



**Signage & Advertising Opportunities.**




*the Strand.*  
AT COOLANGATTA

[www.strandcoolangatta.com.au](http://www.strandcoolangatta.com.au)

# Welcome to The Strand.

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The Strand at Coolangatta is the heart of beachside dining, shopping and entertainment, opposite world famous Coolangatta Beach on the southern Gold Coast. Situated just 3km from Coolangatta Airport, the centre is positioned to cater to the needs of the residential, commercial and significant tourist population. With over 5M visitors a year, The Strand is anchored by key retailers Woolworths, Truckloads, Timezone, Quiksilver Boardriders and Cinemas.

PALM BEACH

144,720

CUSTOMERS IN THE  
TOTAL TRADE AREA

35.4%  
TRADITIONAL  
FAMILIES

82%  
AUSTRALIAN BORN



RETAIL EXPENDITURE CAPACITY  
ESTIMATED GROWTH

\$1.4 billion  
IN 2016 to  
\$2.4 BILLION  
by 2031

TOTAL TRADE AREA  
ESTIMATED GROWTH—  
\$1.7 BILLION IN 2016  
TO \$3.0 BILLION BY 2031

5.2M  
SHOPPERS  
PER ANNUM

AVERAGE AGE

44  
YEARS

COOLANGATTA

the Strand.

TWEED  
HEADS

TWEED HEADS SOUTH

BANORA POINT

\*Source: ABS 2016 Census; MacroPlan Dimasi Research 2018

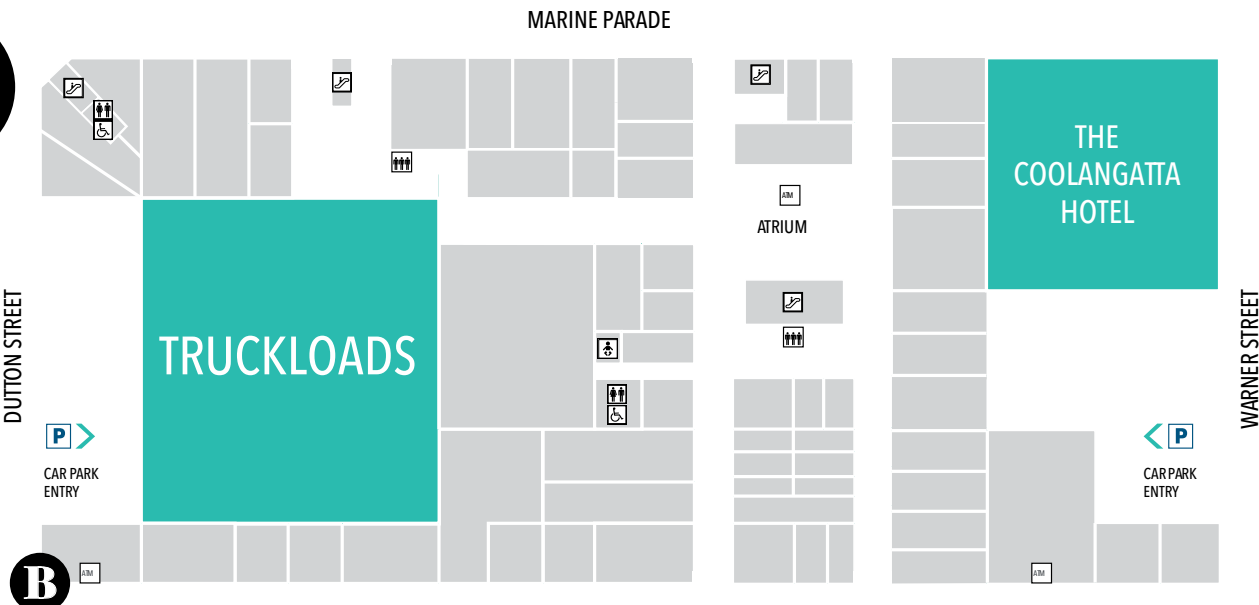
[WWW.STRANDCOOLANGATTA.COM.AU](http://WWW.STRANDCOOLANGATTA.COM.AU)



