

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 CAPITAL CITY AND ANCIENT LANDSCAPES THAT HONOUR THE OLDEST LIVING CULTURE ON EARTH.

As the strongest state economy in the nation, with a supportive and welcoming business environment, a diverse tourism offering and a clear Government priority to facilitate investment throughout the state, Western Australia offers a supportive environment to invest in the tourism sector.

In the year ending December 2025, 11 million overnight trips and 29.1 million day trips were taken in Western Australia, generating a record spend of A\$19.2 billion. Perth, the state's capital, attracts a significant proportion of Western Australia's leisure and business travellers.

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

Situated in the world's most populous time zone (WST/GMT+8), Western Australia is globally connected and is the natural entry point to Australia for the majority of the world's population. Perth's aviation links include nonstop routes from 22 international destinations. Upcoming aviation development plans and infrastructure upgrades will bring thousands of additional seats into the state each year, boosting visitation and spend.

Western Australia represents a compelling destination for tourism investment. 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 featured locations are those demonstrating strong demand for accommodation, alongside some sites that are iconic in their own right. 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.

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 Western Australia's thriving tourism sector.

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



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PERTH AND SURROUNDS

PERTH IS WESTERN AUSTRALIA'S PRIMARY GATEWAY, ANCHORING THE STATE'S VISITOR ECONOMY WITH A RANGE OF ATTRACTIONS AND UNIQUE DESTINATIONS, AND PROVIDING THE LAUNCHPAD FOR TRAVEL ACROSS THE REGIONS. STRONG POPULATION AND EMPLOYMENT GROWTH, SIGNIFICANT INFRASTRUCTURE INVESTMENT AND RECORD HOTEL PERFORMANCE ARE UNDERPINNING SUSTAINED DEMAND FOR NEW, HIGH-QUALITY TOURISM PRODUCT.



KEY REGIONAL INSIGHTS:

- In 2025, more than 7.1 million overnight trips were taken to the Destination Perth region. Year round demand in Perth and Surrounds is underpinned by strong population growth, high liveability credentials and a growing international student and visiting-friends-and-relatives market, supported by increasing visitation from key international markets including Singapore, Malaysia, Indonesia and the United Kingdom.
- Perth offers unmatched global connectivity, with direct air access to 22 international destinations and the only Australian city with direct flights to London, Rome and Paris. Perth Airport recorded 3.5 million international inbound seats in 2025, representing growth of 13 per cent from the previous year. The A\$5 billion Perth Airport redevelopment is set to add a further 4.4 million seats annually by 2031.
- Perth is one of Australia's strongest performing hotel markets, achieving 81 per cent average occupancy, an ADR of A\$261 and RevPAR of A\$211 in 2025. The sector is strongly positioned for new investment, with capacity for an additional 3,000-3,500 rooms over the next decade to meet demand while maintaining current performance. Western Australia is a resource powerhouse, and Perth is a key corporate hub for many of the world's largest resource companies, creating steady demand from business travellers.
- Beyond the city centre, the region offers pristine beaches, rivers and waterways, the state's oldest wine region, the world's happiest animal—the quokka, and a diverse array of national parks, trails, and heritage precincts.



PERTH RIVERFRONT SITE FOR REDEVELOPMENT AND REVITALISATION

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

HIGHLIGHTS

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

OVERVIEW

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

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

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

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

LOCATION

East Perth

LAND AREA

To be negotiated

LOCAL GOVERNMENT / PREFERRED LAND USE

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

INVESTMENT OPPORTUNITY

Future hotel site

STATUS

Future opportunity

CONTACT

DevelopmentWA

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

LAND FOR FUTURE DEVELOPMENT WITHIN PERTH ZOO

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

HIGHLIGHTS

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

LAND AREA + HEIGHT ALLOWANCE

5000m² + 5 storeys

LOCAL GOVERNMENT / PREFERRED LAND USE

City of South Perth / Eco-retreat

INVESTMENT OPPORTUNITY

Partnership arrangement with Perth Zoo to develop short stay accommodation.

