

Redlands Coast Industry Snapshot

Tourism Sector

Redlands Coast is a well-connected, fast-growing region in south-east Queensland, renowned for its liveability, social inclusion, and strong natural values. Strategically located near Brisbane, the Gold Coast, and major freight and transport hubs, it offers exceptional accessibility for residents and businesses.

The city's tourism sector, guided by the *Redlands Coast Destination Management Plan 2023-2028*, celebrates culture, fosters environmental stewardship, and drives a sustainable, resilient economy, creating opportunities for both locals and visitors.

Trends affecting the sector

- Climate change poses risks through extreme weather events like bushfires and floods, while domestic travel has increased across the region.
- The rise of short-term rentals, such as Airbnb, is impacting housing affordability in tourist hotspots.
- Digital transformation is reshaping visitor experiences and storytelling.
- Demographic shifts show younger generations favouring eco-adventure tourism, while older travellers prefer comfort and wellness.

Opportunities

- **Tourism growth:** Redlands Coast is poised for significant tourism expansion, offering strong potential for new experiences, accommodation, and hospitality ventures.
- **Global exposure through Brisbane 2032 Olympics and Paralympic Games:** As a host venue city for the Olympic and Paralympic Games, the region will enjoy national and international visibility, creating opportunities for branding, events, and infrastructure investment.
- **Adventure and nature-based experiences:** With landscapes spanning bush, bay, and beaches, Redlands Coast presents unique prospects for eco-tourism, outdoor adventure, and sustainable recreation businesses.
- **Celebrating Indigenous culture:** The region's rich Quandamooka heritage offers opportunities to develop authentic cultural tourism experiences, including storytelling, art, and guided tours, strengthening community connections and attracting niche markets.

Future outlook

- Tourism will continue to be one of the city's major employment generators, with Redlands Coast well-positioned to become a regional tourism leader within south-east Queensland by 2030.
- International tourism is projected to surge, creating strong prospects for Redlands Coast to attract new markets and premium experiences. The industry is well-positioned to innovate and adapt, supported by robust government backing and significant investment, particularly in luxury, eco-friendly, and sustainable travel offerings.

Industry profile

AUD \$434m
Output/total sales

AUD \$233m
Value added

3,113
Local workers in the industry

38.2% males,
61.8% females
Gender breakdown of local workers

\$56,394
Average productivity per worker
(Accommodation and food services)

400
Registered businesses

60%
of local workers have no qualification

Top 3 occupations:
Kitchenhand, waiter, café and restaurant manager

Sources: economy id, Ibisworld, ABR, ABS

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