

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.



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PERTH AND SURROUNDS



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

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OVERVIEW

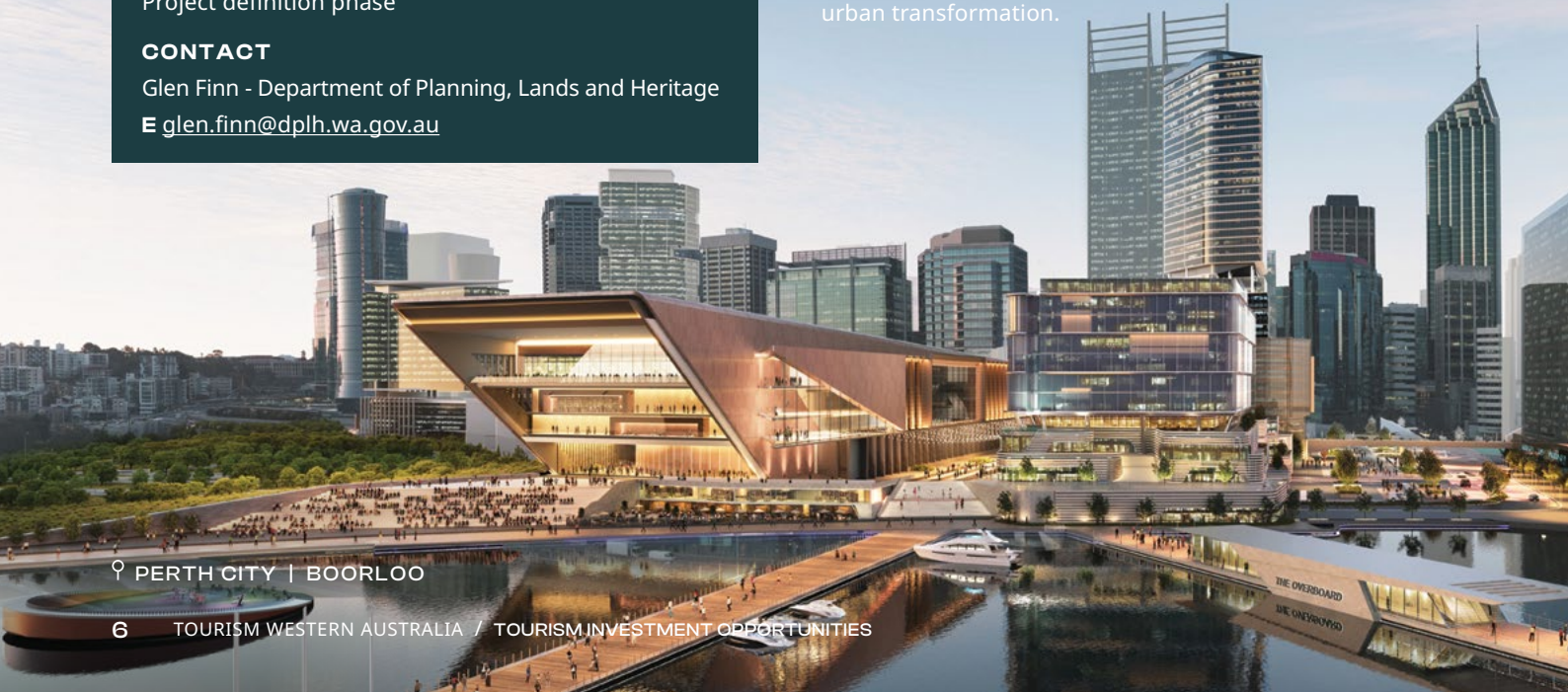
Major redevelopment is being planned for the Perth Convention and Exhibition Centre and surrounding precinct next to the Swan River, which is poised to unlock opportunities for significant business, tourism and economic commercial activity.