STATUS

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

CONTACT

Mitchell Hardy - Perth Zoo

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📍 OCEAN REEF, PERTH

NEW LUXURY COASTAL DESTINATION IN PERTH

OCEAN REEF MARINA, A NEW WORLD-CLASS COASTAL TOURISM HUB IN PERTH

HIGHLIGHTS

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

OVERVIEW

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

LOCATION

Ocean Reef

LAND AREA

Approximately 65ha of land and seabed

LOCAL GOVERNMENT / PREFERRED LAND USE

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

INVESTMENT OPPORTUNITY

Future hotel development opportunities within a new coastal waterfront destination

STATUS

Stage 1 civil, landscape and marine works nearing completion

CONTACT

DevelopmentWA

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tourism, hospitality, retail/commercial and recreational activities.

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

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

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

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

STRATEGIC MIXED USE DEVELOPMENT OPPORTUNITY IN VIBRANT TOURISM PRECINCT OF MANDURAH

SHORT-STAY ACCOMMODATION DEVELOPMENT SITE AVAILABLE IN POPULAR COASTAL DESTINATION

HIGHLIGHTS

- Mandurah (Mandjoogoordap) is located a one-hour drive south of Perth. Home to internationally significant wetlands, iconic waterways, wild dolphins, Thomas Dambo's famous Giants, and an estuary twice the size of Sydney Harbour, Mandurah offers a diverse range of tourism experiences.
- Located just 500 metres from the Silver Sands Beach and 2.2 kilometres from the Mandurah Marina, the site offers ocean views, presenting an opportunity for the development of high-end/luxury mixed-use or resort style accommodation. This is a known market gap, identified in the Peel Tourism Accommodation Study (2022).
- The site offers a highly visible and accessible location at the northern entry to Mandurah, a destination which has been recognised as one of WA's top tourism towns on multiple occasions.

LOCATION

Lot 11 (#20) Henson Street, Mandurah

LAND AREA

11,795m² (1.2ha)

LOCAL GOVERNMENT / ZONING

City of Mandurah / Strategic Centre

INVESTMENT OPPORTUNITY

Freehold

STATUS

Available now

CONTACT

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MANDURAH | MANDJOOGOORDAP

WESTERN AUSTRALIA'S NORTHERN REGIONS

WESTERN AUSTRALIA'S NORTHERN REGIONS BOAST SOME OF THE STATE'S MOST ICONIC MARINE AND WILDERNESS DESTINATIONS. THE REGION'S GLOBALLY RECOGNISED NATURAL ASSETS, EPIC SELF-DRIVE JOURNEYS, STRONG AVIATION LINKS AND CRUISE ACCESS UNDERPIN CONSISTENT VISITOR DEMAND. CONSTRAINED SUPPLY IN KEY TOURISM HUBS IS FUELLING DEMAND FOR NEW DEVELOPMENTS, INCLUDING PREMIUM, LUXURY AND ECO-TOURISM ACCOMMODATION OFFERINGS.



KEY REGIONAL INSIGHTS:

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

LAND FOR DEVELOPMENT IN BROOME

MULTIPLE DEVELOPMENT SITES WITHIN THE CABLE BEACH TOURISM PRECINCT

HIGHLIGHTS

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

ADDRESS

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

LAND AREA

17.5 ha (approx.) total across three lots

LOCAL GOVERNMENT / LAND USE PERMISSIBILITY

Shire of Broome / Tourism

DESCRIPTION

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

ADDRESS

Lot 2790 & 2791 Cable Beach Road West

LAND AREA

6 ha (approx.) total across two lots

LOCAL GOVERNMENT / ZONING

Shire of Broome / Tourism

DESCRIPTION

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

INVESTMENT OPPORTUNITY

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

STATUS

Coming soon

CONTACT

Scott Downsborough – Nyamba Buru Yawuru
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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 27 luxury villas and 34 Eco Tents along with a luxurious infinity pool and a 150 seat restaurant and cocktail bar.
- 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

