

# WESTERN AUSTRALIA TOURISM INVESTMENT OPPORTUNITIES

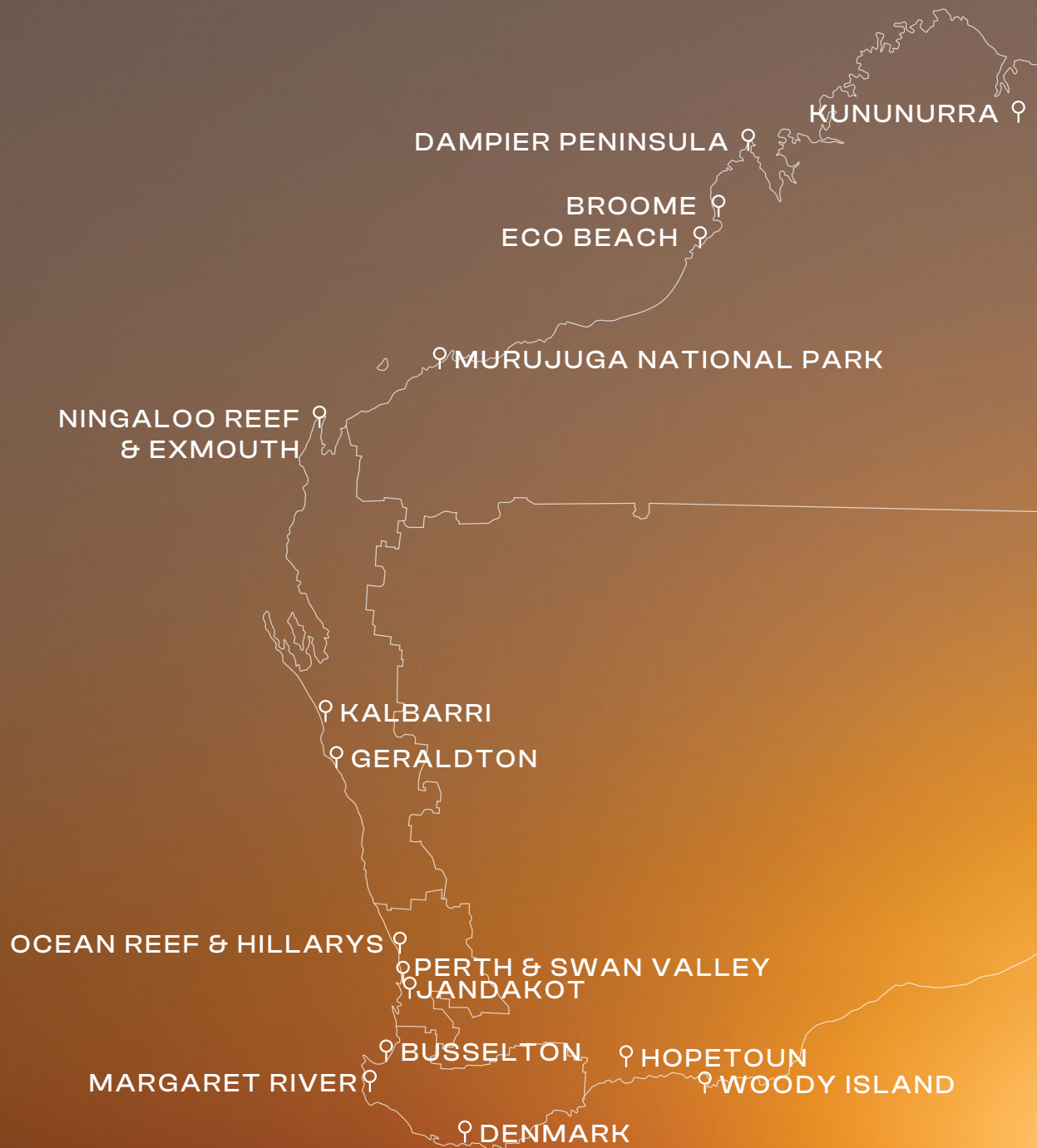


**Tourism**  
WESTERN AUSTRALIA

**WESTERN  
AUSTRALIA**  
WALKING ON A DREAM

♀ OPTUS STADIUM, PERTH





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WESTERN AUSTRALIA IS A GLOBALLY CONNECTED, PREMIER TOURISM DESTINATION, BOASTING WORLD-CLASS NATURAL ASSETS, A FAST-GROWING CITY METROPOLIS AND ANCIENT LANDSCAPES THAT HONOUR THE OLDEST LIVING CULTURE ON EARTH.

With a supportive and welcoming business environment, close collaboration between Industry and Government, and a diverse tourism offering, Western Australia offers a wealth of opportunities to invest in the tourism sector.

This booklet provides a snapshot of the tourism accommodation opportunities currently available for investment on state-owned property, through private transactions and in partnership with Aboriginal people as Traditional Owners of the land. The locations that have been included are strategically positioned to capitalise on the growing demand for tourism experiences in Western Australia. Opportunities include:

- Built infrastructure, such as existing hotels and other accommodation options in Perth and regional areas.
- Ecotourism sites within World Heritage areas, national parks, reserves, and Government owned land.
- Greenfield sites located in some of the state's premier tourism destinations.

Perfectly positioned as the Western Gateway to Australia and backed by a strong and stable economy, there has never been a better time to invest in the state's thriving tourism sector.

For more information, please contact Tourism Western Australia at [invest@westernaustralia.com](mailto:invest@westernaustralia.com).





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# PERTH AND SURROUNDS



♀ PERTH CITY | BOORLOO



# LAND FOR FUTURE DEVELOPMENT WITHIN A NEW PERTH WATERFRONT DESTINATION

## FUTURE HOTEL SITE AT PERTH CONVENTION AND EXHIBITION CENTRE PRECINCT

### HIGHLIGHTS

- Opportunity to develop premium hotel accommodation in the heart of the city in a vibrant new mixed-use waterfront precinct on the Swan River.
- The site is within walking distance to major city-based tourism attractions and food and beverage hubs, including Elizabeth Quay, Kings Park, Yagan Square and the forthcoming Perth Cultural Centre on the foreshore.
- Located in the Perth Central Business District (CBD) and offering stunning views of the Swan River and Kings Park, the hotel would be directly linked to a newly refurbished convention and exhibition centre, catering to local, national and international delegates as well as visitors to Perth.
- Offering direct flights to 20 global destinations, Perth is the Western Gateway to Australia, presenting significant opportunity to tap into high yielding international markets.

### LOCATION

Perth Central Business District

### LAND AREA

To be confirmed

### LOCAL GOVERNMENT / PREFERRED LAND USE

City of Perth / Premium hotel accommodation

### INVESTMENT OPPORTUNITY

Potential hotel development

### STATUS

Project definition phase

### CONTACT

Glen Finn – Department of Planning, Lands and Heritage

E [glen.finn@dplh.wa.gov.au](mailto:glen.finn@dplh.wa.gov.au)

### OVERVIEW

Major redevelopment is being planned for the Perth Convention and Exhibition Centre and surrounding precinct next to the Swan River, which is poised to unlock opportunities for significant business, tourism and economic commercial activity.

Perth, as the Western Gateway to Australia, is strategically positioned as a major hub for international travel, offering non-stop flights from 20 key global destinations, including Bangkok, Ho Chi Minh City, Jakarta, Johannesburg, London, Paris, Rome, Guangzhou, and Tokyo. With new flight routes continually expanding, the city's connectivity is set to increase. Significant investment in Perth Airport infrastructure will not only enhance its capacity, but solidify its status as a must-visit destination, attracting 14 million visitors in 2022-23. This new waterfront precinct presents a prime opportunity for investors to capitalise on the city's growing prominence in global tourism.

The WA Government is seeking interest from potential investors to deliver a premium hotel experience as a key element of the transformation of this new waterfront precinct. Strategically positioned in the heart of Perth's CBD, adjacent to the Perth Convention and Exhibition Centre and Elizabeth Quay, the proposed hotel can be seamlessly integrated with the convention centre, making it the preferred destination accommodation for delegates and exhibitors.

