

WESTERN AUSTRALIA TOURISM INVESTMENT OPPORTUNITIES



WESTERN
AUSTRALIA
WALKING ON A DREAM

♀ OPTUS STADIUM, PERTH

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WESTERN AUSTRALIA PRESENTS A COMPELLING PROPOSITION FOR TOURISM INVESTMENT, UNDERPINNED BY STRONG ECONOMIC FUNDAMENTALS, GLOBAL CONNECTIVITY, GROWING ACCOMMODATION DEMAND, PROACTIVE GOVERNMENT FACILITATION, AND A STABLE AND TRANSPARENT INVESTMENT ENVIRONMENT.

ECONOMIC FUNDAMENTALS

As the strongest state economy in the nation, with a supportive and welcoming business environment, a diverse tourism offering and a clear Government priority to facilitate investment, Western Australia provides a strong foundation for long-term tourism investment.

The State's globally significant resources sector underpins a resilient corporate travel market, complementing a growing leisure visitor economy and supporting year-round accommodation demand.

In the year ending March 2026, 11.1 million overnight trips and 29.8 million day trips were taken in Western Australia, generating a record visitor spend of A\$19.5 billion. Perth, the state's capital, attracts a significant proportion of both leisure and business travellers, reinforcing its position as a key tourism and commercial gateway.

PROXIMITY AND CONNECTIVITY

Situated in the world's most populous time zone (WST/ GMT+8), Western Australia is strategically positioned within the same time zone as a majority of the world's population. As the closest Australian capital city to Asia, Perth serves as the natural gateway between Australia and many of the region's major markets.

Perth's aviation network currently includes nonstop services from 22 international destinations. Planned aviation developments and infrastructure upgrades are expected to deliver thousands of additional airline seats into the state each year, further strengthening connectivity, visitation and visitor expenditure.

Positioned as the Western Gateway to Australia and backed by strong economic fundamentals, growing visitation, expanding connectivity, and a supportive State Government, there has never been a better time to invest in Western Australia's tourism accommodation sector.

For more information, please contact Tourism Western Australia at invest@westernaustralia.com.

QUANTIFIED DEMAND

Western Australia's tourism accommodation market continues to perform strongly, achieving an average annual occupancy rate of 77.5 per cent in 2024-25, the highest occupancy rate in Australia and well above the national average of 72 per cent (AAM 2025).

This performance reflects sustained growth in visitor demand across both metropolitan and regional destinations. As identified through the Perth Hotel Demand Study and broader market analysis, accommodation demand is forecast to continue growing, creating opportunities for new hotel, resort, and tourism accommodation developments across the state.

GOVERNMENT AS PARTNER

Western Australia offers investors the confidence of a stable operating environment supported by transparent planning processes, secure property rights and freehold tenure opportunities. Combined with Western Australia's strong economic performance and long-standing reputation as a trusted investment destination, these attributes provide certainty for businesses seeking long-term investment outcomes.

INVEST IN WESTERN AUSTRALIA

This booklet provides a snapshot of tourism accommodation opportunities currently available through state-owned property, private transactions, and partnerships with Aboriginal people as Traditional Owners of the land. The opportunities featured have been selected based on demonstrated accommodation demand, strategic location, and tourism potential.



PERTH AND SURROUNDS

PERTH IS AUSTRALIA'S MOST COMPELLING HOTEL INVESTMENT MARKET: QUANTIFIED SUPPLY GAPS TO 2035, MARKET-LEADING HOTEL PERFORMANCE, AND A POWERFUL PIPELINE OF DEMAND CATALYSTS INCLUDING RESOURCES-SECTOR ACTIVITY, MAJOR EVENTS, AVIATION GROWTH AND PRECINCT DEVELOPMENT.

UNDERPINNED BY A DIVERSIFIED MIX OF CORPORATE, LEISURE AND VISITING FRIENDS AND RELATIVES (VFR) DEMAND, PERTH OFFERS INVESTORS A RARE COMBINATION OF IMMEDIATE PERFORMANCE AND LONG-TERM GROWTH POTENTIAL.



KEY REGIONAL INSIGHTS:

- In 2025, more than 7.1 million overnight trips were taken to the Destination Perth region. Year round demand in Perth and Surrounds is underpinned by strong population growth, high liveability credentials and a growing international student and visiting-friends-and-relatives market, supported by increasing visitation from key international markets including Singapore, Malaysia, Indonesia and the United Kingdom.
- Perth offers unmatched global connectivity, with direct air access to 22 international destinations and is the only Australian city with direct flights to London, Rome and Paris. Perth Airport recorded a record 5.4 million international passengers in 2025, representing an increase of 12.5 per cent from the previous year. The A\$5 billion Perth Airport redevelopment is set to add a further 4.4 million seats annually by 2031.
- Perth is one of Australia's strongest performing hotel markets, achieving 81 per cent average occupancy, an ADR of A\$261 and RevPAR of A\$211 in 2025. The sector is strongly positioned for new investment, with capacity for an additional 3,000-3,500 rooms over the next decade to meet demand while maintaining current performance. Western Australia is a resource powerhouse, and Perth is a key corporate hub for many of the world's largest resource companies, creating steady demand from business travellers.
- Beyond the city centre, the region offers pristine beaches, rivers and waterways, the state's oldest wine region, the world's happiest animal—the quokka, and a diverse array of national parks, trails, and heritage precincts.