ecobeach.com.au

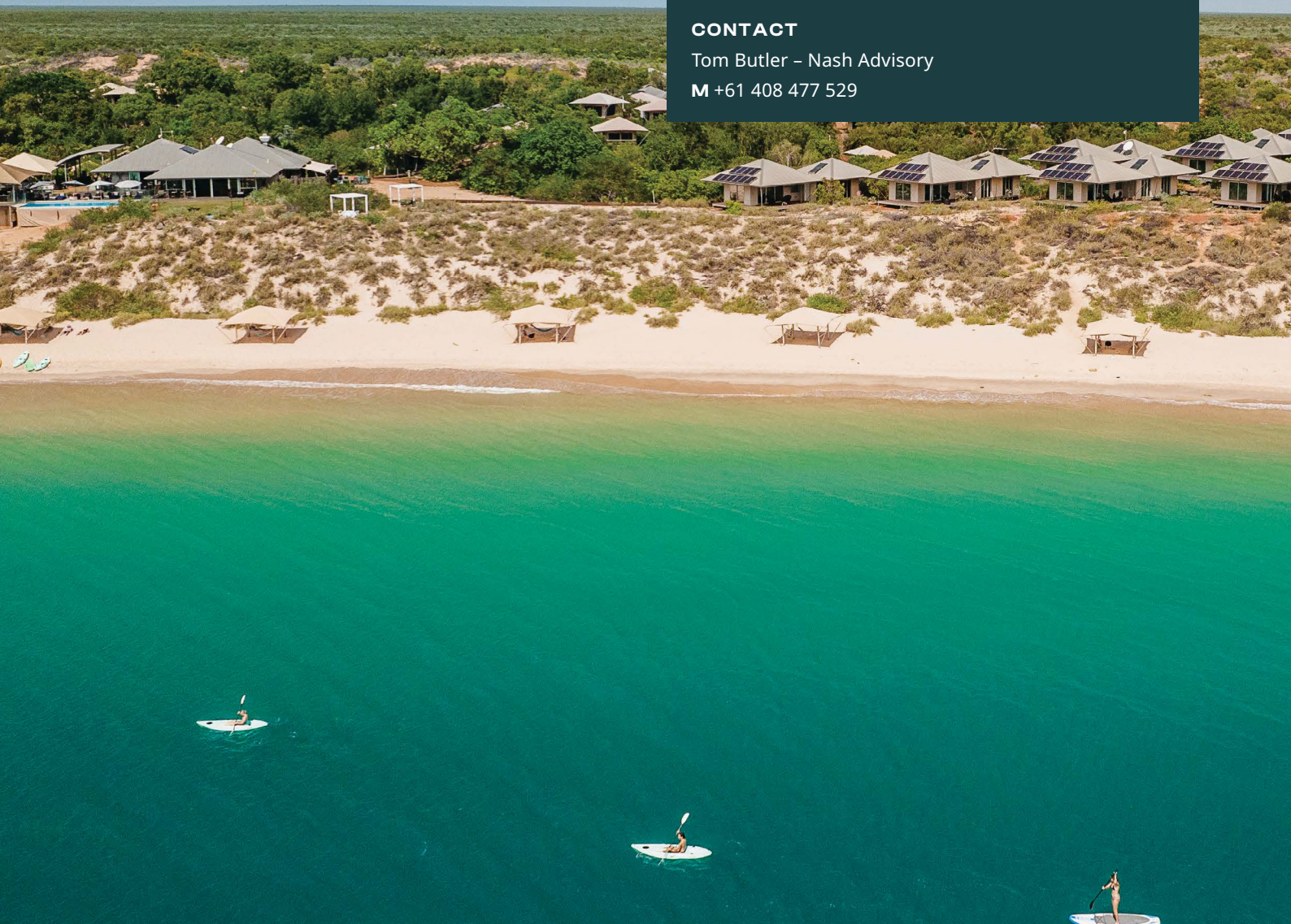
STATUS

Available now

CONTACT

Tom Butler – Nash Advisory

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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 eastern 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

Megan Buckland - DevelopmentWA

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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 DEVELOPMENT ON DIRK HARTOG ISLAND