Hotel guests would enjoy a modern attractive arrival experience in a dynamic, welcoming and well-connected urban environment. The precinct is expected to attract a year-round flow of corporate and entertainment visitors, making it an ideal location for a high-quality hotel offering.

Major precinct works are slated to begin in 2026, paving the way for this exciting new chapter in Perth's urban transformation.



# 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, popular with a broad demographic of visitors.
- 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 8.5-hectare 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

Coming soon

#### CONTACT

Development WA

**W** [developmentwa.com.au/eastperthpowerstation](https://developmentwa.com.au/eastperthpowerstation)

♀ EAST PERTH



# LAND FOR FUTURE DEVELOPMENT WITHIN PERTH ZOO

POTENTIAL SITE AVAILABLE IN 2029,  
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 hotel/eco-lodge site is accessible by the general public (not just zoo visitors) from the street and located in close proximity to the spectacular new 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 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

5000m<sup>2</sup> + 5 storeys

## LOCAL GOVERNMENT / PREFERRED LAND USE

City of South Perth / Eco-lodge

## INVESTMENT OPPORTUNITY

Partnership arrangement with Perth Zoo to develop short stay accommodation.

## STATUS

Seeking interest for 2029 development

## CONTACT

Kathryn Caldwell – Perth Zoo

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# ICONIC TOURISM DEVELOPMENT IN THE SWAN VALLEY WINE REGION

UNIQUE OPPORTUNITY TO PARTNER WITH AN INTERNATIONALLY AWARDED DISTILLERY TO DEVELOP AN ICONIC TOURISM ATTRACTION IN WESTERN AUSTRALIA'S OLDEST WINE REGION, LOCATED UNDER THIRTY MINUTES FROM PERTH CITY

## HIGHLIGHTS

- This four hectare site features an elevated development area sloping down to 450m of scenic Swan River frontage. Featuring a state-of-the-art, carbon-neutral distillery, a 500-person hospitality and events venue, and plans for 10 luxury accommodation suites, the blend of innovative and sustainable design ensures the development will meet the needs of modern travellers.
- The Swan Valley is Western Australia's oldest wine region, and the second oldest in Australia. Less than 30-minutes drive from Perth Central Business District and 20-minutes from Perth Airport, the Swan Valley is a major tourism destination, home to renowned wineries, distilleries, breweries, galleries, and artisan producers, creating a vibrant food, beverage and cultural experience.
- The site is set to become the new home of Old Young's Distillery, the 2023 International Craft Producer of the Year, known for its innovative brand and award-winning spirits. This partnership adds significant value, positioning the site as a major drawcard in the region.
- The Swan Valley is a high-volume tourism region with limited existing accommodation, presenting a significant opportunity for investors to tap into a market gap for premium lodging and experiences in one of the world's closest wine regions to a capital city.

## LOCATION

Swan Valley

## LAND AREA

4 ha (approx.)

## LOCAL GOVERNMENT / PREFERRED LAND USE

City of Swan / Tourism development

## INVESTMENT OPPORTUNITY

Joint Venture with award-winning Old Young's Distillery.

## STATUS

Coming soon

## CONTACT

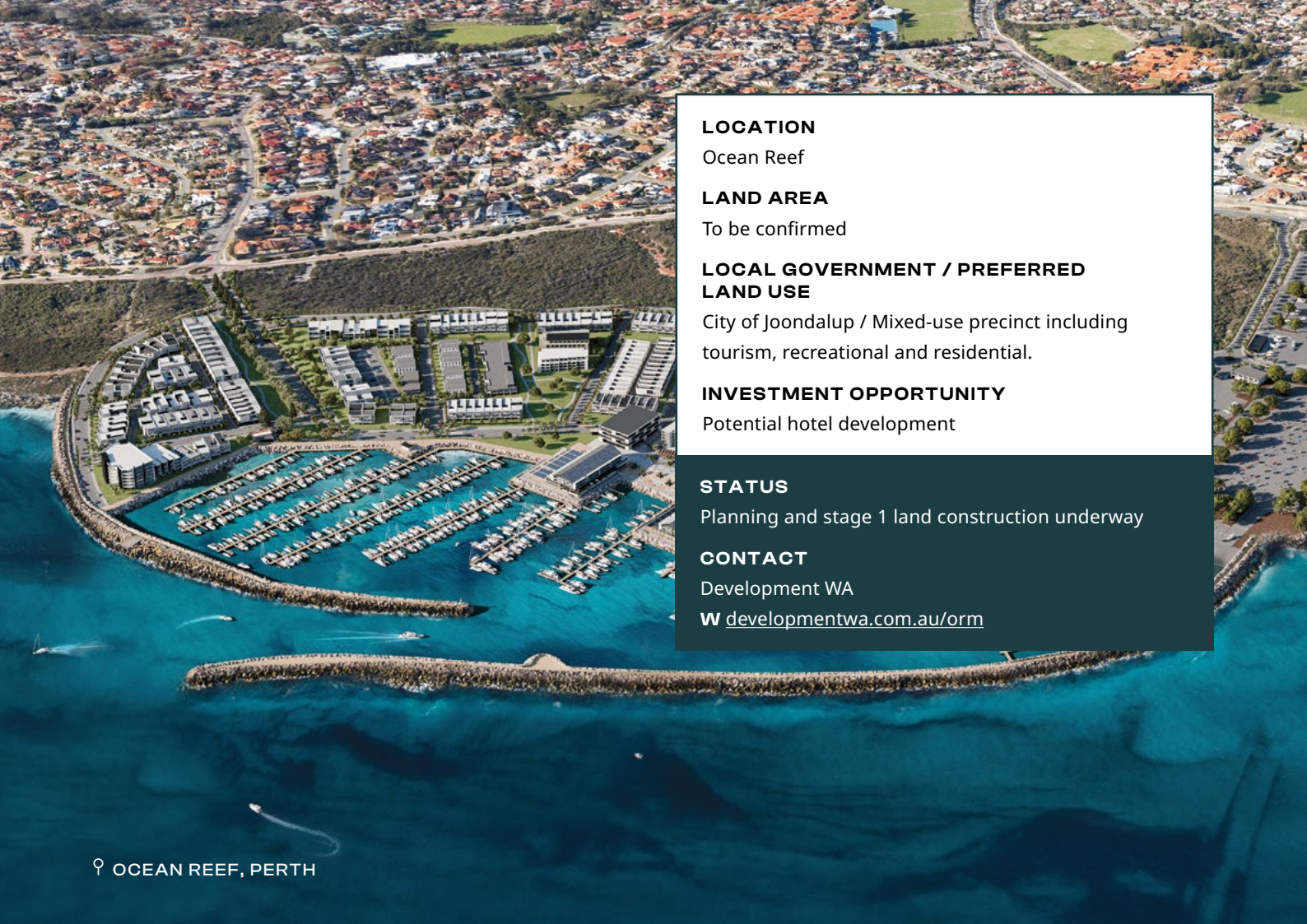
James Young

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**LOCATION**

Ocean Reef

**LAND AREA**

To be confirmed

**LOCAL GOVERNMENT / PREFERRED LAND USE**

City of Joondalup / Mixed-use precinct including tourism, recreational and residential.

**INVESTMENT OPPORTUNITY**

Potential hotel development

**STATUS**

Planning and stage 1 land construction underway

**CONTACT**

Development WA

W [developmentwa.com.au/orm](https://developmentwa.com.au/orm)

♀ OCEAN REEF, PERTH

## LAND FOR FUTURE DEVELOPMENT WITHIN A NEW PERTH BEACHFRONT PRECINCT

### FUTURE HOTEL SITE AT OCEAN REEF MARINA, A NEW COASTAL TOURISM HUB IN PERTH

**HIGHLIGHTS**

- Located a 30-minute drive from Perth City and 40-minutes from Perth Airport, Ocean Reef Marina is set to become a new recreational and hospitality hub for both visitors and locals.
- A future opportunity to develop new accommodation alongside recreational and commercial tourism facilities including beachfront access, a new coastal pool, retail community amenities and hospitality spaces.