PERTH RIVERFRONT SITE FOR REDEVELOPMENT AND REVITALISATION

FUTURE TOURISM DEVELOPMENT IN A RIVERFRONT LOCATION AT THE HISTORIC EAST PERTH POWER STATION PRECINCT

HIGHLIGHTS

- The East Perth Power Station's historical significance creates a unique opportunity to develop an integrated tourism offering.
- Situated in proximity to key transportation hubs, including road, rail, and cycle networks, ensuring easy accessibility for both domestic and international travellers.
- The site's potential for integration with other significant developments in Perth City's eastern precinct, including the renowned Optus Stadium and Burswood Park, bolsters its appeal as a tourism hotspot.

OVERVIEW

The redevelopment of the historic East Perth Power Station presents a unique investment opportunity within a prime waterfront location in Perth. Positioned along the Swan River, a five-minute drive from the CBD with integrated transport infrastructure, this site is proposed to be transformed into a vibrant, multi-use tourism precinct.

The project aims to preserve the heritage of the former power station while introducing residential, commercial, and tourism amenities, making it a compelling destination for visitors.

The precinct's riverfront location, coupled with its proximity to key attractions including the award-winning Optus Stadium, makes it an ideal site for high-end accommodation. The proposed development's focus on community and tourism growth seeks to deliver a steady flow of visitors.

The East Perth Power Station precinct offers a distinctive opportunity for investors to be part of a landmark tourism development in Perth. With its historical significance, prime location, and proximity to the Swan River, the site is positioned to become an iconic destination for tourism and leisure.

LOCATION

East Perth

LAND AREA

To be negotiated

LOCAL GOVERNMENT / PREFERRED LAND USE

City of Vincent / Mixed-use precinct including culture and creative industry, retail, hospitality and commercial (including accommodation).

INVESTMENT OPPORTUNITY

Future hotel site

STATUS

Future opportunity

CONTACT

DevelopmentWA

W developmentwa.com.au/eastperthpowerstation

LAND FOR FUTURE DEVELOPMENT WITHIN PERTH ZOO

POTENTIAL SITE WITHIN THE PERTH ZOO
GROUNDS AND FIVE-MINUTE WALK FROM
SOUTH PERTH FORESHORE

HIGHLIGHTS

- Exclusive opportunity for an immersive 50 key luxury accommodation development positioned at the heart of the Perth Zoo and overlooking the African Savannah experience.
- The proposed eco-retreat site is accessible by the general public (not just zoo visitors) from the street and located in close proximity to the spectacular Perth Zoo Maali Function Centre.
- Situated in the suburb of South Perth and a short walk from the Swan River, this tourism precinct is serviced by regular ferry services from the Perth CBD. South Perth foreshore is a tourism hub with numerous restaurants, cafes, pubs and short stay accommodation.
- This is an opportunity to tap into high yielding visitor markets attracted to Central Perth and the river foreshore. Perth is Australia's Western Getaway, serviced by air from around the globe and all other major Australian cities.

LAND AREA + HEIGHT ALLOWANCE

5000m² + 5 storeys

LOCAL GOVERNMENT / PREFERRED LAND USE

City of South Perth / Eco-retreat

INVESTMENT OPPORTUNITY

Partnership arrangement with Perth Zoo to develop short stay accommodation.

STATUS

Seeking interest for future development, with site to be available in 2032.

CONTACT

Mitchell Hardy - Perth Zoo

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♀ OCEAN REEF, PERTH

NEW LUXURY COASTAL DESTINATION IN PERTH

OCEAN REEF MARINA, A NEW COASTAL TOURISM HUB IN PERTH

HIGHLIGHTS

- Located approximately 30min drive from the Perth CBD and 40 minutes from Perth Airport, offering strong accessibility for visitors while providing a unique coastal experience.
- A government led, mixed use marina precinct being delivered by DevelopmentWA, providing long term planning certainty and staged development.
- Approximately 65ha of land and seabed, representing one of the largest new waterfront precincts under development in any Australian metropolitan area.
- Planned to accommodate over 1,000 dwellings, short stay accommodation, and up to approximately 12,000sqm of retail and commercial floor space.
- Opportunity for future hotel or tourism accommodation (e.g., serviced apartments) development within the marina's mixed use town centre, benefiting from proximity to waterfront dining, recreation and marina activity.
- Key destination amenities proposed, to be staged through delivery of the project including Perth's first metropolitan coastal pool, activated waterfront promenades, cafes, restaurants and recreational boating facilities.

