

MARGARET RIVER REGION

TOURISM INVESTMENT PROFILE



Tourism
WESTERN AUSTRALIA

WESTERN
AUSTRALIA
WALKING ON A DREAM

♀ MEELUP BEACH, DUNSBOROUGH



ACKNOWLEDGEMENT OF COUNTRY

We acknowledge Aboriginal people as the Traditional Custodians of Western Australia and pay our respects to Elders past and present. We celebrate the diversity of Aboriginal West Australians, and honour their continuing connection to country, culture and community. We recognise and appreciate the invaluable contributions made by First Nations peoples across many generations in shaping Western Australia as a premier destination.

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DESTINATION OVERVIEW

Nestled along the south western coast of Western Australia, the Margaret River Region is a paradise for nature lovers, adventure seekers and leisure travellers. Boasting world-renowned vineyards, pristine beaches, tall forests and a vibrant arts scene, this stunning destination offers a unique blend of natural beauty and cultural richness. A concentrated density and diversity of tourism experiences provides a compelling proposition for visitors to stay longer in the Margaret River Region. Visitors can indulge in gourmet dining experiences, explore scenic hiking trails or simply relax with a glass of award-winning wine while soaking in the natural and unspoiled landscapes.

The Margaret River Region is a dream investment destination.



OVER 200 KM
of pristine coastline



OVER 130,000 HA
of unspoiled State forests
and national parks



OVER 150
award winning wineries
and breweries



VISITORS
2024

-  **1.3 MILLION** day trip visitors
-  **1.6 MILLION** overnight visitors
-  **5.8 MILLION** visitor nights

SOURCE: TRA (2025)

A GROWING VISITOR
DESTINATION....
SINCE COVID-19:

-  **7% VISITOR GROWTH** per year
-  **5% NIGHTS GROWTH** per year

SOURCE: TRA (2025)



The Margaret River Region is home to the **Leeuwin-Naturaliste National Park**, the most visited National Park in Western Australia.



NEARLY
5 MILLION visits in 2023-24



10% GROWTH over the last year alone

SOURCE: DBCA (2025)

BUSSELTON
MARGARET
RIVER AIRPORT

Nearly 160,000 passengers in 2023-24
(with direct flights from Sydney and Melbourne)



SOURCE: BUSSELTON MARGARET RIVER AIRPORT (2025)

\$1.8 BILLION
INVESTED OVER THE
LAST TEN YEARS



Into tourism infrastructure and tourism related infrastructure

SALTWATER
BUSSELTON

A \$50 million events venue opening in 2026, offering a variety of spaces for business events ranging in size from 150 people to 1,000 people.



\$17.5 MILLION
INVESTMENT INTO
EXTENDING THE
WADANDI TRACK

Creating a 110km track extending from Busselton to Augusta and enabling new tourism experiences for high-yield trail consumers

The Wadandi Track extension, due for completion in 2028, will create Australia's longest rail trail, offering hiking and mountain biking opportunities.

TOURISM INVESTMENT OVERVIEW

While the region currently has a good supply of luxury accommodation offerings, a significant proportion of the market comprises mid-tier quality, serviced apartment style accommodation. There is identified opportunity for the development of additional luxury offerings to target high-yield travellers including bespoke properties catering to the natural environment or wellness market.

Foundational demand drivers are strong. Increasing aviation and improved road access along with population growth will continue to drive the demand side of the market. Over half a million people living in the Perth metropolitan region will visit the area by 2036, supported by

recent highway upgrades which have decreased travel time and increased access to the region. Over the same time, the local population is expected to continue its recent strong growth, adding another 20,000 people, which will drive demand for the visiting friends and relative (VFR) market.

The Perth International Airport handled record number of passengers in 2024, due in part to a 56 per cent increase in international passengers with direct connections from 20 global destinations. The Singaporean market, a key international market for the South West, has rebounded strongly since the pandemic, exceeding pre-COVID levels.