**OVERVIEW**

Situated 25 kilometres north of the Perth CBD and 6km west of the Joondalup city centre, Ocean Reef is a picturesque coastal suburb. Known for its stunning ocean views, serene beaches, and relaxed atmosphere, Ocean Reef is a hidden gem that offers both locals and visitors an idyllic seaside escape.

The Ocean Reef Marina is set to become a premier waterfront destination, offering a mix of residential, commercial, and tourism developments to bring a brand-new attraction to Perth's stunning coastline. The marina will feature over 1,000 dwellings, short stay accommodation, up to approximately 12,000 m<sup>2</sup> of retail and commercial space, and a range of amenities including cafes, restaurants, and a coastal pool. The marina's strategic location and upscale facilities position it as a key area for tourism growth, creating significant investment potential in the accommodation and hospitality sector.

Working with a master developer across the future town centre, the WA Government is seeking future investment in a potential hotel development at Ocean Reef Marina, driven by the marina's appeal as a world-class recreational and tourism hub. The waterfront precinct is expected to attract a steady flow of visitors, making it an ideal location for premium accommodation offerings.



# FUTURE DEVELOPMENT OPPORTUNITIES WITHIN HILLARYS BOAT HARBOUR

## WATERFRONT HOTEL SITE IN PERTH'S NORTHERN SUBURBS

### HIGHLIGHTS

- Hillarys Boat Harbour is a popular waterfront tourism precinct located in Perth's northern suburbs, offering an aquarium experience, recreation, retail, employment, and food and beverage options.
- The Hillarys Boat Harbour Activation Master Plan outlines a vision for the future of the precinct, focusing on projects, improvements, and investments to enhance its status as a major visitor attraction and family destination.
- The new development area will feature a potential hotel site with sunset views over the Indian Ocean, food and beverage, retail spaces, and venues for functions and events.
- Planning is underway for the necessary infrastructure and civic transformations to facilitate this future development, including the hotel site.

### LOCATION

Hillarys

### LAND AREA

To be confirmed

### INVESTMENT OPPORTUNITY

Potential hotel development

### STATUS

Planning underway. Development opportunities will be advertised through Expression of Interest.

### CONTACT

Department of Transport

Leasing opportunities [transport.wa.gov.au](https://transport.wa.gov.au)



♀ HILLARYS BOAT HARBOUR, PERTH



# LANDMARK OPPORTUNITY TO INVEST IN PERTH SURF PARK – A WORLD CLASS SURFING LAGOON COMING SOON TO WESTERN AUSTRALIA

INVEST IN A NEW ICONIC SPORTS, HOSPITALITY, ENTERTAINMENT AND TOURISM PRECINCT THAT IS SETTING A GLOBAL BENCHMARK FOR SURF PARK COMMUNITIES.

## HIGHLIGHTS

- **Shovel-Ready Project in a High-Growth Location**

This project is strategically located directly off the Kwinana Freeway and within walking distance to Cockburn Train Station. With design development completed and construction scheduled to begin in Q2 2025, the attraction is scheduled to open to the public in 2027 and is expected to welcome up to one million guests annually.

- **World-Class Attraction with Proven Market Demand**

The Wavegarden surf park will be the largest surfing lagoon in the southern hemisphere, offering year-round accessibility and appeal to surfers of all abilities. Leveraging Perth's optimal climate, this project presents a first-mover advantage with a business model successfully validated in Melbourne and Sydney as a stable, highly cash generative business.

- **Diverse Amenity Mix for Maximum Market Reach**

The development's innovative design includes an extensive amenity mix to attract surfing and non-surfing audiences alike. Features include premium food and beverage options, a beach club, unique accommodation, co-working facilities, members lounge, retail outlets, fitness and wellness amenities, and a dedicated 3,000 pax events space for year-round activation. With commercial partnerships already secured, the project is positioned for strong net earnings from opening and high visitor engagement.

## ADDRESS

71 Knock Way, Jandakot

## LAND AREA

5.9 ha

## LOCAL GOVERNMENT / ZONING

City of Cockburn / Development, Mixed Business

## INVESTMENT OPPORTUNITY

Seeking equity commitments up to A\$20m

## STATUS

Equity to be drawn in two equal stages (March 2025 and September 2025)

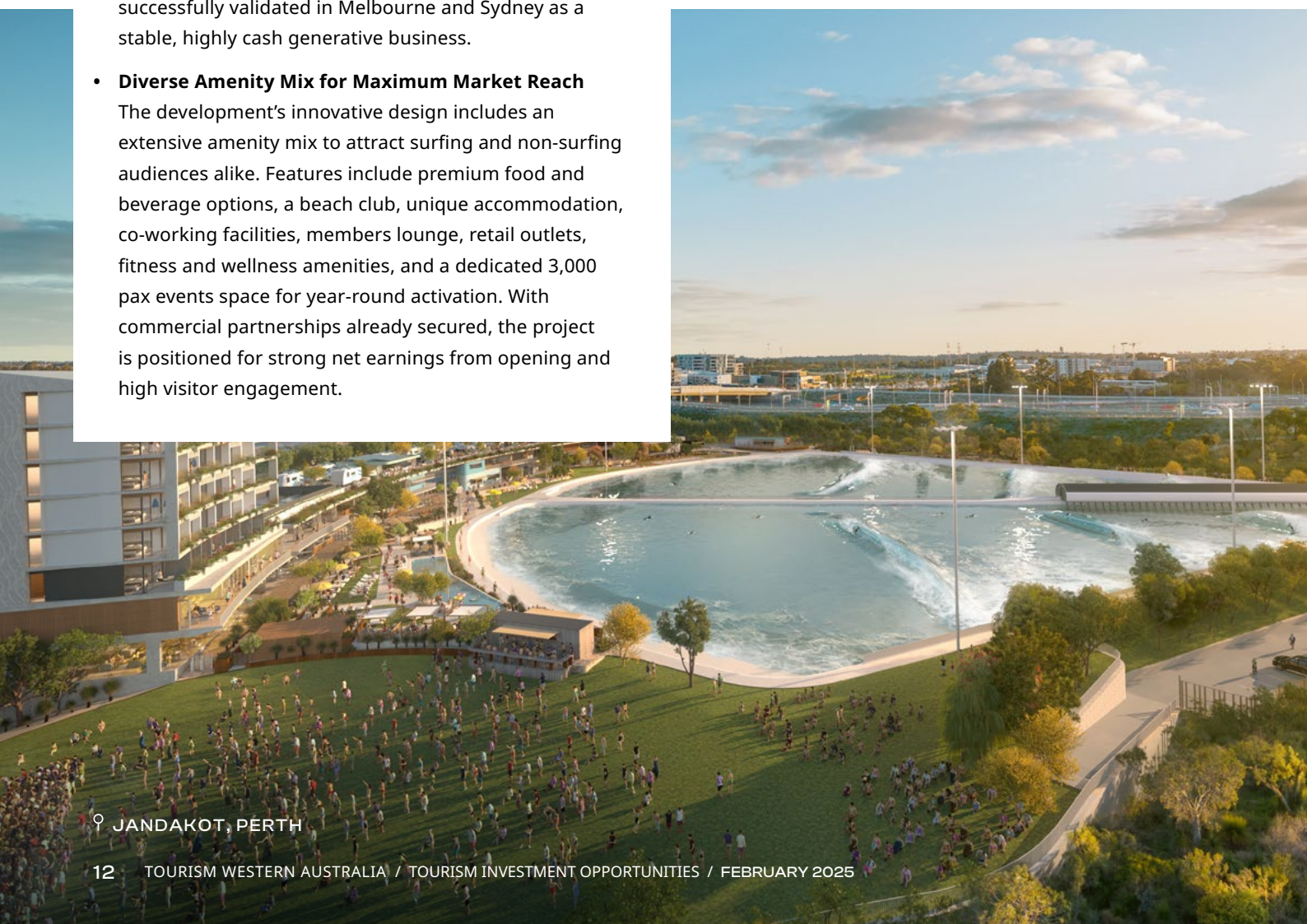
## CONTACT

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# WESTERN AUSTRALIA'S NORTHERN REGIONS



♀ PURNULULU NATIONAL PARK, THE KIMBERLEY



# ESTABLISHED ECO RESORT FOR SALE IN KIMBERLEY REGION

## UNIQUE OCEANSIDE RESORT STYLE ACCOMMODATION AT ECO BEACH, BROOME

### HIGHLIGHTS

- Commanding stunning Indian Ocean views, the multi-award-winning Eco Beach Resort features 25 superbly appointed Eco Villas, 30 Safari Eco Tents, and two ocean front houses. There is also an onsite restaurant with an adjacent infinity pool located beside the beach.
- Activities include sailing, guided coastal fishing, paddle board and kayaking, spa treatments such as mangrove mud baths, cave, bush and cultural walking tours.
- Eco Beach Resort is a one-and-a-half-hour drive south of Broome – 120km along the Great Northern Highway and then 10km along a well maintained pindan (red dirt) road or a 25-minute scenic helicopter or fixed wing flight from Broome.