OVERVIEW

Ocean Reef Marina is a major new coastal precinct located in the established seaside suburb of Ocean Reef, within the City of Joondalup. Led by DevelopmentWA, the project is transforming the existing coastline into a vibrant, mixed use marina destination designed to support residential living,

LOCATION

Ocean Reef

LAND AREA

Approximately 65ha of land and seabed

LOCAL GOVERNMENT / PREFERRED LAND USE

City of Joondalup / Mixed use marina precinct incorporating residential, tourism, recreational and retail/commercial land uses.

INVESTMENT OPPORTUNITY

Future hotel development opportunities within a new coastal waterfront destination

STATUS

Stage 1 civil, landscape and marine works are complete. Stage 1 sales release and public opening expected late 2026.

CONTACT

DevelopmentWA

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W oceanreefmarinawa.com

tourism, hospitality, retail/commercial and recreational activities.

The precinct has been carefully planned to create a long term waterfront destination with sustainability embedded across the design. This commitment has been recognised through EnviroDevelopment accreditation, with the marina becoming the first in Australia to be awarded all six elements.

Upon completion, Ocean Reef Marina will feature a diverse mix of housing, retail, commercial and tourism uses supported by high quality public realm, core marine infrastructure and destination amenities. A central mixed use town centre will form the heart of the development, providing a focal point for dining, leisure and visitor activity.

Within this future town centre, there is potential for a hotel / short-stay accommodation development. The opportunity is underpinned by the marina's scale, waterfront setting and range of planned amenities, as well as limited supply of new coastal tourism sites within metropolitan Perth. The precinct is expected to attract consistent visitation from local residents and tourists, supporting year round accommodation demand.

Stage 1 works are now complete, with key public infrastructure being delivered as part of a staged program. Ocean Reef Marina presents a compelling long term investment opportunity within a government led coastal development, positioned to become a premier waterfront destination for Western Australia.



WESTERN AUSTRALIA'S NORTHERN REGIONS

WESTERN AUSTRALIA'S NORTHERN REGIONS REPRESENT A RARE TOURISM INVESTMENT OPPORTUNITY: GLOBALLY UNIQUE NATURAL ASSETS, STRONG CRUISE AND AVIATION LINKS AND DEMONSTRATED ACCOMMODATION UNDERSUPPLY, FUELLING DEMAND FOR NEW PREMIUM, LUXURY AND ECO-TOURISM ACCOMMODATION OFFERINGS.





KEY REGIONAL INSIGHTS:

- In 2025, 540,000 overnight trips were taken to WA's North West, including the Kimberley and Pilbara, with visitors spending more than A\$1 billion in region. The Coral Coast region, including key hubs of Exmouth/Ningaloo, Geraldton and Kalbarri, saw 899,000 overnight trips and a spend of A\$659 million in the same period.
- Both regions attract strong international visitation, with international visitors spending more than 1.3 million nights in the North West and 975,000 in the Coral Coast in 2025 respectively.
- In 2024-25, accommodation across the North West achieved 66.7 per cent average occupancy, with an ADR of A\$253.32 and RevPAR of A\$169.06. Towns in the Kimberley region, such as Broome and Kununurra, regularly reach over 80 per cent occupancy in peak periods of June-August. In the Pilbara, the main towns of Karratha, Port Hedland and Newman are sustained by the dominance of the resources sector in the region and growing leisure tourism market.
- In the same period, the Coral Coast region was amongst the state's strongest performing regions with 73 per cent average annual occupancy, an ADR of A\$288.81 and RevPAR of A\$210.77. Constrained supply in Ningaloo, especially Exmouth, Coral Bay, and Carnarvon, results in more than 90 per cent average occupancy in peak periods.
- Quantified demand across key destinations includes:
 - **Broome:** 573 additional rooms required by 2034, with a clear gap in high-end and luxury product.
 - **Pilbara:** estimated 200-400 additional rooms required to meet visitor demand by 2033.
 - **Exmouth:** a shortfall of 426 rooms by 2035, rising to 825 additional rooms needed by 2045. This includes a mix of hotel and motel rooms, cabins, sites within holiday parks and other short-term rental options.
 - **Geraldton/Kalbarri:** 300-540 new rooms required by 2044.
- Direct intrastate and interstate aviation links to key hubs including Broome, Kununurra and Exmouth, supported by affordable airfare programs, are broadening access into the region.
- Cruise tourism also drives visitation to the North West, with Broome, WA's busiest cruise port, receiving 160 cruise ship visits in 2024-25, followed by Wyndham with 56 visits. The iconic Kimberley coast is a well-renowned expedition cruise destination, further attracting high-yield visitors to the region.
- Western Australia's northern regions are home to World Heritage icons including Ningaloo Reef, Shark Bay and Purnululu National Park. In 2025, the Murujuga Cultural Landscape joined the UNESCO list, boosting global awareness of the state's ancient history.

