



Great occupancy - average of 75% across 3, 4 and 5 star

Visitors come to Noosa for its great natural surroundings, beaches and lifestyle

CURRENT

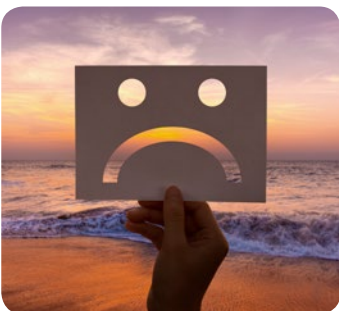
THE FUTURE IF WE DON'T REFRESH AND STAY COMPLACENT



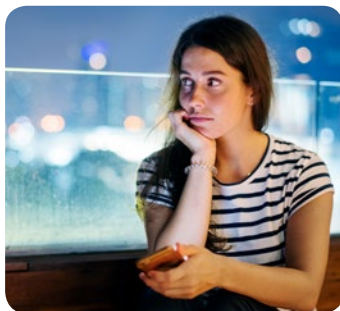
Decreasing occupancy
Low return visitation



Pollution



Unhappy guests
Increasing negative reviews



Slowing local economy

THE FUTURE IF WE REFRESH NOW



Expectations met
Happy guests



Great occupancy
Happy managers and owners



Protected Biosphere and environment



Thriving local economy
Sustainable tourism industry