1 | Margaret River Investment Profile Background Analysis, Lucid Economics April 2025

ACCOMMODATION INVESTMENT OPPORTUNITIES



LUXURY ACCOMMODATION

There is significant opportunity for the development of small-scale, exclusive, luxury lodge style accommodation in the region, including premium, global brands to align with needs of high yield travellers.



WELLNESS RETREAT

Given the region's natural assets and strategic focus on growing wellness tourism experiences, there is an opportunity to develop a high-end wellness resort located amongst a pristine environment.



FAMILY-ORIENTED ACCOMMODATION

Opportunity for new hotel accommodation or serviced apartments in key towns with access to amenities (including restaurants, cafes and shopping) as well as proximity to attractions and experiences in the region.



BUSINESS ACCOMMODATION

With the anticipated growth in Meetings, Incentives, Conferences and Exhibitions (MICE) visitation supported by the new Saltwater Busselton performing arts and conference centre, there will be opportunities for additional accommodation to cater for business travellers.



ECO-ACCOMMODATION

The Margaret River Region boasts considerable natural assets that could accommodate bespoke nature-based and eco-friendly accommodation offerings.



HOLIDAY RESORT

Given the popularity of the region for families and during major holidays, there are opportunities for the development of a high-end, fully-integrated holiday resort offering food & beverage, activities and amenities.



TRAIL-BASED ACCOMMODATION

The region is home to a number of signature trails, such as the Cape to Cape and Wadandi tracks. Opportunities exist to grow accommodation and other tourism experiences associated with these tracks, enriching the experience of trail users.



SIGNATURE FOOD AND BEVERAGE

Beyond accommodation, there are opportunities for investment into a range of signature food and beverage offerings that can leverage the diversity, scale and renown of local agricultural, food, wine and beverage products.

VISITATION & ACCOMMODATION INSIGHTS



VISITORS
(000)

	2020	2021	2022	2023	2024
DAY TRIP	876	963	1,262	900	1,275
DOMESTIC OVERNIGHT	1,356	1,584	1,543	1,571	1,533
INTERNATIONAL	35	0	59	83	102
TOTAL	2,267	2,547	2,864	2,555	2,911



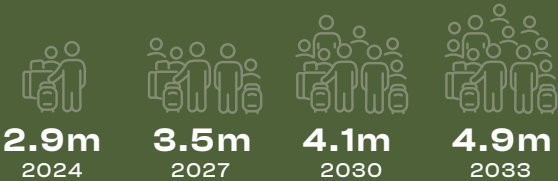
NIGHTS
(000)

	2020	2021	2022	2023	2024
DOMESTIC OVERNIGHT	4,592	5,676	5,389	5,366	5,158
INTERNATIONAL	239	0	356	947	605
TOTAL	4,831	5,676	5,745	6,314	5,763

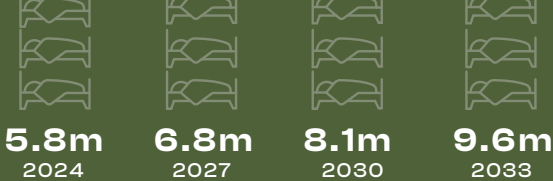
SOURCE: TRA (2025)

BY 2033, THE REGION COULD EXPECT 4.9 MILLION VISITORS & 9.6 MILLION VISITOR NIGHTS.

VISITORS
(millions)



VISITOR NIGHTS
(millions)



SOURCE: LUCID ECONOMICS (2025)

DURING PEAK PERIODS, OCCUPANCY RATES REGULARLY EXCEED 70% WITH SOME PROPERTIES TRADING AT MUCH HIGHER RATES.