### ADDRESS

Lot 323 Great Northern Highway

### LAND AREA

7 ha freehold site with a 1.4 km airstrip on a 21 year lease

### LOCAL GOVERNMENT / PREFERRED LAND USE

Shire of Broome / Low-impact tourism

### INVESTMENT OPPORTUNITY

Purchase of the total business which has been operating for 25 years.

### WEBSITE

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

### STATUS

Available now

### CONTACT

Tom Butler – Nash Advisory

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# PRIME TOURISM SITE FOR REDEVELOPMENT IN BROOME

## OPPORTUNITY TO DEVELOP ACCOMMODATION OR ATTRACTION IN THE CABLE BEACH TOURISM PRECINCT

### HIGHLIGHTS

- The tropical pearling town of Broome – famous for its pristine beaches, turquoise waters and ocean sunsets – is the Western Gateway to the adventurous Kimberley region of Western Australia.
- Broome's multicultural influence – Aboriginal, Indonesian, Chinese, Japanese and Malaysian – is reflected in the town's architecture, dining and tourism experiences.
- Formerly Broome Crocodile Park, the property is adjacent to iconic Cable Beach, and close to resorts, restaurants and the airport. Broome has numerous daily flights from Perth (two-and-a-half-hour flight time), Sydney (five-hours), Melbourne (four-and-a-half-hours) and Darwin (three-hours).

### ADDRESS

16 & 18 Cable Beach Road West and 2 Koolama Drive,  
Cable Beach, Broome

### LAND AREA

2.22 ha comprising three titles

### LOCAL GOVERNMENT /ZONING

Shire of Broome / Tourism

### INVESTMENT OPPORTUNITY

Potential for a wide range of accommodation, dining  
and tourism attractions or experiences.

### STATUS

Available now

### CONTACT

Brett Wilkins

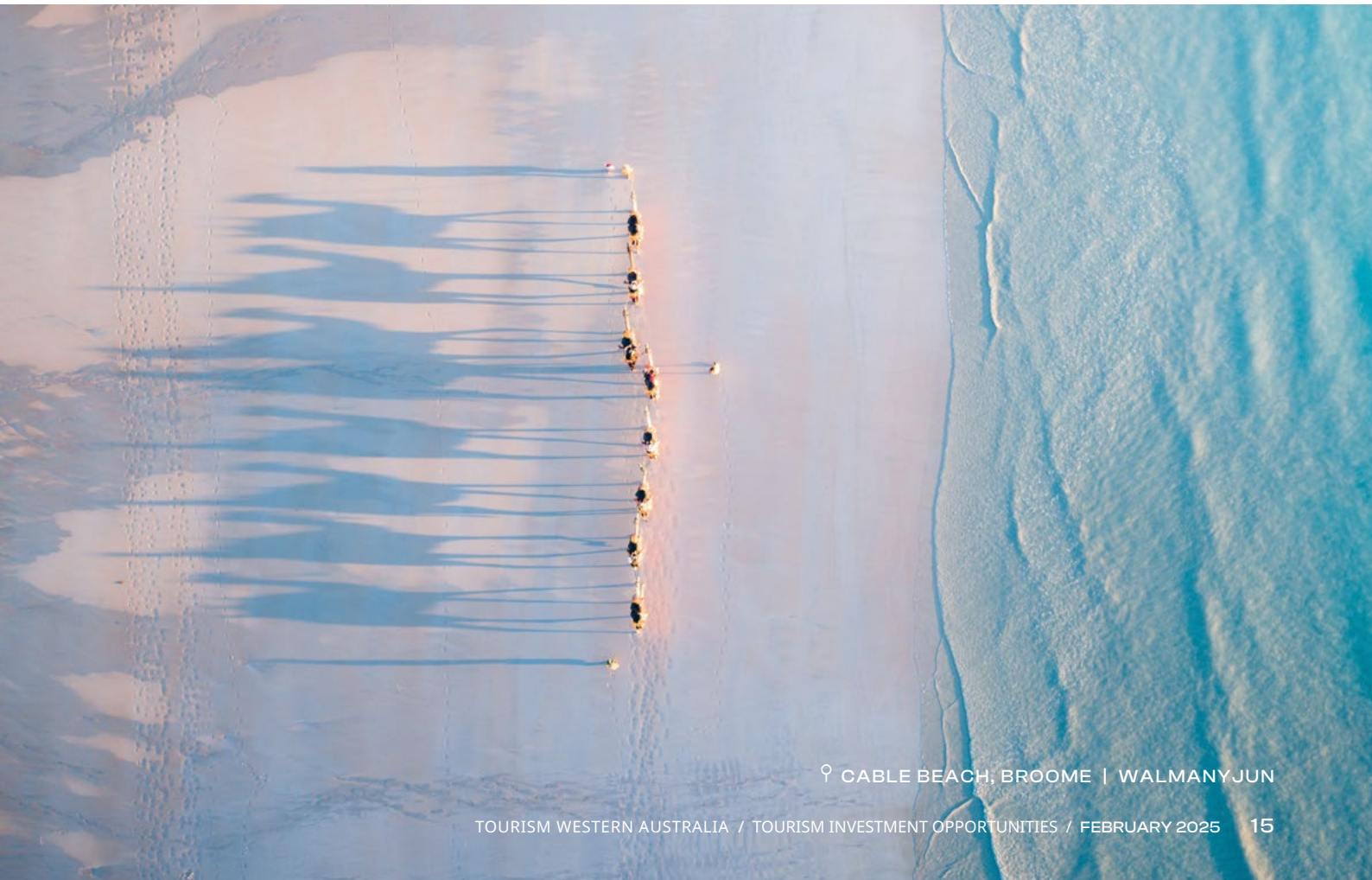
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# LAND FOR DEVELOPMENT IN BROOME

## 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 a ten-year 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.

### ADDRESS

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

### LAND AREA

(approx.) 17.5 ha 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

(approx.) 6 ha 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](mailto: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.

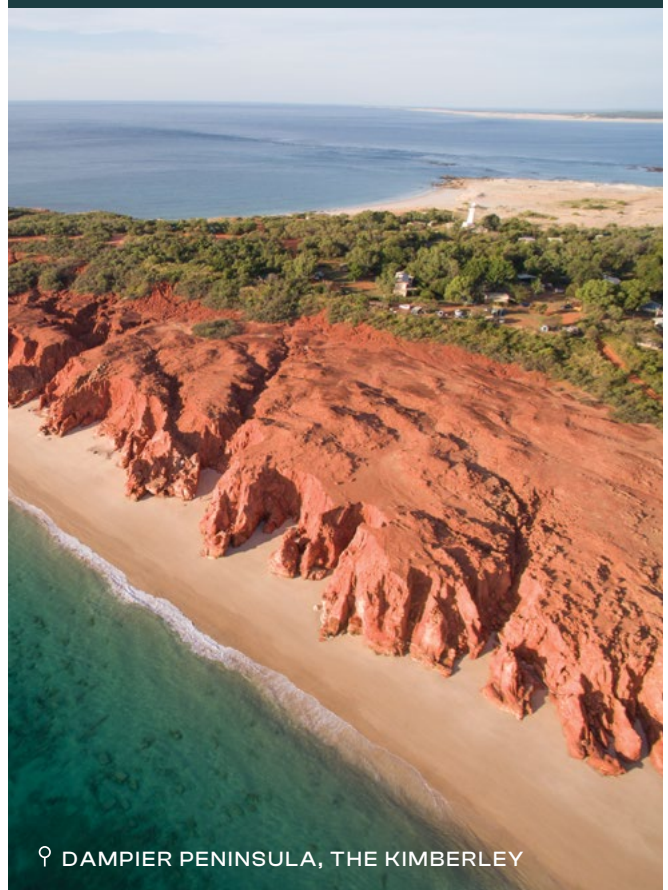
### STATUS

Coming soon

### CONTACT

Nathan McIvor – Djarindjin Aboriginal Corporation

E [ceo@djardindjin.org.au](mailto:ceo@djardindjin.org.au)