OCEANFRONT SITE WITH RESORT POTENTIAL IN WORLD-HERITAGE AREA

HIGHLIGHTS

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

LOCATION

Dirk Hartog Island

LAND AREA

57 ha

LOCAL GOVERNMENT / PREFERRED LAND USE

Shire of Shark Bay / Low-impact tourism

INVESTMENT OPPORTUNITY

Joint Venture

STATUS

Available Now

CONTACT

John Garland – Garland International

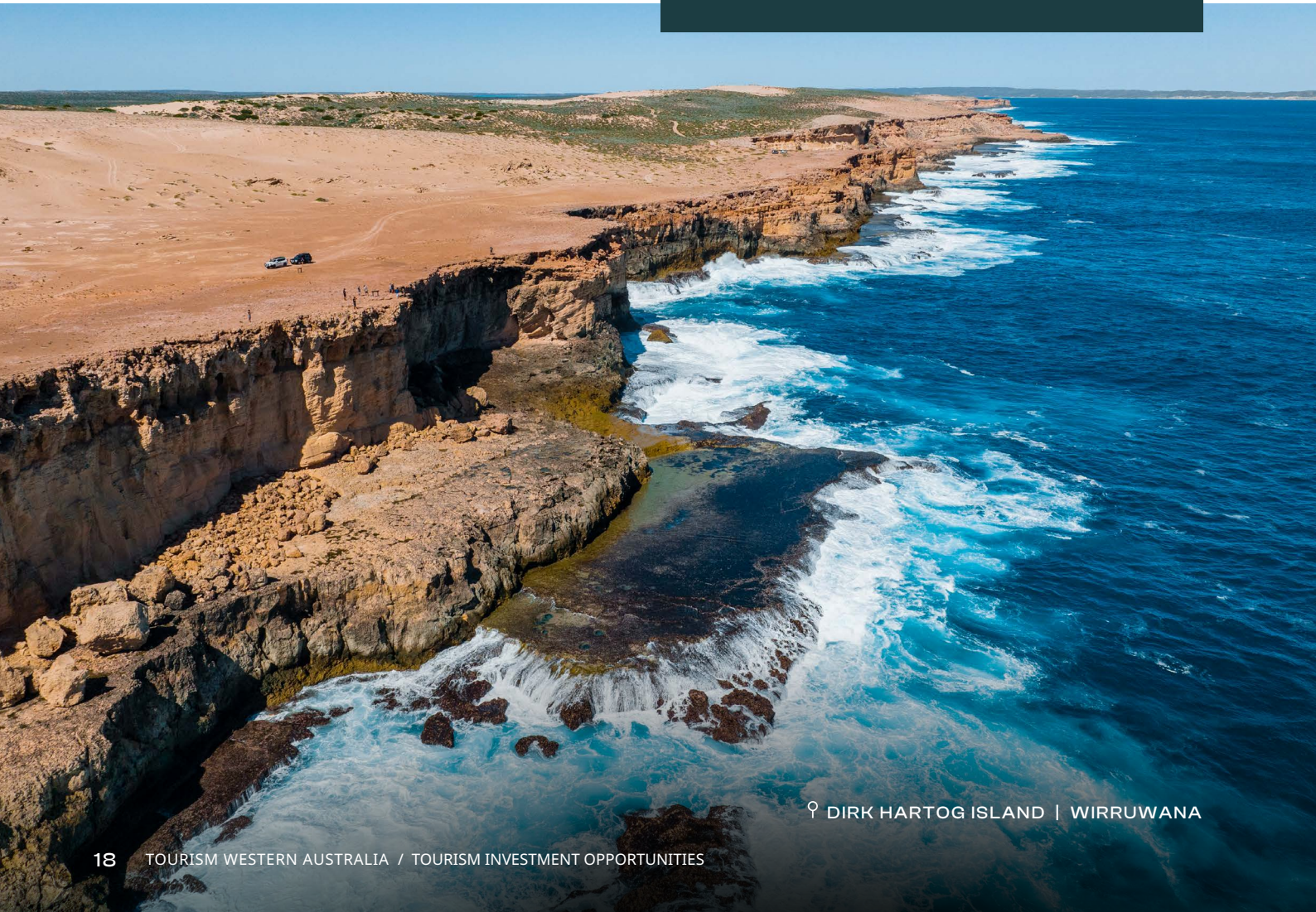
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ICONIC PASTORAL STATION WITH WORLD-CLASS SURF BREAK NEAR NINGALOO MARINE PARK

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

HIGHLIGHTS

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

ADDRESS

Gnaraloo Road, MacLeod WA 6701

LAND AREA

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

INVESTMENT OPPORTUNITY

Pastoral lease expiring 2046.