2024



62%
Occupancy



\$319
Average Daily Rate



\$198
Revenue per
Available Room

GROWTH
POST-COVID



1.8 pts
per year



5.4%
per year



8.4%
per year

HOTEL MARKET INDICATORS				
	OCCUPANCY	ADR	RevPAR	
2020	55%	\$262	\$144	
2021	55%	\$295	\$162	
2022	54%	\$339	\$185	
2023	56%	\$341	\$191	
2024	62%	\$319	\$198	

SOURCE: STR GLOBAL (2025)



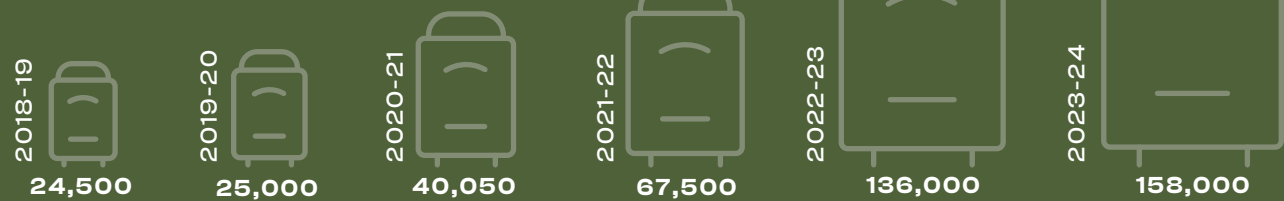
♀ SHELTER BREWERY, BUSSETON

ACCESS

BUSSELTON
MARGARET RIVER
AIRPORT



TOTAL
PASSENGER
NUMBERS



DIRECT SERVICES
FROM MELBOURNE
AND SYDNEY

NEARLY 50%
YEAR-ON-YEAR GROWTH IN
PASSENGERS SINCE 2019

SOURCE: BUSSELTON MARGARET RIVER AIRPORT (2025)

In its first two years, Jetstar flew 100,000 passengers on the Melbourne to Busselton route. The Sydney to Busselton service is expected to carry 50,000 passengers per year.¹

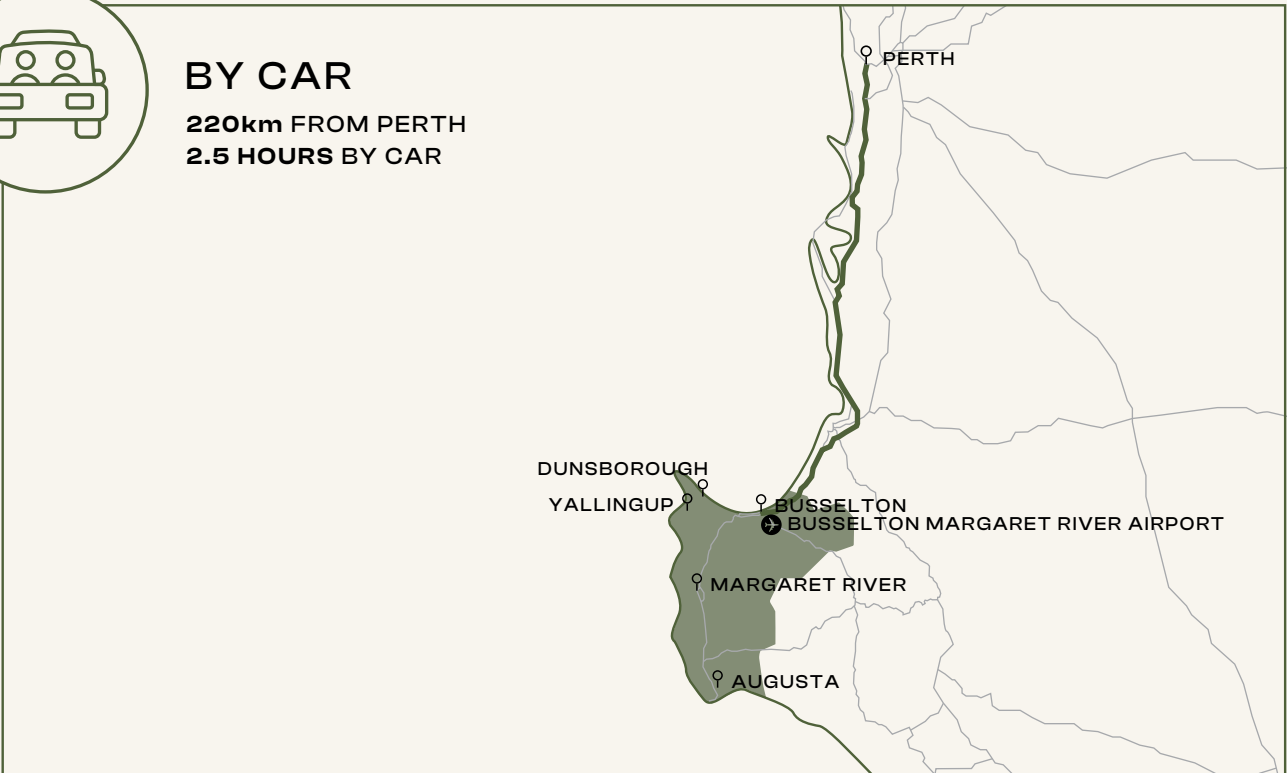
After just five years of RPT services, the airport is already considering terminal expansions to keep up with growing demand. Direct international services could also be possible with a terminal expansion.