LAND FOR DEVELOPMENT IN BROOME

MULTIPLE DEVELOPMENT SITES WITHIN THE CABLE BEACH TOURISM PRECINCT

HIGHLIGHTS

- Situated near the world-famous Cable Beach, these development sites offer proximity to one of Australia's most iconic coastal destinations. The area's natural beauty, with its 22-kilometre stretch of pristine white sand and turquoise waters, attracts both domestic and international tourists with demand projected to grow strongly over the period to 2034.
- Broome is a thriving tourism destination, renowned for its rich, colourful and multilayered tapestry threaded with Aboriginal heritage dating back over 30,000 years, dinosaur footprints, a multicultural pearling industry founded in the 1880s and World War II history. The cultural richness of the region presents a unique opportunity for immersive development in partnership with the landholders and Traditional Owners of Broome, the Yawuru People.
- These sites are positioned a ten-minute drive from Broome International Airport and five-minute drive to Broome town centre. Broome is positioned for future growth, with ongoing plans for development in the tourism and cruise sector, and identified demand for new short-stay accommodation.

ADDRESS

Lot 705 & 703 Murray Road and Lot 704
Cable Beach Road

LAND AREA

17.5 ha (approx.) total across three lots

LOCAL GOVERNMENT / LAND USE PERMISSIBILITY

Shire of Broome / Tourism

DESCRIPTION

This greenfield opportunity is a one-minute walk from Cable Beach.

ADDRESS

Lot 2790 & 2791 Cable Beach Road West

LAND AREA

6 ha (approx.) total across two lots

LOCAL GOVERNMENT / ZONING

Shire of Broome / Tourism

DESCRIPTION

This greenfield opportunity has direct access to Cable Beach and is adjacent to a conservation estate managed by Traditional Owners.

INVESTMENT OPPORTUNITY

Multiple sites requiring negotiation of freehold or leasehold terms with Nyamba Buru Yawuru.

STATUS

Coming soon

CONTACT

Scott Downsborough – Nyamba Buru Yawuru

E scott.downsborough@yawuru.org.au

ECO-ACCOMMODATION AVAILABLE FOR INVESTMENT PARTNERSHIP

PARTNERSHIP OPPORTUNITY TO REDEVELOP AND REVITALISE THE ICONIC KOOLJAMAN AT CAPE LEVEQUE

HIGHLIGHTS

- Positioned in a prime location on the tip of the dramatic Cape Leveque, this site offers breathtaking views of the Indian Ocean, framed by iconic red cliffs and pristine white beaches.
- Situated on the northern point of the picturesque Dampier Peninsula, approximately two-hours' drive from Broome or a one-hour scenic flight, the site is within proximity to the largest number of Aboriginal cultural experiences in Western Australia, an award-winning pearl farm and stunning beaches.
- Opportunity to invest in the redevelopment of an existing accommodation offering in partnership with the landowners, the Djarindjin and Ardyaloon (One Arm Point) communities.

OVERVIEW

This is a unique investment opportunity to develop low-impact, sustainable tourist accommodation in one of Australia's most stunning and culturally significant destinations. This venture involves partnering with the landowners, the Djarindjin and Ardyaloon (One Arm Point) communities, to create a culturally appropriate tourism offering that showcases the natural beauty and heritage of the area.

Kooljaman at Cape Leveque is renowned for its breathtaking coastal landscapes, featuring red cliffs, turquoise waters, and pristine white sand beaches. This natural beauty makes it an ideal location for a premium eco-tourism experience to be co-designed with community input.

The demand for eco-tourism experiences is growing, with travellers increasingly seeking destinations that offer natural beauty, cultural enrichment, and sustainable practices. Already offering these experiences, Dampier Peninsula is emerging as a leading Western Australia destination in this market segment.

The redevelopment of this property will be guided by the principles of respecting and preserving the Bardi Jawi culture, that offer visitors an authentic experience. The partnership will generate employment opportunities for the local Aboriginal communities, contributing to their economic development aspirations and supporting community programs.

ADDRESS

Broome-Cape Leveque Road, Dampier Peninsula

LAND AREA

100 ha (approx.)

LOCAL GOVERNMENT / PREFERRED LAND USE

Shire of Broome / Low-impact tourism

INVESTMENT OPPORTUNITY

Partnership opportunity with the local community landowners and lease holders to invest in the redevelopment of a low-impact tourism accommodation experience on the Dampier Peninsula. Existing infrastructure and services on the site includes a private airstrip, eco tents and cabins, staff accommodation and a restaurant/reception hub.

STATUS

Coming soon

CONTACT

Nathan McIvor – Djarindjin Aboriginal Corporation

E ceo@djardindjin.org.au



♀ DAMPIER PENINSULA, THE KIMBERLEY

LAND FOR DEVELOPMENT ON DIRK HARTOG ISLAND

OCEANFRONT SITE WITH RESORT POTENTIAL IN WORLD-HERITAGE AREA

HIGHLIGHTS

- Protected site with Indian Ocean frontage, offering resort development potential with on-site managing partner available.
- Located at Dirk Hartog Island National Park, an emerging nature-based and adventure tourism destination, within the Shark Bay World Heritage Area, which is an approx. 8.5-hour drive or 2-hour flight from Perth.
- Development of eco-tourism facilities would leverage Shark Bay's UNESCO listing, with the destination attracting an annual average of 21,000 international visitors.
- The island offers a range of nature-based experiences including, wildlife and marine animal encounters, pristine beaches for snorkelling, swimming and fishing.