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

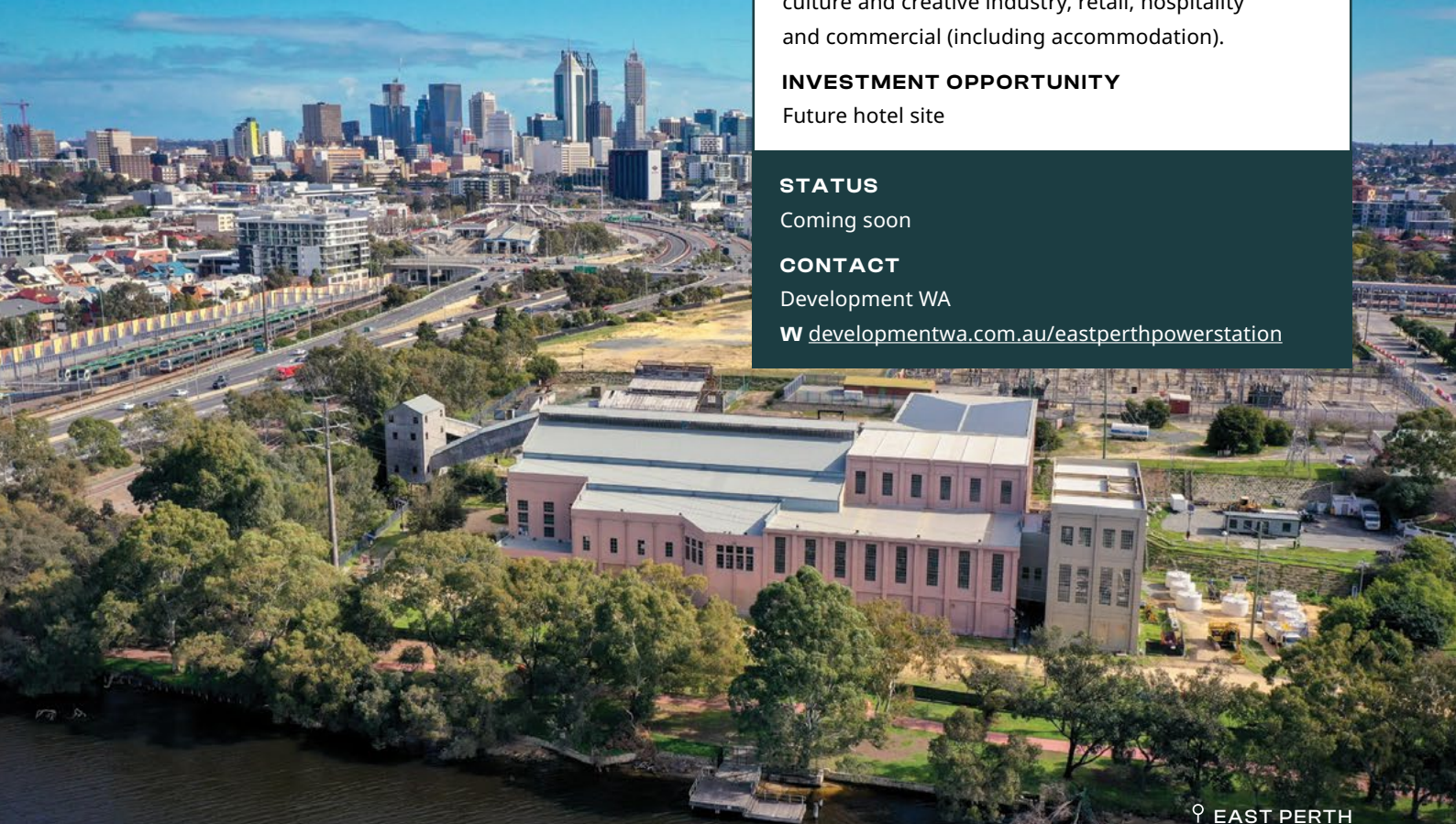
STATUS

Coming soon

CONTACT

Development WA

[W developmentwa.com.au/eastperthpowerstation](http://w.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

5000m² + 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.