2x Tourism leases expiring 2051.

Seller has commenced process to extend leases to 2065.

STATUS

Expressions of interest open

CONTACT

Jarrad O'Rourke - O'Rourke Realty Investments

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STRATEGIC INVESTMENT OPPORTUNITY AVAILABLE IN HEART OF GERALDTON

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

HIGHLIGHTS

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

ADDRESS

West End Precinct, Geraldton

LAND AREA

Up to 4,000m² (approx.)

LOCAL GOVERNMENT / ZONING

City of Greater Geraldton / Regional Centre

INVESTMENT OPPORTUNITY

Freehold / Joint Venture

STATUS

Available now

CONTACT

Blair Armstrong, Director – ADA Capital

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E blair@adacapital.com.au



GERALDTON | JAMBINU

LAND FOR DEVELOPMENT IN GERALDTON

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

HIGHLIGHTS

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

ADDRESS

Lot 601 Foreshore Drive, Geraldton

LAND AREA

0.87 ha

LOCAL GOVERNMENT / PREFERRED LAND USE

Mixed-use development including short stay accommodation.

INVESTMENT OPPORTUNITY

Options in order of preference by the landowners

1. Joint Venture 2. Leasehold

STATUS

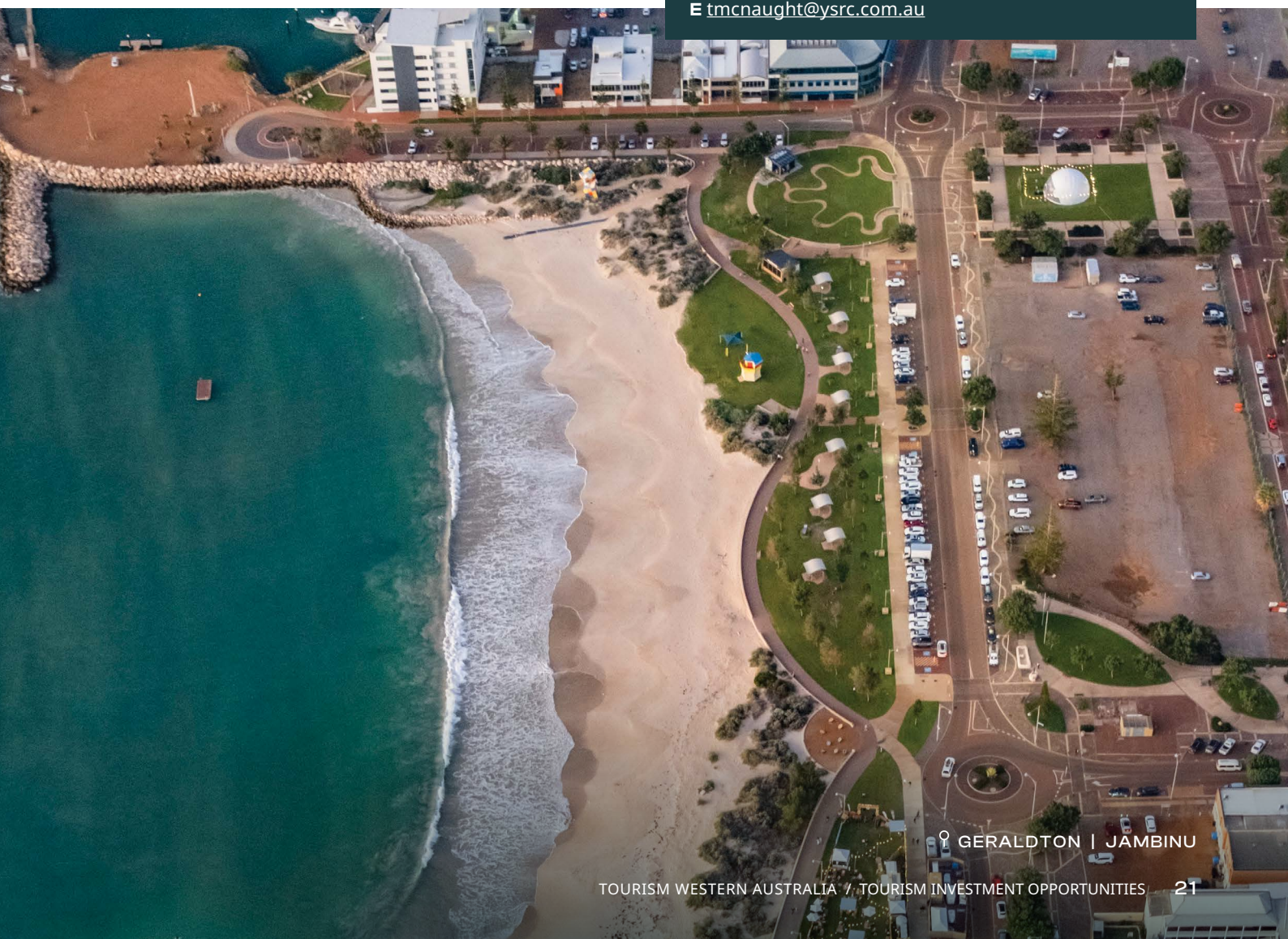
Available by negotiation with Yamatji
Southern Regional Corporation