1 | Jetstar launches the first ever direct flights from Sydney to WA's Margaret River, Jetstar Media Statement, 26 March 2024



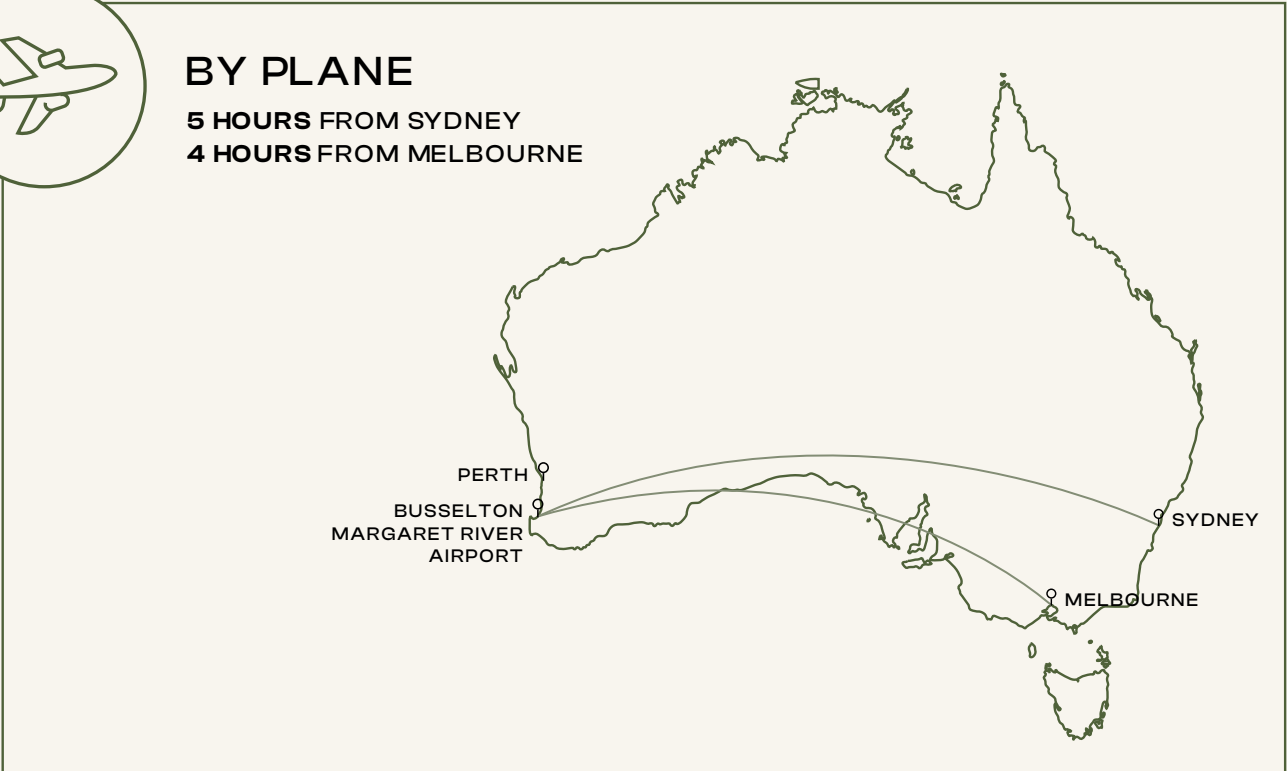
BY CAR

220km FROM PERTH
2.5 HOURS BY CAR



BY PLANE

5 HOURS FROM SYDNEY
4 HOURS FROM MELBOURNE



CRUISE SHIPS
(2023-24 SEASON)



