

Illuminating tourism trends on Australia's Gold Coast

As one of Australia's top destinations, the City of Gold Coast wanted to leverage payments data to support more informed investments in tourism and special events. It was 2020, a tough year for tourism, so the city also sought a deeper understanding of how its visitor markets responded to lockdowns and travel restrictions.



Action



Visa partnered with the government council to develop a dedicated tourism insights dashboard based on VisaNet transaction data.



The insights provided by Visa helped inform an understanding of how visitors spend, where they come from, and how trends have changed over time.



Officials were able to identify the flow of economic benefit not just to the localized event area, but also to precincts in the vicinity.

Result

The payments data helped the City of Gold Coast to develop an evidence-based methodology for the analysis of special events and their impact on the local economy. It also supported greater insight into the pandemic's impact on visitor trends to provide input for tourism strategy and policymaking.

13,000,000

tourists visit the Gold Coast each year

Discover more ways that communities are leveraging payments data.

[Read the white paper](#) from Visa and Kearney.