CONTACT

Travis McNaught, Chief Commercial Officer –
Yamatji Southern Regional Corporation

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ICONIC KALBARRI SITE POISED FOR REVITALISATION

FORMER TOURISM SITE AVAILABLE FOR ECO-ACCOMMODATION DEVELOPMENT

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 destination, Kalbarri is located 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 in the Kalbarri National Park, the Kalbarri Foreshore redevelopment and future plans to develop key worker housing.
- Located just 200 metres from the popular surf break at Jakes Point and 3.5 kilometres south of Kalbarri town centre, this coastal site offers opportunity to develop immersive glamping or eco-accommodation. The elevated section of the site offers potential ocean views, enhancing its appeal for premium accommodation.
- The site is the former home of the Rainbow Jungle Bird Park and is now primed for revitalisation as a nature-based retreat.
- Some existing infrastructure remains on the site including caretakers residence, shop, commercial kitchen, outdoor cinema and car park.

ADDRESS

14 (Lot 830) Bridgeman Road, Kalbarri

LAND AREA

3.01 hectares (approx.)

LOCAL GOVERNMENT / ZONING

Shire of Northampton / Special Use – Tourism

INVESTMENT OPPORTUNITY

Freehold

STATUS

Available now

CONTACT

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WESTERN AUSTRALIA'S SOUTHERN REGIONS

THE SOUTHERN REGIONS OF WESTERN AUSTRALIA ARE RENOWNED FOR WORLD-CLASS FOOD AND WINE EXPERIENCES, STUNNING FORESTS, WILDFLOWERS, ROCK FORMATIONS, AND BREATHTAKING COASTAL LANDSCAPES, WITH STRONG CONNECTIVITY THROUGH BOTH SELF-DRIVE ROUTES AND AIR ACCESS. INTERSTATE AVIATION CONNECTIVITY AND GROWING DEMAND FOR PREMIUM LEISURE, WELLNESS, AND TRAIL-BASED TOURISM EXPERIENCES PROVIDE A STRONG FOUNDATION FOR NEW INVESTMENT.



