



## IN THE CITY OF LOGAN

Well-known for its strong industrial and services based economy with an enviable cultural diversity, Logan is also an emerging sports and events tourism destination. Logan City Council is supporting the development of the tourism sector with the release of a Destination Management Plan 2018-2022, delivering game-changing projects and innovative placemaking initiatives. There is a clear vision and strategy to grow the tourism sector.



1.4 million people visit the City of Logan per year (5 year average)



Tourism, sport and events contribute \$347 million per annum via direct visitor spend






In 2017 there were 213 tourism events, attracting 160,000 event visitors



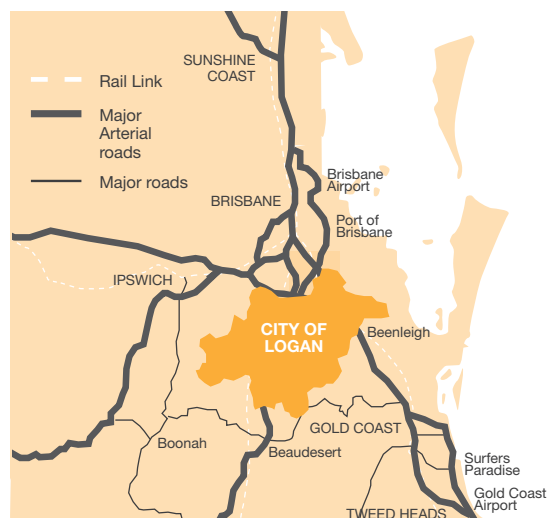
The City of Logan is the 8th largest (by population) in Australia

# CITY OF LOGAN

## Queensland, Australia

-  Ideally located between Brisbane and the Gold Coast with direct access to M1, Gateway and Logan Motorways.
-  Proximity to two international airports and cruise ship terminal.
-  Stations on the Brisbane Airport to Gold Coast train line.
-  Population to increase to almost 490,000 by 2036.
-  Land area 957km<sup>2</sup> with a variety of natural assets including the Logan and Albert Rivers, Daisy Hill Conservation Park and more than 1,100 environmental and recreational parks.
-  A growing international education market with 14 secondary and tertiary institutions engaged in this sector.

<b>POPULATION</b>	319,652
<b>POPULATION GROWTH RATE</b>	2.3% per year
<b>REGISTERED BUSINESSES</b>	21,126
<b>GROSS REGIONAL PRODUCT</b>	\$13.487 billion
<b>OUTPUT</b>	\$26.018 billion
<b>VALUE ADDED</b>	\$12.173 billion



## WHY CHOOSE THE CITY OF LOGAN?

Logan's competitive advantage:

- Approximately 30 minutes' drive to both Brisbane and the Gold Coast.
- Two "Priority Development Areas" – Yarrabilba & Greater Flagstone – marked as future satellite cities with combined population of 170,000.
- Proven track record of hosting domestic, state and national events, combined with sports and events infrastructure with multipurpose and specialist training venues and an events acquisition program.
- Skilled workforce.
- 217 cultures with strong VFR (Visiting Friends and Relatives) visitation.
- Incentives packages targeted at 3.5 to 5 star hotels and serviced apartments, as well as broader investment attraction incentives in key centres.

## OPPORTUNITIES

- Short term accommodation: hotel, motel, serviced apartments
- Riverine Discovery Centre and river-based activation experiences
- Destination Holiday Park
- Events: corporate, sports and cultural
- Boutique multi-purpose stadium
- Entertainment precinct
- Sports training, health and wellbeing
- Food and Agri Tourism



## WHO'S HERE

- Bayside Wake Park
- Beenleigh Artisan Distillery
- Spirits of the Red Sand
- Kingston Park Raceway
- Chung Tian Temple
- Daisy Hill Conservation Park & Koala Centre
- Zarraffa's HQ
- Logan Metro Sports & Events Centre
- Logan Entertainment Centre
- Brisbane Roar Training Grounds
- 7 Golf Courses

## HOW CAN LOGAN CITY COUNCIL HELP

- Market intelligence on planned infrastructure for the region
- Site selection
- Development assessment process
- Access to government programs and services
- Investment incentives
- Workforce development

“Central to two major visitor markets Brisbane and Gold Coast, with a rich VFR market through its local diverse ethnicity, a council with a passion and drive for business and economic growth and a vibrant community eager to create a sense of place, just a few reasons Great Australian Experiences chose Logan to establish ‘Spirits of the Red Sand’”

**Mike Tamaki**

Spirits of the Red Sand

## FOR MORE INFORMATION



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### Sources

*Tourism Research Australia*

*Lucid Economics - Logan Events Economic Assessment*

*Australian Bureau of Statistics - Counts of Australian Businesses*

*Queensland Government's Statisticians Office - Queensland Regional Database*

*Remplan*



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