♀ DAMPIER PENINSULA, THE KIMBERLEY



# LAND FOR DEVELOPMENT IN PRIME EAST KIMBERLEY LOCATION

## ADDRESS

Lot 957 Bandicoot Drive, Kununurra

## LAND AREA

14.272m<sup>2</sup> (1.427 ha)

## LOCAL GOVERNMENT / ZONING

Shire of Wyndham-East Kimberley / Tourism

## INVESTMENT OPPORTUNITY

Tourism accommodation development on a serviced site located at the entrance of Kununurra. Kununurra township is the gateway to the magnificent Kimberley region of Western Australia, one of the world's last true wilderness areas. Direct aviation access is available from Perth, Broome and Darwin.

## STATUS

Available now

## CONTACT

Chris Forbes – Development WA

E [chris.forbes@developmentwa.com.au](mailto:chris.forbes@developmentwa.com.au)



# POTENTIAL OPPORTUNITY FOR AN EXPERIENCED TOURISM/HOSPITALITY PARTNER

THE MURUJUGA ABORIGINAL CORPORATION HAS RECENTLY FINALISED A BUSINESS CASE FOR A MURUJUGA TOURISM PRECINCT AND WILL BE SEEKING EXPRESSIONS OF INTEREST FROM OPERATORS IN 2025

## HIGHLIGHTS

- The Murujuga Tourism Precinct is located within an area being assessed for UNESCO World Heritage listing, offering operators the chance to be part of a landmark project. The precinct is located within one of the world's largest and most significant collections of petroglyphs, creating a globally recognised cultural and tourism destination, while preserving and promoting the rich heritage of Aboriginal culture.
- The estimated A\$200M project includes a tourist accommodation facility, a Living Knowledge Centre, a restaurant/kiosk, and an integrated network of hiking trails. This development will meet the growing demand for eco-cultural tourism, fostering economic empowerment and long-term sustainable livelihoods for the Murujuga Aboriginal Corporation (MAC) community.
- Located 30-minutes' drive from the thriving regional City of Karratha and a two-hour flight from Perth, the project, including the accommodation component, is currently advancing through environmental and planning approvals with an anticipated construction completion date of 2029.

## OVERVIEW

The Murujuga Tourism Precinct is a transformative initiative, poised to become a global model for cultural tourism that honours both the environment and the deep cultural heritage of the Murujuga. This landmark initiative will showcase the ancient rock art and the rich cultural traditions of the custodians and is expected to bring long-term economic benefits to the Murujuga community by creating sustainable jobs in tourism, conservation, and cultural preservation.

Located within the Murujuga National Park, the project encompasses world-renowned cultural values. The petroglyphs not only represent the stories of the traditional custodians but also form part of a "living

culture," reflecting the evolving relationship between the people and the land. The proposed precinct is designed to make this invaluable heritage accessible to both domestic and international visitors.

The proposed precinct includes a Living Knowledge Centre, accommodation, a beach pavilion/food and beverage offering, and an integrated hiking trail network that will allow guests to immerse themselves in the natural beauty of the area. The Living Knowledge Centre will be a focal point for cultural education and storytelling, offering insights into Murujuga's heritage.

Environmental and planning approvals are underway, and construction is expected to begin once the access road is completed in approximately Q1 2027.

Expressions of Interest for an experienced tourism/hospitality partner to be a part of this landmark cultural tourism destination are set to open in 2025.

### LOCATION

Murujuga National Park, Karratha

### LAND AREA

Total Murujuga Tourism Precinct – 20 ha (approx.)

### LOCAL GOVERNMENT / PREFERRED LAND USE

City of Karratha / Tourist accommodation/resort

### INVESTMENT OPPORTUNITY

Accommodation management agreement with Murujuga Aboriginal Corporation.

### STATUS

Expression of Interest (EOI) opening in 2025

### CONTACT

Kim Wood – Murujuga Aboriginal Corporation

E [ceo@murujuga.org.au](mailto:ceo@murujuga.org.au)

MURUJUGA NATIONAL PARK, THE PILBARA



# PRIME BEACHFRONT LAND AVAILABLE FOR DEVELOPMENT IN EXMOUTH

RARE OPPORTUNITY TO ACQUIRE A SUBSTANTIAL TOURISM DEVELOPMENT SITE IN EXMOUTH, LOCATED ON THE DOORSTEP OF THE GLOBALLY RECOGNISED UNESCO WORLD HERITAGE LISTED NINGALOO REEF

## HIGHLIGHTS

- This 3.4 hectare vacant and cleared site boasts an impressive 200m of direct coastline frontage, ensuring uninterrupted ocean views and making it an attractive prospect for a premium tourism accommodation development.
- The site is strategically positioned just ten-minutes from the tip of the Ningaloo Coast World Heritage Area, which spans 300km down the coast, twenty-five-minutes drive from Learmonth Airport and five-minutes drive from Exmouth Town Centre. Exmouth is accessible via a two-hour flight from Perth.
- The site is the historical location of the former Norcape Lodge which was destroyed in 1991. A previous development approval, now lapsed, comprised a resort development offering 212 rooms with onsite amenities.
- Exmouth is a high-volume tourism region that attracts domestic and international visitors to its pristine natural environment and bucket list tourism experiences, including swimming with whale sharks.

- Tourism demand is projected to grow steadily over the next 20 years in Exmouth and with limited existing accommodation in the luxury market, this site presents a significant opportunity for developers to fill a market gap for a premium tourism offering in an enviable location.

## ADDRESS

156 Truscott Crescent, Exmouth

## LAND AREA

3.4396 ha (approx.)

## LOCAL GOVERNMENT / ZONING

Shire of Exmouth / Tourism R-40

## INVESTMENT OPPORTUNITY

Freehold

## STATUS

Coming soon

## CONTACT

Brett Wilkins, Director of Capital Markets

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Mark Lucas, Principal

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# LAND FOR FUTURE DEVELOPMENT IN EXMOUTH BOAT HARBOUR

## HOTEL SITE OVERLOOKING THE EXMOUTH GULF IN PRIME WATERFRONT DESTINATION

### HIGHLIGHTS

- Planning is underway for a rare opportunity to invest in the development of a hotel at Exmouth Boat Harbour, a waterfront destination in Exmouth poised for substantial growth.
- Set to become a thriving tourism hub, this new precinct will feature a wide array of attractions, including a hotel, commercial spaces, and premium retail and dining options, offering new and dynamic visitor experiences.
- The site is strategically positioned just ten-minutes from the tip of the Ningaloo Coast World Heritage Area, which spans 300km down the coast, twenty-five minutes from Learmonth Airport and five-minutes from Exmouth Town Centre. Exmouth is accessible via a two-hour flight from Perth.

### OVERVIEW

Exmouth Boat Harbour is set to become a vibrant tourism destination, offering a prime opportunity to invest in oceanfront real estate just ten-minutes from the entrance to the UNESCO World Heritage-listed Ningaloo Reef. The Exmouth Boat Harbour Master Plan envisions the creation of a tourism and hospitality precinct with a hotel

overlooking the marina and Exmouth Gulf, along with commercial spaces and premium dining and retail venues.

The Department of Transport is currently in the early stages of planning for this precinct, ensuring the long-term viability of Exmouth Boat Harbour as a world-class tourism destination.

