share of nights

Visitor dispersal rate
Regional member Net promoter score (NPS)

Consumer sentiment ranking
Member eco accreditation rate
Reduction of single-use plastics
Eco program participation

Average member Net promoter score (NPS)
Member acquisition
Member retention

Total direct nights
Regional event dispersal
Return on investment
Sustainable events

BALANCING THE VISITOR *economy*

ENABLERS

- BRAND, MARKETING & DIGITAL
- COLLABORATION & PARTNERSHIPS
- RESEARCH & INNOVATION
- DATA MATURITY

MEASURES

- 4.5% SHARE OF SPEND (QLD)(TRA)
- 5.7% SHARE OF NIGHTS (QLD)(TRA)

Tourism is one of the Noosa Shire's largest economic contributors, bringing \$1.7 billion in visitor spend (year ending March 2023). As a destination management organisation, Tourism Noosa promotes the diversity of the region to domestic and international visitors, the tourism trade and media. We aim to position Noosa as the most desirable and sustainable tourism destination for our visitors, provide economic benefit and value for our members, community and tourism industry.

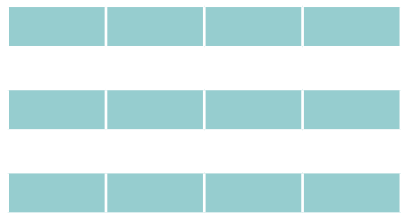
Tourism Noosa carefully manages Noosa's brand to reflect the diverse visitor experiences on offer and position Noosa's distinctiveness to resonate over competitor destinations, responding to shifting market trends.

KEY DELIVERABLES

2023-24	2024-25	2025-26	2026-27
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MARKETING & DIGITAL

- Generate demand whilst meaningfully connecting with travellers through high performing marketing campaigns and initiatives.
- Drive revenue diversification through growing and leveraging Tourism Noosa's media platform value.
- Support and develop existing and emerging industry sectors through specific marketing initiatives.



BRAND RESEARCH & DEVELOPMENT

- Foster a sustainable visitor economy through developing the brand maturity of Noosa in conjunction with council, local business and the community.
- Support industry decision making through ongoing research and the regular sharing of data and insights to Tourism Noosa members and industry delivery partners.



GLOBAL RESTART STRATEGY

- Grow the region's market share of high-value travellers across key source markets.



BUSINESS EVENTS

- Drive awareness of Noosa's business event offering, excelling in unique outdoor spaces.
- Attract high-yielding, boutique conferences, meetings and incentives in non-seasonal periods.



AVIATION COLLABORATION

- Support the return of aviation access to the Sunshine Coast Airport through a framework of partnerships, collaboration and cooperative marketing efforts.





ENCOURAGING REGIONAL dispersal

Tourism Noosa’s activities across all pillars promote regional dispersal of visitors and spend, encouraging them to explore and discover the delights of our regional villages. This helps spread the economic benefit more broadly across Noosa’s business communities.

This is achieved through the marketing and promotion of natural attractions and visitor experiences, media famils, business event and trade activity, tourism event attraction and support, sustainability activities, and Visitor Information Centre promotions.

ENABLERS

- BRAND, MARKETING & DIGITAL
- COLLABORATION & PARTNERSHIPS
- RESEARCH & INNOVATION
- DATA MATURITY
- PRODUCT DEVELOPMENT
- PRIVATE INVESTMENT
- ENHANCED INFRASTRUCTURE

MEASURES

- X% VISITOR DISPERSAL RATE* (LOCALIS)
- REGIONAL MEMBER NPS 7 (INTERNAL)

KEY DELIVERABLES

MARKETING & DIGITAL

- Generate demand for regional Noosa, whilst meaningfully connecting with travellers through specific campaigns and initiatives.

2023-24	2024-25	2025-26	2026-27
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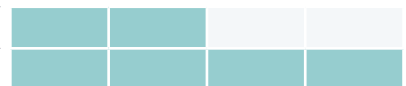
EXPERIENCE DEVELOPMENT

- Support the development of new tourism experiences that appeal to our target markets.
- Support the development of regional produce and artisan offerings across Noosa’s hinterland.