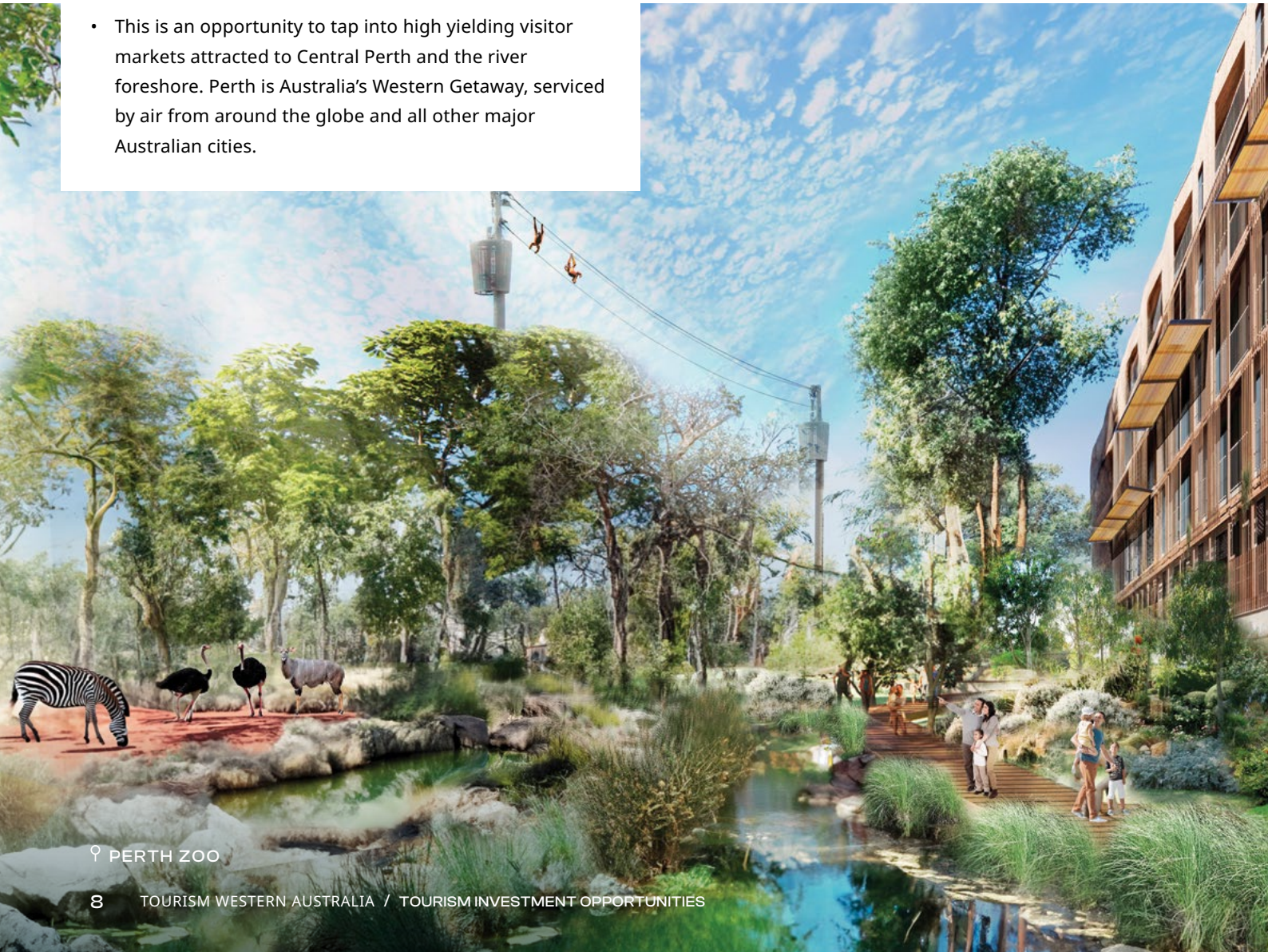
STATUS

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

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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