As a high-volume tourism region, Exmouth continues to attract both domestic and international visitors with its unique natural assets and bucket-list experiences. With projected growth in tourism demand over the next two decades, and limited existing luxury accommodation options, this hotel development presents a lucrative opportunity for investors to fill a critical market gap and capitalise on Exmouth's expanding visitor economy.

#### LOCATION

Exmouth

#### LAND AREA

To be confirmed

#### INVESTMENT OPPORTUNITY

Potential hotel development

#### STATUS

Planning underway. Development opportunities will be advertised through Expression of Interest.

#### CONTACT

Department of Transport

Leasing opportunities [transport.wa.gov.au](https://transport.wa.gov.au)



♀ EXMOUTH



# 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

### TENURE

Pastoral lease expiring 2046. Seller has commenced process to extend lease to 2065.

2x Tourism leases expiring 2051.

### STATUS

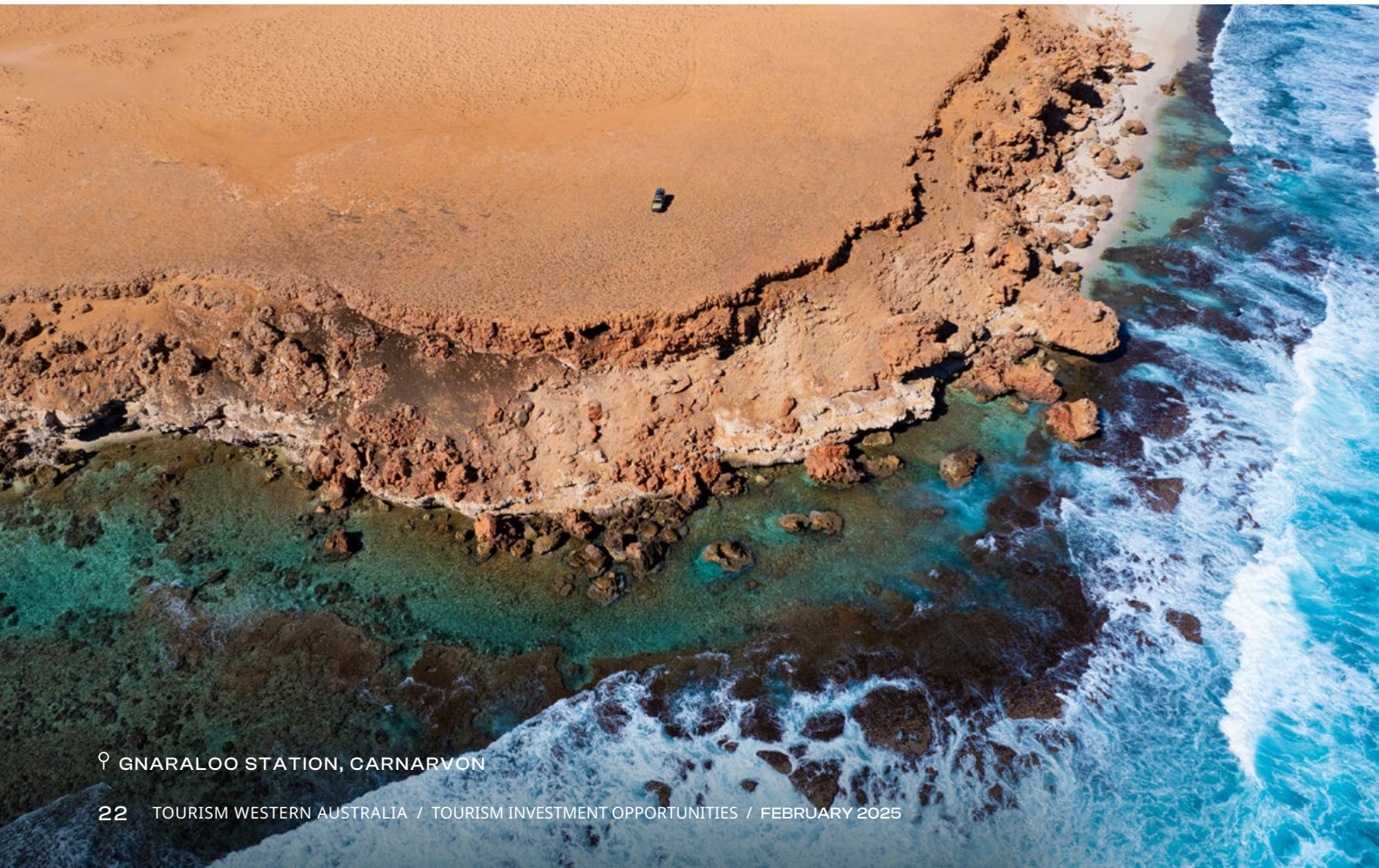
Expressions of interest open

### CONTACT

Jarrad O'Rourke

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# LAND FOR DEVELOPMENT NEAR THE MUSEUM OF GERALDTON

## UNINTERRUPTED OCEAN VIEWS ON THE GERALDTON FORESHORE

### HIGHLIGHTS

- This significant oceanfront property comprising 3 lots is situated in Geraldton's Batavia Coast Marina and offers panoramic views, and the potential to be developed into a hotel, mixed-use or residential development.
- Located across the road from the Museum of Geraldton, the property is within a short distance 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.

### ADDRESS

1 Museum Place, Geraldton

### LAND AREA

Total site area, comprising lots 98, 99 and 100, is 4,476m<sup>2</sup> (approx)

### LOCAL GOVERNMENT / ZONING

City of Greater Geraldton / Tourism

### INVESTMENT OPPORTUNITY

Hotel, mixed-use or residential development

### STATUS

Available for purchase

### CONTACT

David Walser Director, Leasing & Sales, VPG Property

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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.
- An opportunity to develop 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**

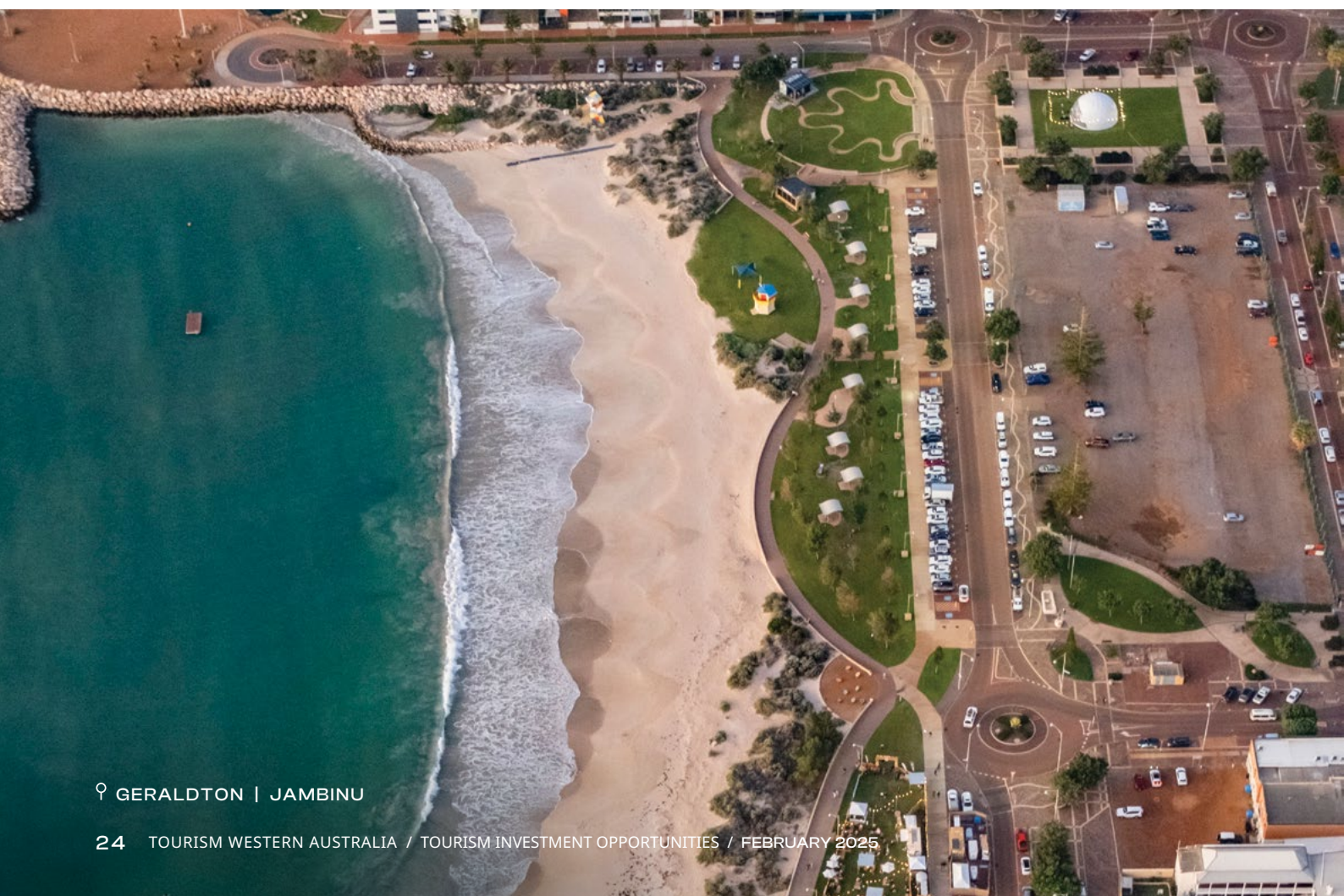
Available by negotiation with Yamatji  
Southern Regional Corporation