KEY REGIONAL INSIGHTS:

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



WATERFRONT INVESTMENT OPPORTUNITIES IN BUNBURY

BE PART OF BUNBURY'S VIBRANT FUTURE

HIGHLIGHTS

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

ADDRESS

Bicentennial Square Precinct, Bunbury

LAND AREA

4.55ha

LOCAL GOVERNMENT / PREFERRED USE

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

ZONING

Special Use

INVESTMENT OPPORTUNITY

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

STATUS

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

CONTACT

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LAND AVAILABLE FOR DEVELOPMENT ALONG BUSSELTON FORESHORE

HOTEL SITE AVAILABLE IN BUSSELTON, A
BUSTLING, 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 direct aviation routes 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 11 Foreshore Parade, Busselton

LAND AREA + HEIGHT ALLOWANCE

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

Development site available for investment

CONTACT

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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 development site offers ocean views and is 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. Direct flights to the Busselton Margaret River Airport from the major Australian cities of Sydney and Melbourne (five-hour flight time) have 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.



BOUTIQUE LIFESTYLE HOTEL ON BUSSELTON FORESHORE FOR INVESTMENT PARTNERSHIP

RARE OPPORTUNITY TO INVEST IN THE VIBRANT BUSSELTON FORESHORE PRECINCT

HIGHLIGHTS

- An exceptional and rare opportunity for an aligned capital partner to participate in the development of a world-class beachfront hotel within the iconic Busselton Foreshore precinct.
- Planning is now underway to deliver an upscale lifestyle hotel that integrates seamlessly with Busselton's coastal environment while setting a new standard for accommodation in the region.
- The opportunity is set to leverage:
 - Superior hotel location on the Busselton Foreshore
 - Limited competitor set with limited developable land remaining in the precinct
 - Proximity to the Busselton-Margaret River airport
 - Waterfront views of Geographe Bay and Busselton Jetty
 - Major year-round events and attractions at Busselton Foreshore and broader Margaret River Region
- Nearby state-of-the-art Saltwater Busselton performing arts and convention centre
- Current & forecast shortage of short-stay accommodation in the region
- Identified market demand with ancillary uses for both locals and visitors
- An International banner hotel operator with effective loyalty programme
- The project has a design & delivery team in place with qualified short-listed hotel operators - proving a strong investment opportunity and delivery strategy with optimal upside.

ADDRESS

Site 9 Foreshore Parade, Busselton

LAND AREA

2,920m²

LOCAL AND GOVERNMENT / PREFERRED USE

City of Busselton / Hotel, tourist accommodation

INVESTMENT OPPORTUNITY

Seeking EOIs from aligned capital partners

STATUS

Available now

CONTACT

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PRIME COASTAL SITE IN MARGARET RIVER REGION

ECO-TOURISM DEVELOPMENT SITE IN KEY TOURISM LOCATION

HIGHLIGHTS

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

ADDRESS

Lot 3 Leeuwin Road, Augusta

LAND AREA

5.62ha

LOCAL GOVERNMENT

Shire of Augusta Margaret River

ZONING

Special Use

INVESTMENT OPPORTUNITY

Freehold Purchase

STATUS

Available now

CONTACT

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📍 AUGUSTA

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 including Elephant Rocks, Greens Pool, and the Valley of the Giants.

ADDRESS

390 Mt Shadforth Road, Denmark, WA

LAND AREA

55.09 hectares (approx.)

LOCAL GOVERNMENT / PREFERRED LAND USE

Shire of Denmark / Rural and Tourism

INVESTMENT OPPORTUNITY

Freehold

STATUS

Available now

CONTACT

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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.
- Existing 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 or an eight-hour drive south of Perth.

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.

Lease for purchase from existing lessee - current term valid until 2027 with potential for extension to 2034 and beyond, subject to approvals.