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)

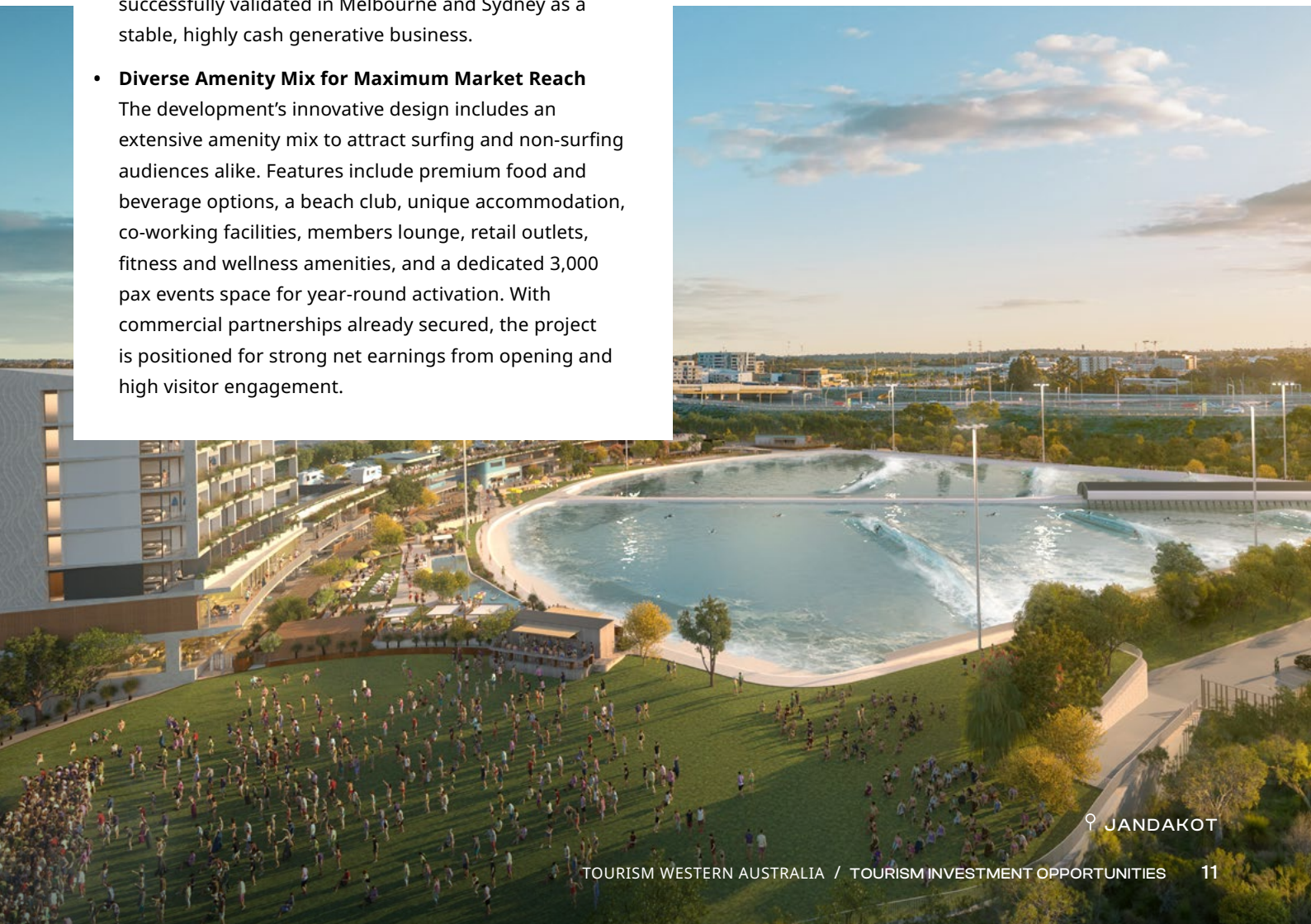
CONTACT

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WESTERN AUSTRALIA'S NORTHERN REGIONS



