



VILLAGE ROADSHOW
THEME PARKS

SURFERS PARADISE ALLIANCE
GOLDCOAST.

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Two Tourism Icons Join Forces

Two Gold Coast tourism icons, Village Roadshow Theme Parks and Surfers Paradise Alliance have joined forces in a new partnership to promote the vibrant Surfers Paradise precinct and world-class theme parks.

The partnership involves Village Roadshow Theme Parks and Surfers Paradise Alliance working together on joint activations and initiatives to enhance offerings and drive incremental business and visitation to the Surfers Paradise precinct.

Village Roadshow Theme Parks Executive General Manager, Bikash Randhawa said he is excited to partner with Surfers Paradise Alliance and can't wait for the precinct to reap the rewards.

"Village Roadshow Theme Parks has a strong focus on providing locals and tourists with world-class entertainment options and it is great to join forces with Surfers Paradise Alliance who share this commitment and have done so for many years," he said.

"The Gold Coast is the entertainment capital of Australia and the objective of this partnership is to create awareness about the great entertainment options and precincts available.

"At Village Roadshow Theme Parks we are renowned for our entertainment offerings so we have enlisted the help of some of our Carnivale performers from Sea World along with Hollywood icons from Warner Bros. Movie World to help make this exciting announcement.

"This partnership will also help drive visitation to Surfers Paradise which will benefit all tourism operators from restaurants to hotels and other entertainment businesses.

Surfers Paradise Alliance CEO Mike Winlaw said the partnership provides a significant opportunity to collaboratively leverage the promotion of the Gold Coast's key entertainment precincts to drive visitation to the city, specifically to Surfers Paradise and Village Roadshow Theme Parks.

"A large percentage of all Gold Coast theme park visitors stay in Surfers Paradise, so the partnership is a golden opportunity for Village Roadshow to leverage these visitors through a range of on-site promotions and entertainment offerings," Mr Winlaw said.

"Performances by Village Roadshow at Surfers Paradise events will add to the colour and excitement of the entertainment offering for visitors to the precinct, while exposing these same visitors to the other fun, adventurous and educational opportunities available across the Gold Coast.

"Surfers Paradise is the heart of entertainment on the Gold Coast and with 50% of all accommodation on the Gold Coast centred in 3km of Surfers Paradise, the partnership is expected to yield higher awareness and conversion of visitors to take advantage of the great tourism offerings across the Gold Coast, particularly at Village Roadshow Theme Parks."

Mr Winlaw also said that Village Roadshow will be cross-promoting Surfers Paradise traders and businesses to the Brisbane market and wider regional drive market.

“This audience may not have been into Surfers Paradise for some time and therefore have not had the opportunity to appreciate the changes in Surfers Paradise, along with the new attractions, retail and food and entertainment offerings in the precinct,” he said.

“Village Roadshow will be promoting and engaging in Surfers Paradise’s major events such as the award-winning Sand Safari Arts Festival, where Sea World will join in the environmental education of children with interactive displays and lectures during the 17 days of the event held in February each year.

“Surfers Paradise event, retail, food and attraction offerings will also have a visible presence in Village Roadshow Theme Parks throughout the year, promoting Surfers Paradise traders in a new market.”

Village Roadshow Theme Parks is Australia’s largest theme park operator with Sea World, Warner Bros. Movie World, Wet’n’Wild Gold Coast, Paradise Country, Australian Outback Spectacular, Village Roadshow Studios and Sea World Resort in its Gold Coast portfolio. For more information visit themeparks.com.au or call 13 33 86.

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