9 Cruise ship
visits to
Busselton



9,976
Passengers



5,076
Crew

SOURCE: DOT (2024) AND AEC GROUP (2024)

KEY VISITOR EXPERIENCES AND ATTRACTIONS



WINERIES, BREWERIES AND DISTILLERIES

The Margaret River Region is renowned for its world-class wineries, offering over 100 cellar doors, tours and gourmet dining experiences. While the Margaret River Region represents approximately 2 per cent of Australia's vineyards, it also accounts for a significant proportion of the country's five star wineries. The region is also home to has a growing number of craft breweries and distilleries, offering tours and tastings of locally produced beers and spirits.



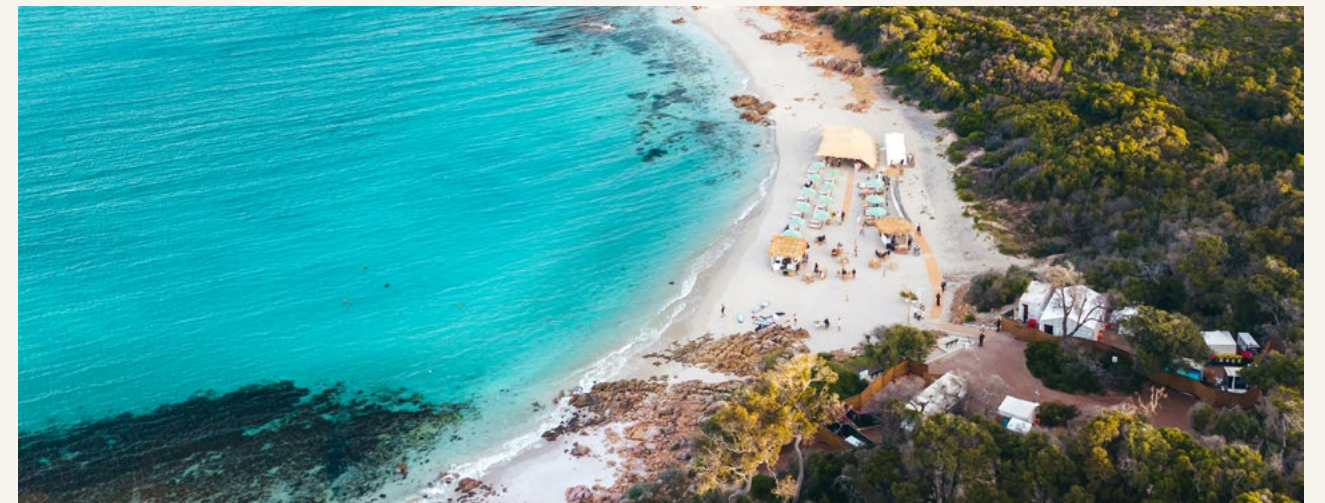
NATURE-BASED ATTRACTIONS

The region is a biodiversity hotspot and is home to several national parks, forests and coastal landscapes, including Leeuwin-Naturaliste National Park (WA's most visited national park), famed for its Boranup Forest. These parks offer opportunities for bushwalking, picnicking, wildlife spotting, wildflowers, and immersive guided tour experiences. The region also boasts beautiful beaches such as Smiths Beach, Surfer's Point, Yallingup Beach and Meelup Beach — perfect spots for swimming, surfing, sightseeing and whale watching.