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

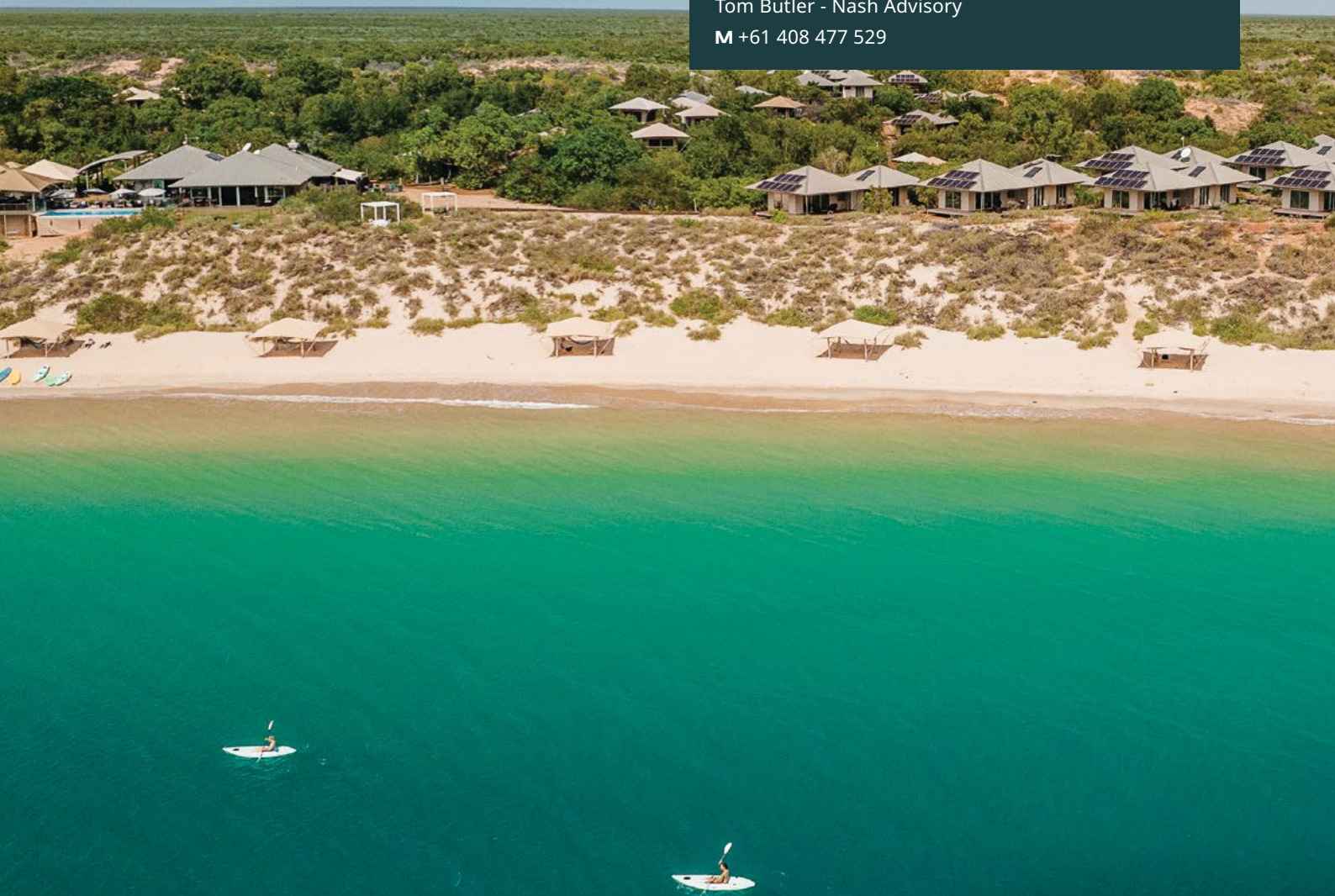
STATUS

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) along with seasonal flights from Singapore (four-and-a-half-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

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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 and the recent addition of a seasonal direct flight to Singapore, opening up new markets in Asia and beyond.