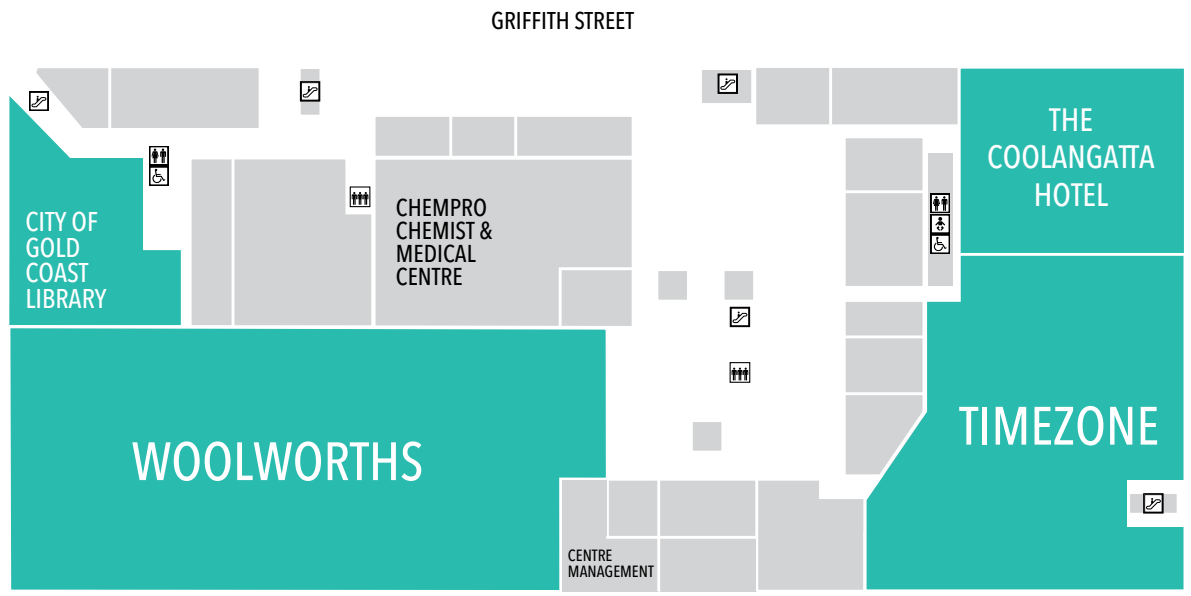
# The Centre Floor Plan

SIGNAGE OPPORTUNITIES AVAILABLE TO BE CUSTOMISED THROUGHOUT VARIOUS HIGH TRAFFIC AREAS TO SUIT CAMPAIGN REQUIREMENTS.

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# Advertising Opportunities.

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The Strand offers advertising and signage opportunities, available throughout the centre to capture the customers' attention at every point of their shopping experience. By positioning your brand at the very forefront of a customer's mind as they walk around the centre, you are engaging them at the most important point of their shopping journey.

Find an opportunity!

[WWW.STRANDCOOLANGATTA.COM.AU](http://WWW.STRANDCOOLANGATTA.COM.AU)





### **DOOR DECALS**

First impressions last, communicate as customers enter the centre and be at the forefront of their minds.

### **FLOOR DECALS**

Throughout the centre to position your brand at the forefront of customers minds at every step of their journey.

### **FREE STANDING POSTER FRAMES**

The Strand branded free standing frames allow the flexibility for various positioning throughout all levels of the Centre.





### EXPERIENTIAL & ROAMING PROMOTIONS

There is an opportunity to engage roaming promotional staff within the centre and capture your audience face to face. This could be promoting a specific campaign, a new store opening, or simply handing out samples or flyers.

### CUSTOMISED OPPORTUNITIES

Talk to us about your special requirements and we will design a solution to suit your needs. Options could include travelator signage, bollard signs, bulkhead and wall signage, to name a few.



### BOOM GATE

Reinforce your brand as customers arrive at the centre with boom gate signage, or look at other opportunities like bollard or column wraps.

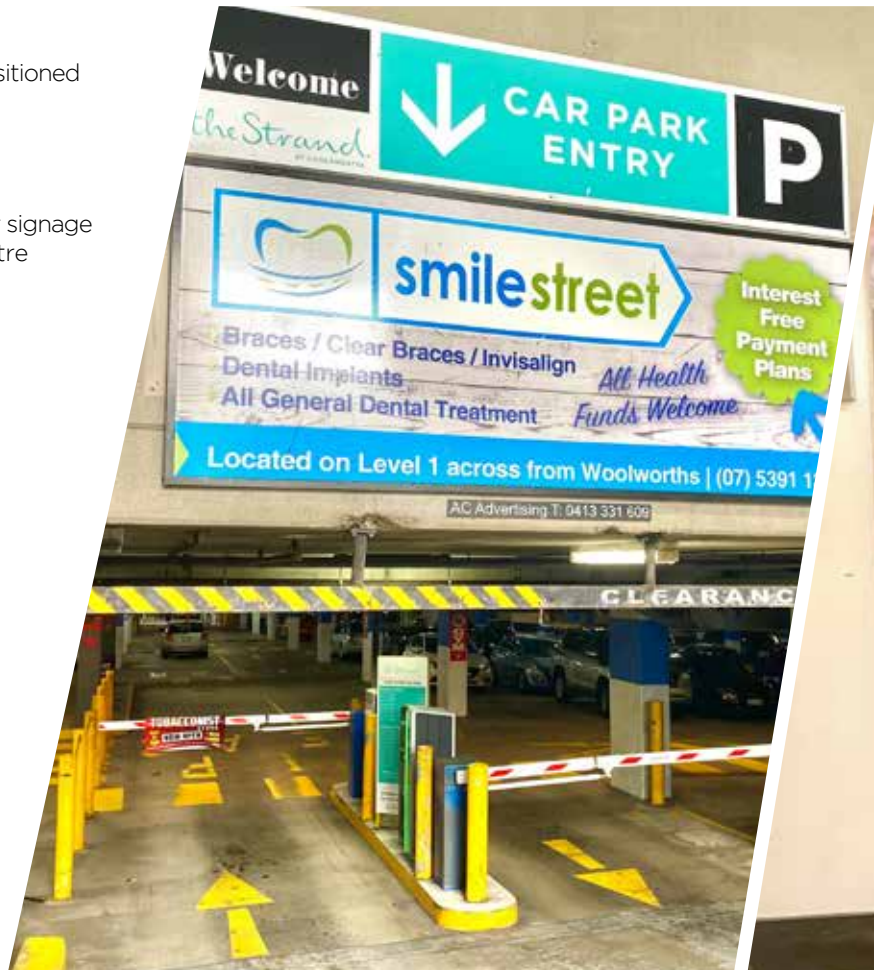


### CAR PARK BILLBOARDS

Capture customers with a captivating billboard sign, carefully positioned at car park entrances, located on Warner and Dutton Street.

### LIFT DOOR SIGNAGE

Communicate your brand to customers with impactful lift door signage available on multiple lifts across six levels, throughout the Centre





# Contact us.

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FOR ALL ENQUIRIES  
PLEASE CONTACT:

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## The Next Step.

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AT COOLANGATTA

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