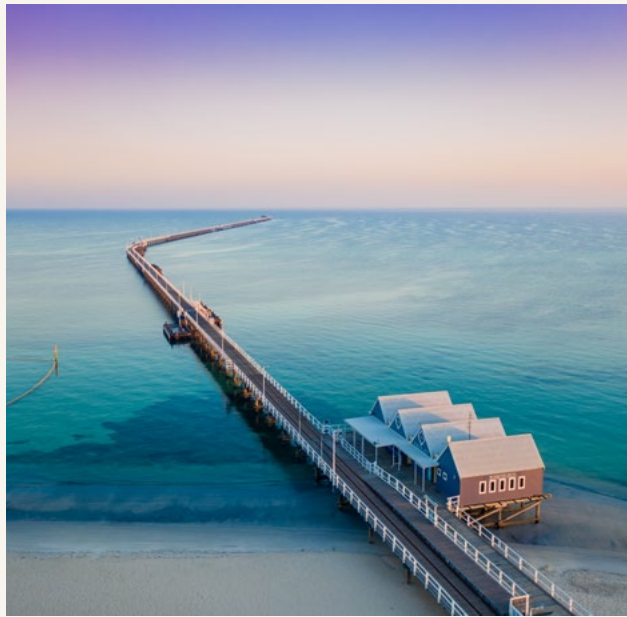
FOOD AND BEVERAGE EXPERIENCES

The Margaret River Region has a number of award-winning, highly acclaimed restaurants and a wide variety of bespoke food and beverage offerings, from chocolates to fresh, seasonal produce, local food tours and paddock to plate experiences. A diverse range of new food and beverage venues have opened in recent years, further increasing the density of high-quality culinary experiences for visitors to enjoy. The region is renowned for its hospitality offerings, which are regularly listed as some of the best in Western Australia.



FESTIVALS AND EVENTS

The region hosts a wide variety of events, ranging from surfing and IRONMAN events to extravagant foodie and film festivals, such as Pair'd Margaret River Region, an annual four-day celebration of the region's world-class wine and food through a curated lineup of unique events. The Margaret River Region's year-round events calendar provides time specific reasons for people to visit the destination, driving visitation and demand for accommodation.



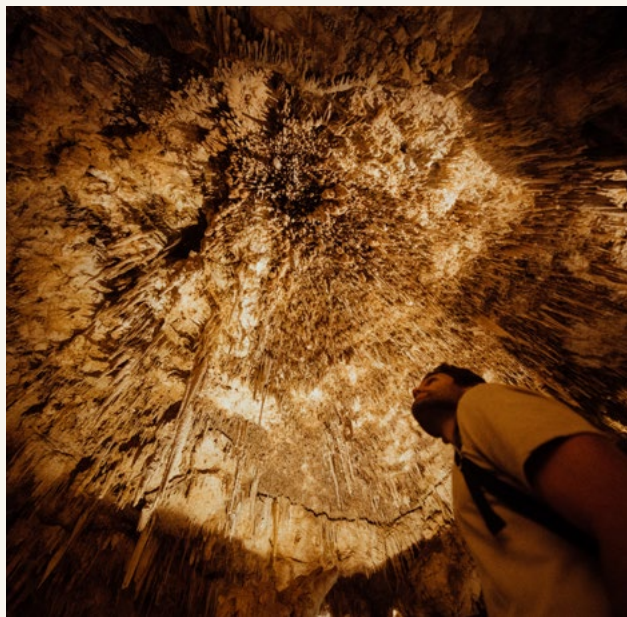
BUSSELTON JETTY

This iconic attraction is the longest timber-piled jetty in the Southern Hemisphere, extending 1.841 kilometres into Geographe Bay. It is home to one of only six Underwater Observatories in the world and offers activities including snorkelling, diving and train rides.



WALKING AND CYCLING TRAILS

The region is home to a number of walking, cycling and mountain biking tracks and trails that offer a wide range of experiences for visitors. The Cape to Cape Track (123km track traversing the length of the Leeuwin-Naturaliste National Park from Cape Naturaliste to Cape Leeuwin) and the Wadandi Track are key attractions that are growing and attracting an increasing number of active outdoor visitors.