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

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@djarindjin.org.au



📍 DAMPIER PENINSULA, THE KIMBERLEY

LAND FOR FUTURE DEVELOPMENT IN THE WEST KIMBERLEY

SIGNATURE ECO-ACCOMMODATION DEVELOPMENT OPPORTUNITY COMING SOON

HIGHLIGHTS

- Bunuba National Parks, located in the heart of Western Australia's iconic Kimberley region, boast an abundance of natural attractions which includes cascading waterfalls, deep gorges and stunning freshwater pools.
- A low-impact tourism development opportunity has been identified within the region which consists of Milluwindi Conservation Park, Bandilngan National Park and Dimalurru National Park (collectively known as Bunuba National Parks). These locations boast some of Australia's most awe-inspiring landscapes, including the towering cliffs and serene waterways of Lennard Gorge, Windjana Gorge, and Tunnel Creek, which attracted 32,000 visitors in FY 2023-24.
- The cultural richness of this region presents a unique opportunity for an experiential, high quality accommodation offering in partnership with the Bunuba Traditional Owners of the area.
- Direct flights to Broome from Singapore, Melbourne and Sydney offer significant opportunities to tap into high yielding markets. Bunuba National Parks is a four-and-a-half-hour drive from Broome, via the iconic Gibb River Road, offering a true Australian wilderness experience through ancient gorge country.

LOCATION

Bunuba National Parks, West Kimberley

LAND AREA

To be negotiated

LOCAL GOVERNMENT / PREFERRED LAND USE

Shire of Derby-West Kimberley / Low-impact tourism

INVESTMENT OPPORTUNITY

An appropriate location for development will be identified in partnership with the Department of Biodiversity, Conservation and Attractions and Bunuba Dawangarri Aboriginal Corporation. Long-term sub lease opportunities may be available in locations including Darambal (Lennard Gorge), Bandilngan (Windjana Gorge) and Dimalurru (Tunnel Creek).

STATUS

Available now - Registrations of Interest open from February 2025 for three months. See Tourism WA website for more information.

CONTACT

Tourism Western Australia

E invest@westernaustralia.com

W tourism.wa.gov.au

LAND FOR DEVELOPMENT IN PRIME EAST KIMBERLEY LOCATION

ADDRESS

Lot 957 Bandicoot Drive, Kununurra

LAND AREA

14.272m² (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

Development WA – Patrick Smit

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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

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

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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



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 4,476m² (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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E david@vpgproperty.com.au