VISITOR INFORMATION CENTRE FOOTPRINT

- Explore potential partnerships across the hinterland for expanded visitor service provision.
- The ongoing delivery of exceptional visitor services that successfully connect visitors to Noosa’s products, experiences, and service offerings.



TRADE & MEDIA EXPOSURE

- Market and distribute the breadth of experiences, encouraging longer stays through trade channels and media exposure.
- Engage in trade activity and partnerships, targeting high-yielding opportunities.





TOURISM FOR good

ENABLERS

COLLABORATION & PARTNERSHIPS

DATA INSIGHTS

EDUCATION & AWARENESS

DEFINED & AGREED VALUES

MEASURES

CONSUMER SENTIMENT RANKING No1
(VS COMP SET)

INCREASE MEMBER
ECO ACCREDITATION +10%

REDUCTION OF
SINGLE-USE PLASTICS -1.5T

PROGRAM PARTICIPATION 1K+

Tourism Noosa shares a core community value to improve environmental, cultural and community outcomes for the Noosa region, the Noosa Biosphere Reserve and to attain global eco destination status. Tourism Noosa proudly enhances the region's globally-recognised natural attributes, building on decades of conservation efforts by the community through appropriate content creation and representation.

Regenerative tourism and travel are an approach that aims to go beyond sustainable practices by actively restoring and rejuvenating the natural environment while fostering economic, social, and environmental benefits for the local community. This strategy seeks to help transform our destination into a model of responsible tourism that enriches the environment, empowers our tourism industry and community, and enhances the visitor experience and participation.

KEY DELIVERABLES

SUPPORT REGENERATIVE TOURISM INITIATIVES

- Encourage Noosa businesses and community to adopt sustainable practices.
- Support and promote local regenerative projects to inspire travel for good.
- Collaborate and foster relationships with Noosa's environmental and land management organisations to support the protection of the region's natural attributes.

INDUSTRY DEVELOPMENT & PARTNERSHIPS

- Explore strategic partnerships aligned to Noosa's core values.
- Identify solutions through research and cultivate new innovations and programs to assist in the delivery of good environmental practices.
- Elevate sustainability outcomes for Noosa's tourism industry by enhancing the environmental, cultural and sustainable tourism capability.

COMMUNITY AND VISITOR EMPOWERMENT AND ENGAGEMENT

- Build a strong community of environmentally conscious stakeholders committed to sustainable tourism in Noosa.
- Foster collaborations with businesses and associations, environmental organisations, and community groups to expand our programs' reach and effectiveness.
- Expand the range of opportunities for visitor engagement and participation in regenerative activity.

2023-24	2024-25	2025-26	2026-27
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INDUSTRY DEVELOPMENT AND *Success*



ENABLERS

COLLABORATION & ENGAGEMENT

RESEARCH & INNOVATION

MEASURES

AVERAGE MEMBER NPS OF 7

5% MEMBER ACQUISITION

85% MEMBER RETENTION

The strong performance of Noosa's tourism industry is vital to the destination's continued success, and Tourism Noosa prioritises strategies that aim to improve the quality of experience offered to visitors. Representing 600+ businesses who directly reach the visitor market and those who offer support services, Tourism Noosa implements a range of activities, training and sustainability programs, events and networking, cooperative marketing, resources and education to provide members with tools to enhance the delivery of their product and safeguard the destination's reputation.

KEY DELIVERABLES

INDUSTRY DEVELOPMENT

- Ongoing engagement and communication with stakeholders to plan and deliver high quality industry development opportunities across all membership sectors.