## **CONTACT**

Travis McNaught, Chief Commercial Officer –  
Yamatji Southern Regional Corporation

**M** +61 409 209 628

**E** [tmcnaught@ysrc.com.au](mailto:tmcnaught@ysrc.com.au)





# 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

- The West End Precinct is a historic and cultural hub undergoing significant, government-supported revitalisation to blend heritage charm with modern attractions, including the restoration of the iconic Radio Theatre into a vibrant space for tourism, arts and cultural events.
- This new tourism precinct will include a 100+ key hotel that will benefit from proximity to the CBD, cafes, restaurants, galleries, beach, and a new cultural and creative art space and F&B offering, driving year-round visitor demand.
- Strong corporate travel demand driven by the region's mining, agriculture, and renewable energy industries, ensuring consistent occupancy throughout the year.
- Geraldton is a one-hour flight and four-and-a-half drive from Perth and serves as a gateway to the Houtman Abrolhos Islands, Kalbarri National Park, Pink Lake and other Mid West attractions, driving demand for quality, centrally-located accommodation to extend visitor stays.

## ADDRESS

West End Precinct, Geraldton

## LAND AREA

Up to 4,000 sqm (approx.)

## LOCAL GOVERNMENT / ZONING

Shire of Geraldton / Regional Centre

## INVESTMENT OPPORTUNITY

Freehold / Joint Venture

## STATUS

Available now

## CONTACT

Blair Armstrong, Director – ADA Capital

**M** +61 405 104 403

**E** [blair@adacapital.com.au](mailto:blair@adacapital.com.au)



♀ GERALDTON | JAMBINU



# BROWNFIELD SITES AVAILABLE FOR DEVELOPMENT IN KALBARRI

TWO SITES AVAILABLE IN THE COASTAL TOWN OF KALBARRI, NEAR THE SPECTACULAR KALBARRI NATIONAL PARK

## HIGHLIGHTS

- Kalbarri is where the Murchison River meets the Indian Ocean and is surrounded by the dramatic coastal cliffs and inland gorges of Kalbarri National Park, protected swimming bays, surf breaks, superb walking trails, and over 1000 species of wildflowers in season.
- A popular road trip tourism destination, Kalbarri is an hour-and-a-half drive from Geraldton airport, or a six-hours' drive from Perth.
- Significant government investment in Kalbarri town in recent years has included the development of the spectacular Kalbarri Skywalk within the Kalbarri National Park, the ongoing Kalbarri Foreshore redevelopment and future plans to develop key worker housing.

## INVESTMENT OPPORTUNITY

2 sites available for freehold sale or lease arrangement with owner (to be negotiated).

## STATUS

Available now

## CONTACT

Jon Jessop

M +61 427 371 001

E [jtj@westnet.com.au](mailto:jtj@westnet.com.au)

## ADDRESS

14 Bridgeman Road, Kalbarri

## LAND AREA

3 ha (approx.)

## LOCAL GOVERNMENT / PREFERRED LAND USE

Shire of Northampton / Mixed-use tourism precinct including accommodation.

## DESCRIPTION

This opportunity is located a five-minute drive from the township, and next door to an existing wildlife experience that is currently undergoing refurbishment and renewal.

## ADDRESS

44 Porter Street, Kalbarri

## LAND AREA

2.2 ha (approx.)

## LOCAL GOVERNMENT / ZONING

Shire of Northampton / Tourism

## DESCRIPTION

This opportunity is located in the Kalbarri township and has existing tourist accommodation on site that is fully serviced.



# WESTERN AUSTRALIA'S SOUTHERN REGIONS



♀ CAPE LE GRAND NATIONAL PARK, ESPERANCE | MANDOOVERNUP



# PRIME VINEYARD LAND AVAILABLE FOR DEVELOPMENT IN MARGARET RIVER

RARE OPPORTUNITY TO ACQUIRE A PREMIUM VINEYARD AND DEVELOPMENT SITE IN ROSA BROOK, JUST MINUTES FROM THE RENOWNED MARGARET RIVER WINE REGION.

## HIGHLIGHTS

- This sizeable estate includes a 6.4-hectare premium vineyard with Chardonnay, Sauvignon Blanc, Pinot Gris, and Cabernet Sauvignon varietals, perfectly suited to Margaret River's world-class wine region reputation.
- Located just 14 minutes from Margaret River and 40 minutes from Busselton Margaret River Airport, the property is well-positioned to benefit from both regional and international tourism.
- The site features a homestead, ideal for conversion into a cellar door or event venue, supported by ample water resources, including three dams (27ML capacity) and a 20ML groundwater licence.
- Exceptional growth opportunities exist for the development of tourism infrastructure, including short-stay accommodation, an event venue for weddings or concerts, or expanded wine production facilities.

## ADDRESS

1390 Rosa Brook Road, Rosa Brook, Western Australia

## LAND AREA

19.7483 hectares (approx.)

## LOCAL GOVERNMENT / ZONING

Shire of Augusta-Margaret River / General Rural

## INVESTMENT OPPORTUNITY

Freehold

## STATUS

Available now

## CONTACT

Mike Calneggia, Director, Boutique Property and Advisory

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**E** [mike@boutiquepropertyandadvisory.com](mailto:mike@boutiquepropertyandadvisory.com)





# LAND AVAILABLE FOR DEVELOPMENT ALONG BUSSELTON FORESHORE

## TWO HOTEL SITES AVAILABLE IN BUSSELTON, A BUSTLING, UP AND COMING REGIONAL COASTAL CITY

### HIGHLIGHTS

- Prime location adjacent to the iconic Busselton Jetty, the longest timber-piled jetty in the Southern Hemisphere and overlooking the sparkling turquoise ocean.
- Situated in a vibrant tourism hub, a two-and-a-half-hour drive from Perth, featuring an internationally acclaimed wine region, craft breweries, cultural attractions, short stay accommodation and leisure amenities.
- Significant opportunity to tap into high yielding markets through recently commenced direct aviation route between the Busselton Margaret River Airport and the major Australian cities of Sydney and Melbourne, with plans for international routes in the future.

### ADDRESS

Site 9 and 11 Foreshore Parade, Busselton

### LAND AREA + HEIGHT ALLOWANCE

- Site 1: 2,920m<sup>2</sup> + 4 storeys plus loft
- Site 2: 2,010m<sup>2</sup> + 4 storeys plus loft

### LOCAL GOVERNMENT / PREFERRED LAND USE

City of Busselton / Hotel, tourist accommodation, shop, tavern

### INVESTMENT OPPORTUNITY

Lease arrangement with City of Busselton to develop short stay accommodation.