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

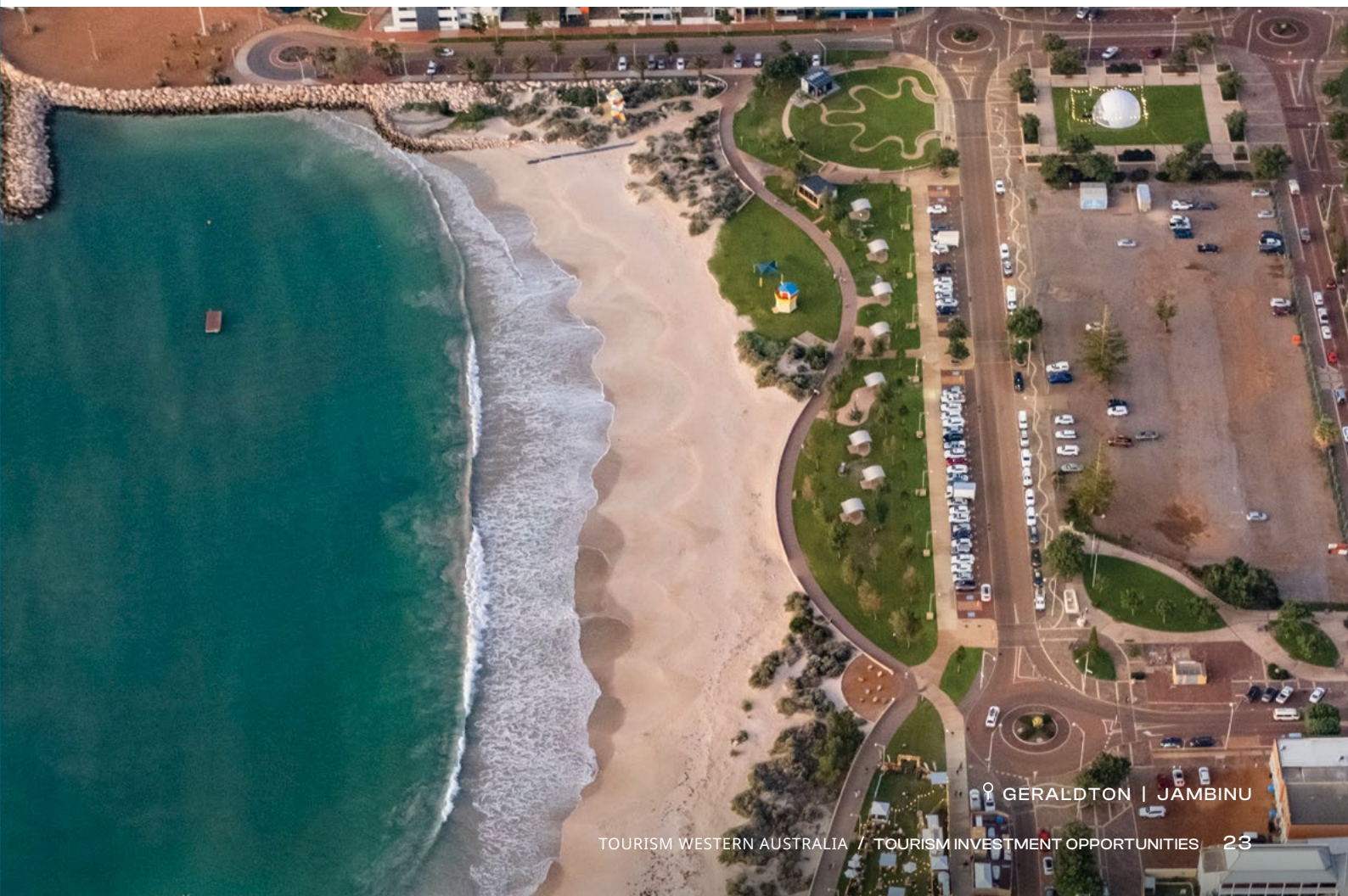
Available by negotiation with Yamatji
Southern Regional Corporation

CONTACT

Andrew Close - Yamatji Southern Regional Corporation

M +61 460 765 279

E aclose@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



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

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



PRIME VINEYARD LAND AVAILABLE FOR DEVELOPMENT IN MARGARET RIVER

RARE OPPORTUNITY TO ACQUIRE A PREMIUM VINEYARD AND DEVELOPMENT SITE IN ROSA BROOK, LOCATED IN 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



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: 2,920m² + 4 storeys plus loft
- Site 2: 2,010m² + 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