LOCATION

Dirk Hartog Island

LAND AREA

57 ha

LOCAL GOVERNMENT / PREFERRED LAND USE

Shire of Shark Bay / Low-impact tourism

INVESTMENT OPPORTUNITY

Joint Venture

STATUS

Available Now

CONTACT

John Garland – Garland International

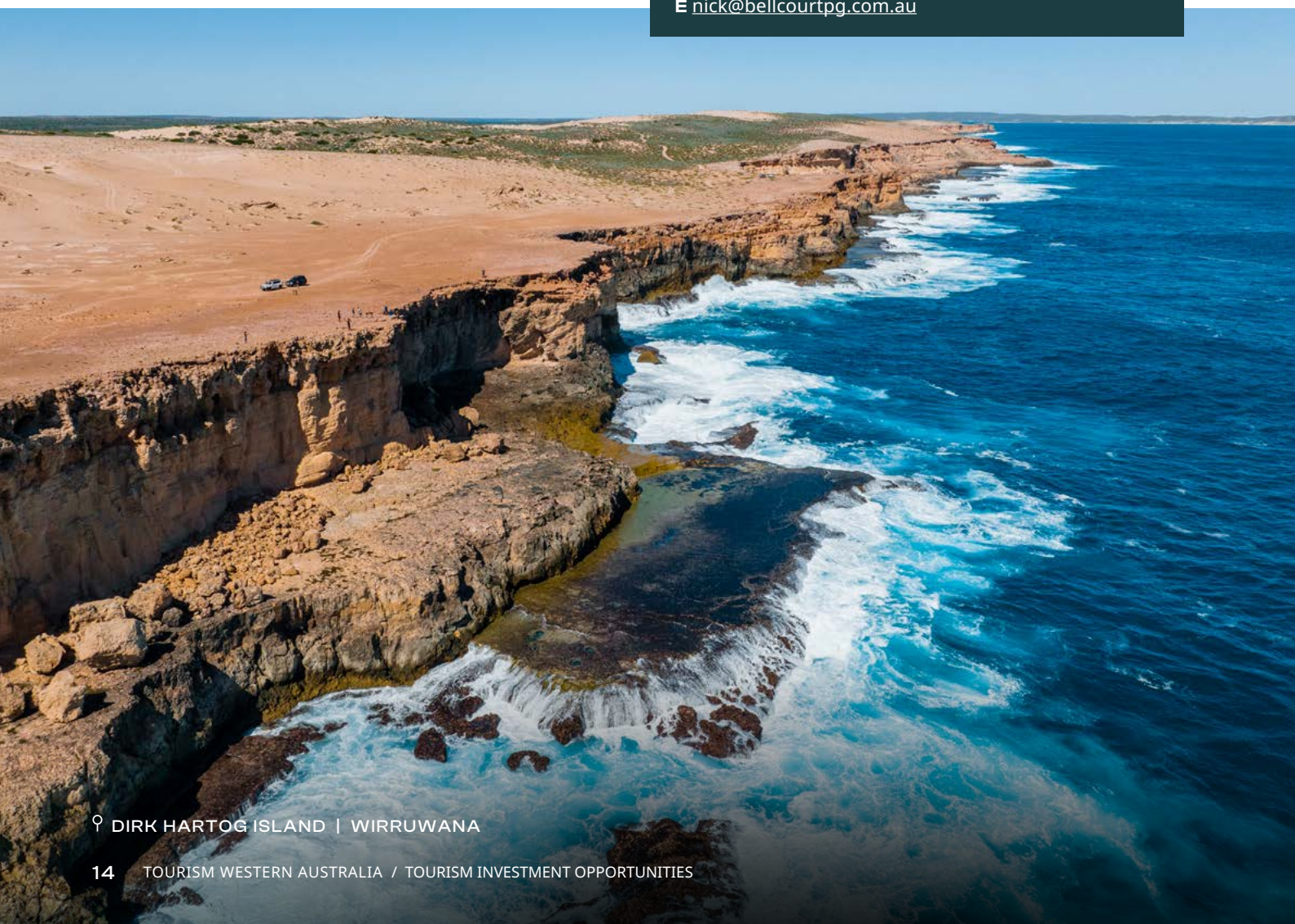
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ICONIC PASTORAL STATION WITH WORLD-CLASS SURF BREAK NEAR NINGALOO MARINE PARK

RARE OPPORTUNITY FOR LEASEHOLD SALE OF GNARALOO STATION VIA EXPRESSIONS OF INTEREST

HIGHLIGHTS

- Expressions of interest are being sought for the iconic Gnaraloo Station, a working pastoral station located 150km north of Carnarvon. This is a unique opportunity for the leasehold sale of an iconic Western Australian tourism operation on the market for the first time since 2005.
- Situated at the southern entrance of the World Heritage-listed Ningaloo Marine Park, Gnaraloo Station offers nature-based activities including snorkelling, fishing, walking trails and major surf spot "Tombstones". Gnaraloo Bay is also home to one of the world's largest populations of endangered loggerhead turtles.
- Existing tourism infrastructure including 26 self-contained cabins with views of the Indian Ocean, homestead building, reception, staff accommodation and a 600 metre airstrip. The site also features the 3 Mile Campground with 99 camp sites, facilities and shop.