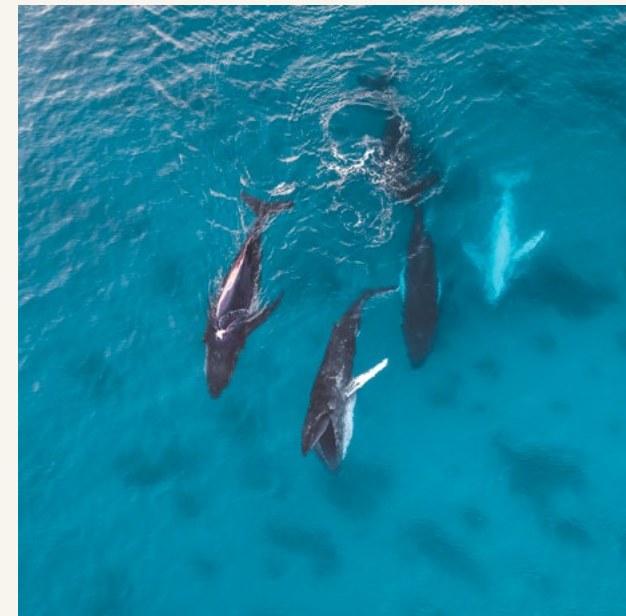
CAVES

Over 100 highly decorated limestone caves lie beneath the surface of the Leeuwin-Naturaliste Ridge. Formed approximately 1 million years ago, a number of these complex and fragile karst systems are open to the public, including Lake Cave, Jewel Cave, Mammoth Cave and Ngilgi Cave, home to the Ancient Lands Experience. Visitors can take guided or self-guided tours to explore the stunning underground formations.



ART GALLERIES AND STUDIOS

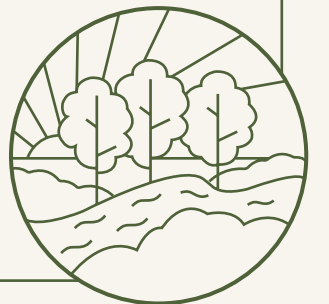
The natural beauty of the region has attracted artists, musicians, writers and other creatives for some time. There is an abundance of excellent art galleries and exhibitions, a sought-after recording studio, photographic and printmaking workshops plus important art collections on display at leading wineries. The region hosts regular art exhibitions, workshops, and open studio events where visitors can meet the artists and learn about their creative processes.



WHALE WATCHING

Each year, from June to November, the majestic humpback whales migrate along the coast, offering a spectacular sight for enthusiasts. Guided whale watching tours run from Augusta in winter and Dunsborough or Busselton in spring, enabling visitors an opportunity to witness these magnificent creatures up close, along with other marine life that inhabit the area.

**THE MARGARET RIVER REGION IS
A DREAM DESTINATION, NESTLED
& NURTURED BY NATURE.**



TOURISM INFRASTRUCTURE INVESTMENTS

In recent years, there has been considerable public and private investment in tourism and tourism related infrastructure across the Margaret River Region.

Investment in public spaces, venues and tourism accommodation as well as transport infrastructure projects have increased the region’s appeal to visitors and made it more accessible than ever.

OVER THE LAST TEN YEARS, **TOURISM INFRASTRUCTURE INVESTMENTS** HAVE TOTALLED **OVER \$1.8 BILLION.**

PROJECT	INVESTMENT (\$M)
TOURISM INVESTMENTS	
REVITALISATION OF THE BUSSELTON FORESHORE	\$100
HILTON GARDEN INN	\$25
MARGARET RIVER MAIN STREET UPGRADES	\$3
CAPE TO CAPE TRACK UPGRADES	\$3
SALTWATER BUSSELTON VENUE	\$50
SHELTER BREWING	\$5
INFRASTRUCTURE INVESTMENTS	
BUSSELTON MARGARET RIVER AIRPORT	\$73
WILMAN WADANDI HIGHWAY	\$1,460
BUSSELL HIGHWAY DUPLICATION	\$85
TOTAL	\$1,804

Source: City of Busselton (2025); SWDC (2025); MRBTA (2023); Main Roads WA (2025).