### STATUS

Two development sites available for investment

### CONTACT

City of Busselton

**E** [economicdevelopment@busselton.wa.gov.au](mailto:economicdevelopment@busselton.wa.gov.au)

**T** +61 8 9781 0444

### OVERVIEW

Busselton, located in the South West region of Western Australia and a two-and-a-half-hour drive from Perth, has emerged as a premier tourism destination, known for its stunning coastline, vibrant local culture, world-class attractions and access to the Margaret River wine region.

The two exceptional development sites available offer ocean views and are strategically positioned adjacent to the Busselton Jetty, a landmark that attracts hundreds of thousands of visitors annually, including a significant international visitor segment.

Busselton's tourism market has seen consistent growth, fuelled by both domestic and international visitors. The recent introduction of direct flights from the Busselton Margaret River Airport to the major Australian cities of Sydney and Melbourne in a five-hour flight time has further bolstered the region's accessibility to high yielding markets.

With recent infrastructure investments and strategic tourism initiatives totalling approximately A\$180 million, Busselton is poised for further tourism growth. Saltwater Busselton, the City's new state-of-the-art convention and performing arts centre has been designed with multi-functionality in mind and will attract world class business events and entertainment to Busselton.

With its blend of natural beauty, cultural richness, and strategic location, Busselton offers an attractive proposition for investors looking to capitalise on the region's growing tourism sector.



# PRIME RURAL LAND AVAILABLE FOR DEVELOPMENT IN DENMARK

RARE OPPORTUNITY TO ACQUIRE A SUBSTANTIAL TOURISM DEVELOPMENT SITE IN DENMARK, LOCATED NEAR THE PICTURESQUE MOUNT SHADFORTH AND IN THE HEART OF THE GREAT SOUTHERN WINE REGION.

## HIGHLIGHTS

- This 55.09-hectare estate, split across three titles, features a Halliday 5-star winery, luxury accommodation, and a cellar door, making it a premier destination for tourism and hospitality ventures.
- Positioned in the renowned Great Southern wine region, the estate benefits from its temperate climate, premium Chardonnay, Pinot Noir, and Riesling vineyard, and stunning views of Wilson's Inlet, Mount Lindesay, and the Southern Ocean.
- The site offers significant development opportunities, including expansion of its event hosting capacity and short-stay accommodation development, leveraging Denmark's reputation as a tourist hotspot with proximity to iconic attractions like Elephant Rocks, Greens Pool, and the Valley of the Giants.

## ADDRESS

390 Mt Shadforth Road, Denmark, WA

## LAND AREA + HEIGHT ALLOWANCE

55.09 hectares (approx.)

## LOCAL GOVERNMENT / PREFERRED LAND USE

Shire of Denmark / Rural and Tourism

## INVESTMENT OPPORTUNITY

Freehold

## STATUS

Available now

## CONTACT

Mike Calneggia, Director, Boutique Property and Advisory

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♀ DENMARK

## LAND FOR DEVELOPMENT IN DENMARK

### INVESTMENT PARTNERSHIP OPPORTUNITY FOR LUXURY DEVELOPMENT NEAR WILLIAM BAY NATIONAL PARK

#### HIGHLIGHTS

- Opportunity to invest in a shovel ready, two-stage luxury development where the forest meets the sea.
- 50 key accommodation development, including a mix of studios and chalets catering to diverse market segments.
- Central intersection linking three iconic trail experiences; the Munda Biddi, Bibbulmun Track, and Denmark-Nornalup Heritage Rail Trails, offering guests seamless walking or riding experiences amidst untouched nature.
- Property adjoins to the William Bay National Park and is linked via bike and walking trails to the breathtaking Greens Pool and Elephant Rocks, two of the State's famous natural attractions with over 389,000 vehicle visitations in FY 2022-23 (estimated).
- Located a 10-minute drive from Denmark town centre and 50-minutes' drive from Albany Airport, this development is located within the same precinct as The Dam, a popular premium restaurant and distillery.

#### ADDRESS

40 Wentworth Road, Ocean Beach, Denmark

#### LAND AREA

40 ha

#### LOCAL GOVERNMENT / ZONING

Shire of Denmark / Tourism

#### INVESTMENT OPPORTUNITY

Investment partnership with an experienced tourism operator

#### STATUS

Concept and feasibility plans drawn up. Available now.

#### CONTACT

Stephen Birkbeck

E [stephen@raintree.com.au](mailto:stephen@raintree.com.au)



# LAND FOR FUTURE DEVELOPMENT IN FITZGERALD RIVER NATIONAL PARK, HOPETOUN

## UNIQUE OPPORTUNITY FOR ACCOMMODATION DEVELOPMENT WITHIN AN INTERNATIONALLY RECOGNISED BIOSPHERE RESERVE

### HIGHLIGHTS

- Opportunity to develop eco-accommodation on an elevated site that offers unparalleled waterfront views overlooking the Hamersley River Inlet, creating a unique investment opportunity.
- Fitzgerald River National Park has a rich diversity of native and rare plant species, 75 of which are found nowhere else in the world. This area holds the distinction of being Western Australia's only Biosphere Reserve recognised by UNESCO, one of just five in Australia.
- With the rising global demand for nature-based and eco-tourism experiences, this unique location presents a rare investment opportunity to capitalise on sustainable tourism trends.
- The site is a two-and-a-half-hour and four-hour drive from the regional towns of Esperance and Albany respectively. These two popular tourism destinations offer a mix of world class beaches, stunning natural landscapes and cultural tourism experiences. Albany and Esperance are approximately one-and-a-half-hour flight-time from Perth. Charter flights operate out of an airport 25-minutes from the site.

### ADDRESS

Lot 547 Hamersley Inlet Road, Hopetoun

### LAND AREA

7.5 ha (approx.)

### LOCAL GOVERNMENT / PREFERRED LAND USE

Shire of Ravensthorpe / Low-impact tourism

### INVESTMENT OPPORTUNITY

Commercial sub-lease arrangement to be negotiated with Shire of Ravensthorpe to develop short stay accommodation.

### DESCRIPTION

This site is located within the Hamersley Inlet Reserve which is managed by the Shire of Ravensthorpe. The site is currently being assessed for tourism accommodation.

### STATUS

Coming soon

### CONTACT

Zahra Shirazee – Shire of Ravensthorpe

E [tourism@ravensthorpe.wa.gov.au](mailto:tourism@ravensthorpe.wa.gov.au)

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♀ FITZGERALD NATIONAL PARK, GREAT SOUTHERN



# WOODY ISLAND ECO-RETREAT AVAILABLE FOR LEASE

UNIQUE ACCOMMODATION AVAILABLE  
AT STUNNING WOODY ISLAND NATURE  
RESERVE, OFF THE COAST OF ESPERANCE

## HIGHLIGHTS

- Woody Island Nature Reserve, off the coast of Esperance (Kepa Kurl) in Western Australia, is surrounded by pristine bushland and ocean. Activities include bushwalking, hiking, swimming, snorkelling, fishing and wildlife experiences.
- Eco-retreat accommodation comprises a mix of 11 safari huts, large furnished canvas tents with private decks, and 24 traditional camping sites, as well as a camp kitchen, kiosk, toilets and a bar with food, drinks and equipment for hire.
- Daily 45-minute boat transfers to the island operate from Esperance with Woody Island Eco Tours. Esperance is a one-and-a-half-hour flight from Perth (on a seasonal basis), or a seven-and-a-half-hour drive.

## LOCATION

Recherche Archipelago, Esperance

## LAND AREA

6 ha

## LOCAL GOVERNMENT / PREFERRED LAND USE

Shire of Esperance / Low-impact tourism

## INVESTMENT OPPORTUNITY

Lease arrangement with Department of Biodiversity, Conservation and Attractions.

## WEBSITE

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

## STATUS

Available now

## CONTACT

Leslie Andrews

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♀ WOODY ISLAND, ESPERANCE



## Tourism Western Australia

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For more information please contact  
Tourism WA on [invest@westernaustralia.com](mailto:invest@westernaustralia.com)



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