

GOLD COAST TOURISM 2010 AGM AND BOARD APPOINTMENTS

Gold Coast Tourism (GCT) held its Annual General Meeting (AGM) today at the Surfers Paradise Marriott with the destination marketing organisation's members and local industry representatives turning out to review the year and welcome the 2010 / 2011 Board of Directors.

Four Board positions were available this year with Adrienne Readings of Gold Coast Convention and Exhibition Centre and Peter Brampton of Marriott Hotels being returned as member representatives and Paul Donovan of Gold Coast Airport and Paul Steer of KPMG returned as industry representatives.

Paul Donovan was also returned as Chairman and Adrienne Readings was returned as Vice Chairman.

Returned GCT Chairman Paul Donovan said the year had seen the destination marketing organisation become stronger and more effective, primed to generate and take advantage of opportunities in 2011.

"As a stakeholder in the Gold Coast tourism industry and the Chairman of Gold Coast Tourism I am proud and inspired by the standing of this organisation in 2010," he said.

"Gold Coast Tourism, the 500 local businesses who are committed members of Gold Coast Tourism, and the industry as a whole have been positive, aggressive and have performed demonstrably better than our competitors over the past 12 months, lets just acknowledge that."

"Now as we move into 2011, the outlook is brighter than it has been for the past couple of years and I am confident we are in the best position to make a success of the opportunities 2011 will deliver."

The 2010 / 2011 Gold Coast Tourism Corporation Board:

Paul Donovan, Gold Coast Airport (Chairman)
Adrienne Readings, Gold Coast Convention and Exhibition Centre (Vice Chairman)
Peter Brampton, Marriott Hotels
Noel Dempsey, Dreamworld, White Water World and QDeck
Steve Howard, Gold Coast Publications
Bruce Nicholls, Tall Ships Sailing Cruises of Australia
Paul Steer, KPMG
John Punch, Short, Punch & Greatorix (Secretary)

Discussion at today's GCT AGM covered the domestic and international marketing outcomes delivered by GCT over the past 12 months, but also focused on the industry challenges which the organisation plans to tackle in 2011, including:

- Increase visitor length of stay and expenditure
- Continue to grow market share of national business events sector
- Maximise the potential of our Chinese investment and new direct flights
- Stimulate aviation capacity and encourage new routes at both airports
- Capitalise on sport tourism, including the 2018 Commonwealth Games bid
- Motivate interest and investment in new major events for the city
- Move projects in the Gold Coast Tourism Opportunities Plan from possibility to reality

ENDS

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