T +61 8 9781 0444

OVERVIEW

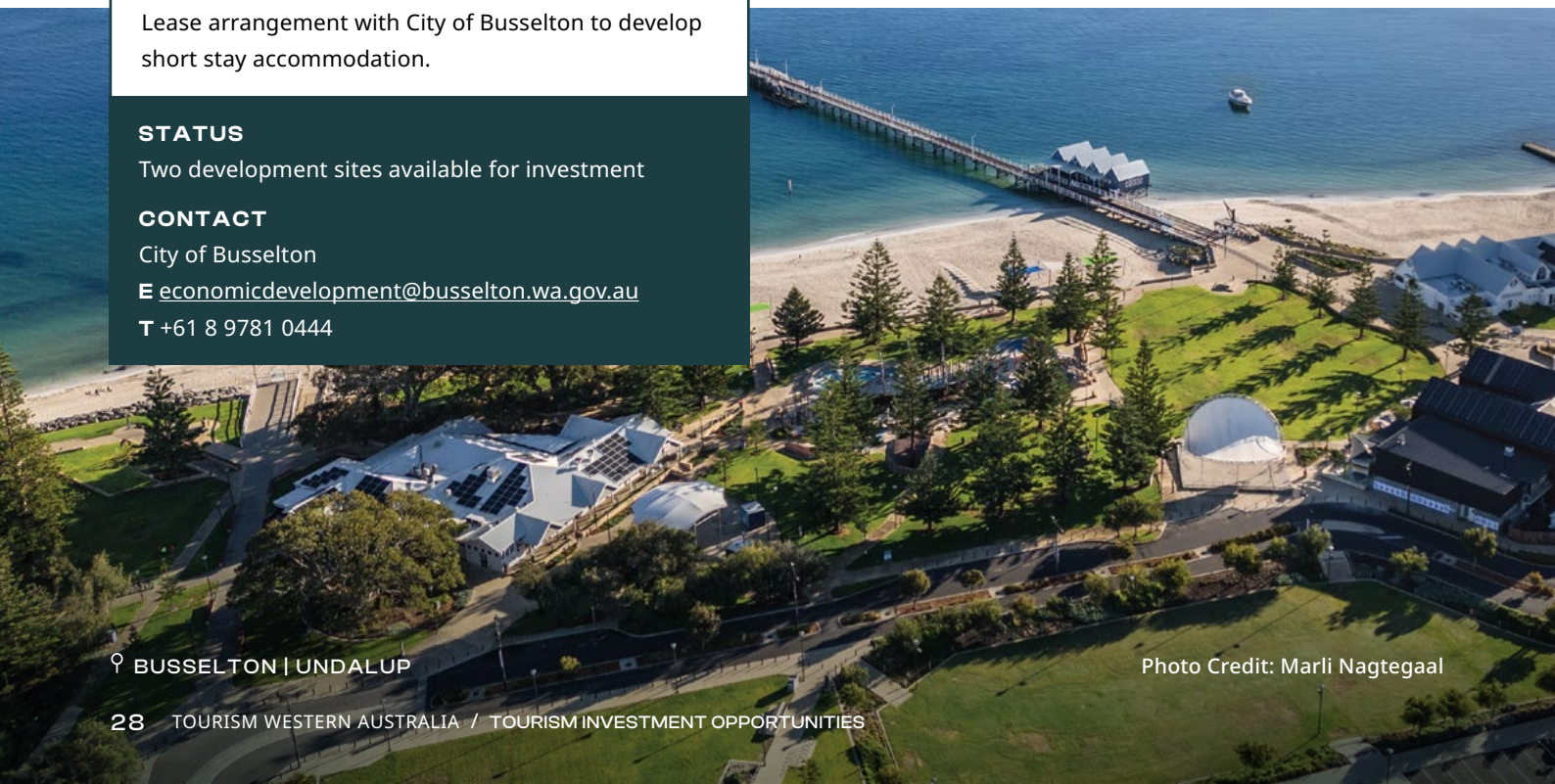
Busselton, located in the South West region of Western Australia and a two-and-a-half-hour drive from Perth, has emerged as a premier tourism destination, known for its stunning coastline, vibrant local culture, world-class attractions and access to the Margaret River wine region.

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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E mike@boutiquepropertyandadvisory.com





♀ 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

LAND FOR FUTURE DEVELOPMENT IN FITZGERALD RIVER NATIONAL PARK, HOPETOUN

UNIQUE OPPORTUNITY FOR ACCOMODATION 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

P +61 8 9839 0000



♀ FITZGERALD RIVER NATIONAL PARK

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

STATUS

Available now

CONTACT

Leslie Andrews

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WALKING ON A DREAM