COOPERATIVE MARKETING

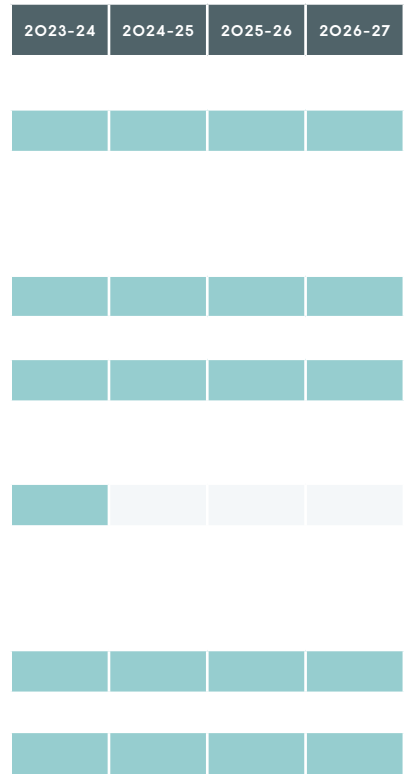
- Increase the reach, awareness and consideration of the Noosa brand and member businesses through collaborative marketing initiatives and campaigns.
- Increase revenue generation through a comprehensive member cooperative marketing prospectus.

MEMBERSHIP RETENTION & ACQUISITION

- Maintain and grow Tourism Noosa's membership base through effective, regular two-way communication and programs which celebrate member success and business milestones.

FIRST NATIONS EXPERIENCES

- Help facilitate Kabi Kabi's tourism journey through experience development opportunities, collaboration and connecting with partners.
- Grow awareness, appreciation and understanding of First Nations culture through relevant Tourism Noosa resources and marketing initiatives.



FOSTERING WORLD CLASS *events*



ENABLERS

TARGETED INVESTMENTS

EVENT SPONSORSHIP

EVENT CONCIERGE SERVICE (COUNCIL)

STRATEGIC PARTNERSHIPS

DATA INSIGHTS

COLLABORATION & PARTNERSHIPS

MEASURES

INCREMENTAL DIRECT NIGHTS*

60% REGIONAL EVENT DISPERSAL

RETURN ON INVESTMENT RATIO >12:1*

>80% EVENT SUSTAINABILITY
CRITERIA ADHERENCE

Through financial and promotional support of a calendar of iconic events, Tourism Noosa's events strategy aims to enhance geographic and seasonal dispersal that will build economic capacity across the region. From globally recognised to emerging sporting, arts, cultural, surfing, food and other events, our strategy outlines clear guidelines, environmental sustainability criteria and application and reporting processes to ensure transparency and accountability. Iconic events have the potential to deliver national and international media exposure for the region, further elevating the Noosa brand globally.

KEY DELIVERABLES

TOURISM EVENT PROGRAMMING

- Support events that are aligned to our strategic seasonal, environmental and dispersal objectives.
- Maximise the value of events being held in region to greater social and economic benefit.

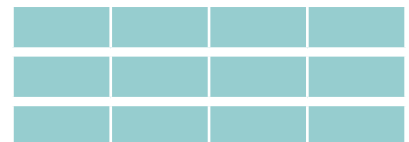
EVENT CULTIVATION

- Leverage 2032 Olympics to position Noosa as a destination of choice for lead-in events, team training, sports forums, conferences and incentives for the domestic and international markets.
- Encourage event dispersal throughout the Noosa Shire.
- Support capacity building and inclusivity of local tourism events.
- Improve integration of sustainable tourism practice in the delivery of tourism events.

NOOSA EAT & DRINK FESTIVAL

- Collaborate with festival delivery partner to augment their marketing and media activity to rebuild after hiatus.
- Leverage the signature event to showcase the range and quality of Noosa's local producers and food and drink experiences.
- Develop bespoke food tourism itineraries and commissionable packages to extend length of stay and dispersal across the region.

2023-24	2024-25	2025-26	2026-27
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An aerial photograph of a mountain peak, likely Mt. Warning, during a sunset. The sky is filled with soft, pink and orange clouds. The mountain is covered in dense green forest. In the foreground, there are rolling green hills with a small white house and a pond. The overall scene is peaceful and scenic.

TOURISM NOOSA

The official destination management organisation for the Noosa region.

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Tourism Noosa acknowledges Noosa Shire Council as the principal funder of Tourism Noosa.