ADDRESS

Gnaraloo Road, MacLeod WA 6701

LAND AREA

78,000 ha (approx.) with 62km of coastline

INVESTMENT OPPORTUNITY

Pastoral lease expiring 2046.

2x Tourism leases expiring 2051.

Seller has commenced process to extend leases to 2065.

STATUS

Expressions of interest open

CONTACT

Jarrad O'Rourke - O'Rourke Realty Investments

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📍 GNARALOO STATION, CARNARVON

STRATEGIC INVESTMENT OPPORTUNITY AVAILABLE IN HEART OF GERALDTON

UNIQUE OPPORTUNITY TO INVEST IN A
TRANSFORMATIVE TOURISM, CULTURAL
AND ECONOMIC HUB IN GERALDTON'S
WEST END PRECINCT

HIGHLIGHTS

- Geraldton's West End Precinct is a historic and cultural hub undergoing significant revitalisation led by ADA Capital. The precinct is being curated into a destination blending heritage charm with modern attractions, including the restoration of the iconic Radio Theatre into a vibrant hub of creative and arts programming, food and beverage activation, and beach frontage all within Geraldton's historic core.
- Opportunity exists for investment in a 100+ key hotel offering, positioned at the centre of the tourism precinct with immediate access to the CBD, beach, hospitality, galleries, and cultural venues which will support year-round activation and visitor demand.
- Strong business travel in Geraldton is driven by the region's mining, agriculture, construction and renewable energy industries, ensuring consistent occupancy throughout the year and driving demand for high-quality, integrated accommodation to support both the corporate market and growing leisure visitation.
- Located a one-hour flight or four-and-a-half-hour drive from Perth, Geraldton is strategically positioned as the gateway to extraordinary natural attractions including the Houtman Abrolhos Islands, Kalbarri National Park and Pink Lake.

ADDRESS

West End Precinct, Geraldton

LAND AREA

Up to 4,000m² (approx.)

LOCAL GOVERNMENT / ZONING

City of Greater Geraldton / Regional Centre

INVESTMENT OPPORTUNITY

Freehold / Joint Venture

STATUS

Available now

CONTACT

Blair Armstrong, Director – ADA Capital

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LAND FOR DEVELOPMENT IN GERALDTON

**SITE AVAILABLE FOR HOTEL/MIXED-
USE DEVELOPMENT IN THE COASTAL
CITY OF GERALDTON**

HIGHLIGHTS

- This large central site enjoys uninterrupted water views, and its frontage onto the main street provides easy access to the city's shopping precinct, redeveloped foreshore, restaurants, cafes, galleries and main swimming beach.
- A one-hour flight or four-and-a-half hour drive from Perth, Geraldton is a lively regional city and central hub for exploring the greater region including Kalbarri National Park and Skywalk, Pink Lake, wildflowers and the spectacular Houtman Abrolhos Islands.
- Opportunity exists for a mixed-use development along with a hotel, in partnership with the Yamatji Southern Regional Corporation (landowners).

ADDRESS

Lot 601 Foreshore Drive, Geraldton

LAND AREA

0.87 ha

LOCAL GOVERNMENT / PREFERRED LAND USE

Mixed-use development including short stay accommodation.