♀ BUSSELTON MARGRET RIVER AIRPORT, BUSSELTON

SUPPORT FOR INVESTORS AND PROJECTS

There are considerable local efforts to market and grow the destination to drive future demand while supporting existing businesses. Investors can be confident that their ventures will be well-supported, as these initiatives are designed to foster a thriving environment for new and existing operators. By investing in the Margaret River Region, investors will join a community that is committed to promoting sustainable tourism growth.



TOURISM WESTERN AUSTRALIA

As the State Tourism Organisation, Tourism WA plays a crucial role in marketing Western Australia as a premier travel destination by developing and implementing strategic marketing campaigns to attract both domestic and international visitors from 12 key international markets. Tourism WA also supports a range of vibrant events throughout the state and has established a vision for Perth and Western Australia to be the fastest growing events destination in the South East Asian Region.

Tourism WA is part of the Department of Creative Industries, Tourism and Sport (CITS), and works with industry to support operators, improve access to Western Australia, and attract private investment to increase the density and diversity of tourism experiences, attractions and high-quality accommodation throughout the state.

The Western Australia Visitor Economy Strategy 2033 has identified a goal to increase short-stay visitor accommodation, particularly premium accommodation, and the need to attract private sector investment into new tourism offerings throughout the state.

The Tourism Investment Delivery Division of CITS provides strategic guidance for major tourism attractions and infrastructure proposals, seeking to remove barriers to tourism investment and strengthening coordination across Government. The establishment of this unit, which also supports the Tourism Investment Committee of Cabinet, further emphasises the State Government's focus on driving tourism investment in Western Australia.

The State Government has identified the tourism sector as one of six priority sectors for development as part of its Future State: Accelerating Diversify WA plan. The development of Western Australia's regional tourism destinations has been identified as a key goal area of the plan, and the WA Government is committed to working with businesses to unlock the full potential of its tourism regions.

AUSTRALIA'S SOUTH WEST (ASW)

ASW is the regional tourism organisation that focuses on promoting the diverse and captivating experiences available in the South West region of the state to the intrastate market. Through targeted marketing initiatives, ASW highlights and promotes the region's key attractions and experiences to potential visitors.

The Australia's South West Tourism Destination Management Plan has identified the need for additional luxury and bespoke accommodation offerings to support high yield travellers.

The Australia's South West Wellness Tourism Strategy aims to position the region as the leading nature-based wellness tourism destination in Australia by 2034. The Strategy has identified the need to grow the range of wellness-specific accommodation and activities in the region to deliver on this vision.

MARGARET RIVER BUSSELTON TOURISM ASSOCIATION (MRBTA)

MRBTA is the local tourism association dedicated to enhancing the visitor experience in the region. MRBTA supports tourism businesses by offering marketing services and training and development opportunities. They also manage key attractions and provide visitor information services to ensure that visitors can easily and sustainably explore the region.

These organisations work collaboratively to drive future demand and foster an environment for existing businesses and new investors to flourish.

THE MARGARET RIVER REGION: A DREAM INVESTMENT DESTINATION



A STUNNING NATURAL LANDSCAPE
OF BEACHES, CAVES, VINEYARDS AND
FORESTS.



DIVERSE, HIGH-QUALITY VISITOR
EXPERIENCES INCLUDING A PREMIER
WINE REGION WITH WORLD-RENOWNED
FOOD AND BEVERAGE OFFERINGS.

A GROWING TOURISM MARKET....



10 MILLION
VISITOR NIGHTS
approximate forecast by 2033



\$1.8 BILLION IN RECENT
INVESTMENTS INTO TOURISM
SERVICING INFRASTRUCTURE,
ENHANCING ACCESS AND
ATTRACTIONS.



A WELL-PERFORMING
ACCOMMODATION MARKET
THAT IS POISED FOR ADDITIONAL
INVESTMENT.

For more information, please contact invest@westernaustralia.com

Tourism Western Australia

Level 10, 1 William Street, PERTH WA 6000

GPO Box X2261 PERTH WA 6847

T. +61 8 9262 1700 F. 08 9262 1787

invest@westernaustralia.com

westernaustralia.com

tourism.wa.gov.au

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#WAtheDreamState



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