WEBSITE

woodyisland.com.au

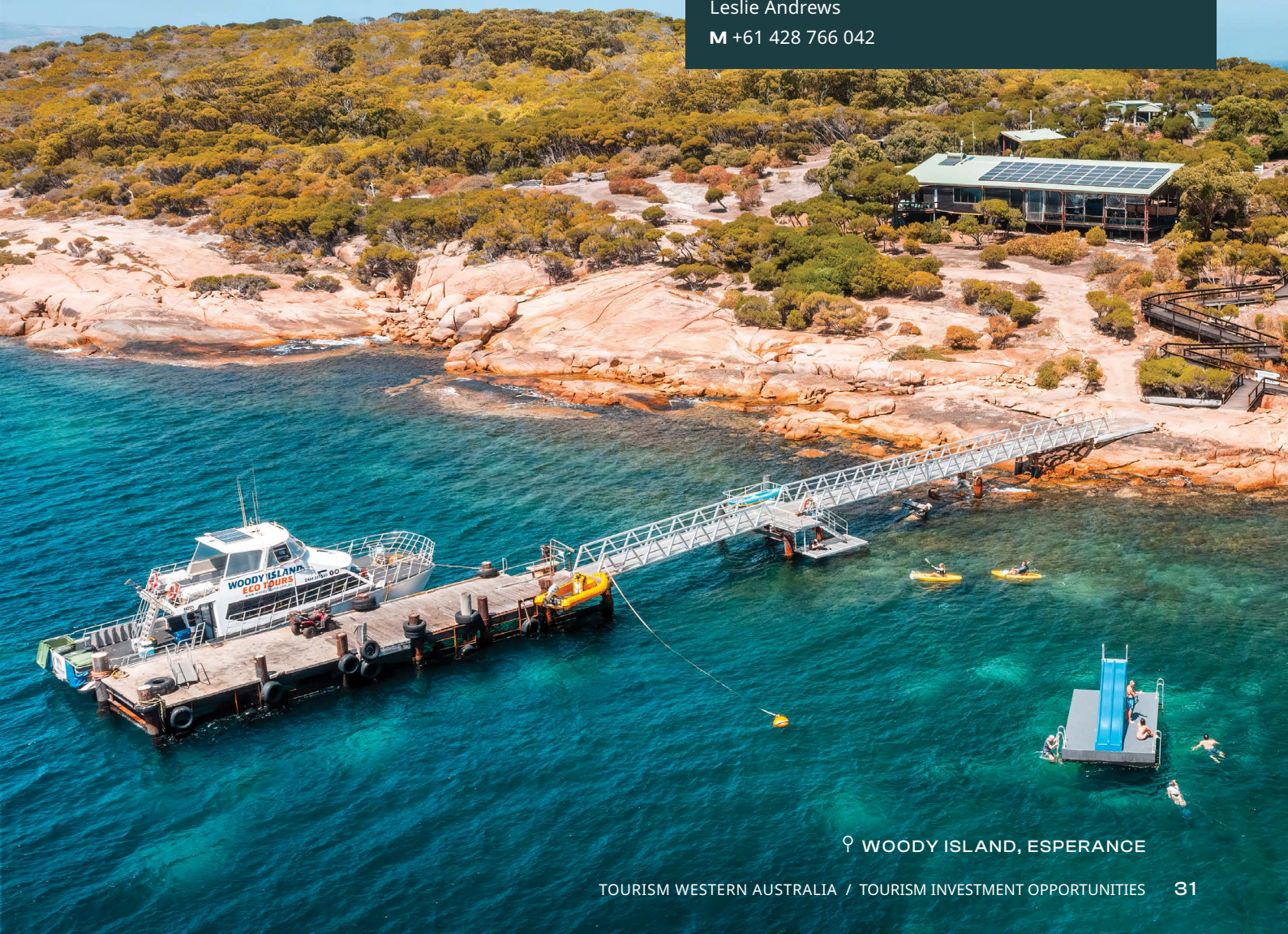
STATUS

Available now

CONTACT

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♀ WOODY ISLAND, ESPERANCE

Tourism Western Australia

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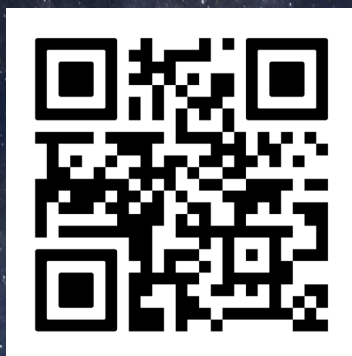
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Tourism
WESTERN AUSTRALIA

**WESTERN
AUSTRALIA**
WALKING ON A DREAM