INVESTMENT OPPORTUNITY

Options in order of preference by the landowners

1. Joint Venture 2. Leasehold

STATUS

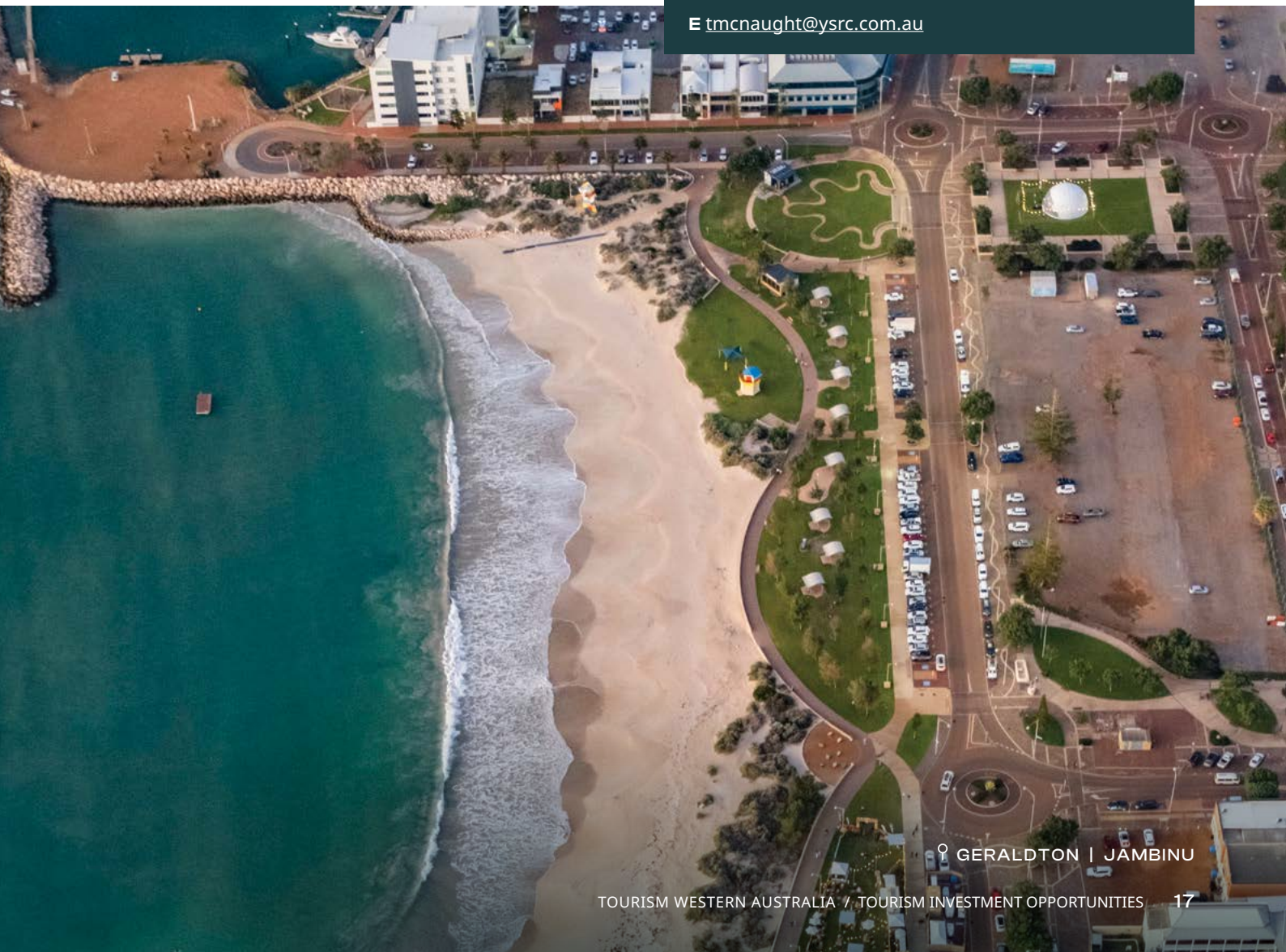
Available by negotiation with Yamatji
Southern Regional Corporation

CONTACT

Travis McNaught, Chief Commercial Officer –
Yamatji Southern Regional Corporation

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WESTERN AUSTRALIA'S SOUTHERN REGIONS

THE SOUTHERN REGIONS OF WESTERN AUSTRALIA PRESENT A PREMIUM TOURISM INVESTMENT PROPOSITION: GLOBALLY RECOGNISED FOOD, WINE AND NATURE EXPERIENCES, QUANTIFIED ACCOMMODATION SHORTFALLS IN KEY LOCATIONS, AND EXPANDING AVIATION ACCESS.

WITH GROWING DEMAND FOR BOUTIQUE, WELLNESS AND NATURE-BASED ACCOMMODATION, THE REGION OFFERS STRONG FUNDAMENTALS FOR NEW TOURISM INVESTMENT.



KEY REGIONAL INSIGHTS:

- In 2025, the South West region, including key hubs of Bunbury, Busselton, Margaret River and Denmark, saw more than 2.9 million trips from overnight visitors and over A\$2.4 billion in spend. In the same period, 736,000 overnight trips were taken to the Golden Outback region, totaling 3.5 million visitor nights.
- Direct flights from Sydney and Melbourne to Busselton Margaret River Airport have transformed interstate connectivity and driven strong growth in high-yield short-break visitation. These regions also feature iconic self drive journeys, giving visitors the chance to experience Western Australia's remarkable diversity of landscapes.
- The South West recorded an ADR of A\$266.77 and average occupancy of 68.92 per cent in 2024-25. In the Margaret River Region, demand remains strong and continues to grow, with an ADR of A\$319. The Golden Outback, including key hubs of Kalgoorlie and Esperance, saw an average occupancy of 76.8 per cent and ADR of A\$189.46 in 2024-25.
- The cruise sector continues to strengthen visitation to southern coastal port towns, including Bunbury, Busselton, Albany and Esperance, supporting demand for new short-stay accommodation in these areas.
- Major experiential drivers—including food & beverage, trails, nature and wellness—demonstrate opportunities for the development of niche and unique accommodation and tourism product offerings.
- Identified demand for short-stay accommodation in WA's southern regions includes:
 - **Margaret River Region:** 870–1,400 additional rooms required by 2033,, with opportunities in luxury accommodation and niche segments including wellness, eco and trail-based accommodation.
 - **Great Southern (Albany and Denmark):** estimated 470-930 additional rooms required by 2033 to meet visitor demand.
 - **Esperance:** growing need for 4-star and boutique accommodation offerings as the destination continues to grow, supported by strong-performing seasonal peak periods.
 - **Kalgoorlie/Goldfields:** consistent year-round corporate travel and strong visiting-friends-and-relatives market support demand for mixed tourism/worker accommodation.



WATERFRONT INVESTMENT OPPORTUNITIES IN BUNBURY

BE PART OF BUNBURY'S VIBRANT FUTURE

HIGHLIGHTS

- Bicentennial Square Precinct will be transformed into Bunbury's premier public destination, a dynamic waterfront where community and culture flourish. The precinct masterplan identifies opportunities for commercial, hospitality, recreation, heritage and event spaces, as well as potential for future short-stay accommodation development.
- Located approximately two hours' drive south of Perth, Bunbury is Western Australia's second largest city and a key service centre for the South West region.
- The city's strategic location offers proximity to major tourism destinations such as Busselton and Margaret River, both serviced by the nearby Busselton Margaret River Airport featuring regular direct flights from Melbourne and Sydney.
- At the heart of the city, Bunbury CBD serves as a dynamic centre for commerce, dining, retail, entertainment and tourism. Framed by natural assets and attractions including Koombana Bay, Backbeach, and Leschenault Inlet, the city offers a unique blend of coastal lifestyle and urban vitality.
- Seamlessly bridging the CBD and inlet, the Bicentennial Square Precinct will offer modern amenities, adaptable venues, and year-round activation for events.

ADDRESS

Bicentennial Square Precinct, Bunbury

LAND AREA

4.55ha

LOCAL GOVERNMENT / PREFERRED USE

City of Bunbury / Mixed-use precinct including tourism, recreation and residential.

ZONING

Special Use

INVESTMENT OPPORTUNITY

The current Masterplan for Bicentennial Square presents multiple potential opportunities including spaces for commercial/recreation, heritage and events.

STATUS

Register your interest for future updates. Development opportunities will be advertised through EOI.

CONTACT

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PRIME COASTAL SITE IN MARGARET RIVER REGION

ECO-TOURISM DEVELOPMENT SITE IN KEY TOURISM LOCATION

HIGHLIGHTS

- Ocean front site surrounded by foreshore recreation reserve and national park.
- Located just minutes from Augusta, the most south-westerly town in Western Australia and the southern end of the 130 kilometre Cape to Cape Track.
- Opportunity for a high-end eco-tourism resort with 30-50 villas and spa facility. There is also potential to leverage the nearby abalone farm to offer visitors a unique agritourism product.
- Development would tap into identified demand for new accommodation offerings in the Margaret River Region, one of WA's most iconic tourism destinations, renowned for its world class food and wine and nature-based experiences.
- Each winter in Augusta, watch whales frolic off the coast on their migration to the northern waters.
- Augusta is located a 1-hour drive from Busselton Margaret River Airport, which offers direct connections from Sydney and Melbourne.

ADDRESS

Lot 3 Leeuwin Road, Augusta

LAND AREA

5.62ha

LOCAL GOVERNMENT

Shire of Augusta Margaret River

ZONING

Special Use

INVESTMENT OPPORTUNITY

Freehold Purchase

STATUS

Available now

CONTACT

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📍 AUGUSTA

ACCOMMODATION DEVELOPMENT OPPORTUNITY IN ALBANY

SITE AVAILABLE IN ALBANY'S PREMIER COASTAL TOURISM PRECINCT

HIGHLIGHTS

- Located in the coastal city of Albany which is a 4.5-hour drive, or 1-hour direct flight from Perth.
- The site is approximately 5 kilometres from Albany CBD and less than a 5-minute drive to Middleton Beach – one of Albany's established tourism precincts with nearby hospitality and recreation facilities.
- The site's position adjoining the golf course lends itself to premium short stay accommodation development with the potential to leverage wellness tourism demand in the broader South West region.
- Albany offers a diversity of experiences for visitors including the National Anzac Centre, Historic Whaling Station and incredible natural attractions including the Torndirrup National Park featuring the iconic Gap and Natural Bridge.
- The region's cool-climate also provides an ideal environment for unique local produce, pristine seafood and premium beverage experiences.

ADDRESS

54 Golf Links Road, Seppings

LAND AREA

3.4 ha

LOCAL GOVERNMENT

City of Albany

ZONING

Public Purposes Recreational

INVESTMENT OPPORTUNITY

Future development site for short stay accommodation available as freehold purchase or lease

STATUS

Future Opportunity

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♀ STIRLING RANGE NATIONAL PARK, GREAT SOUTHERN

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