



TROPICAL NORTH
QUEENSLAND
TOURISM REGION

PERFECT

FOR

TOURISM INVESTMENT



Queensland
Government
Australia

TROPICAL NORTH QUEENSLAND

Investment highlights

- 1. World Heritage wonders** – Tropical North Queensland is home to three World Heritage sites, making it a nature and adventure playground. From the reef to the rainforest to the rural outback, it's Queensland's most diverse region.
- 2. Strong upscale hotel market** – Average room rates in Tropical North Queensland surpassed pre-pandemic levels in the first half of 2021, thanks to pent-up demand from interstate and intrastate travellers.
- 3. Proximity to Asia** – Tropical North Queensland has established connections for both travel and trade to the Asian market .
- 4. Strong domestic demand** – Arrivals to Cairns have been tracking above the national average since April 2021.

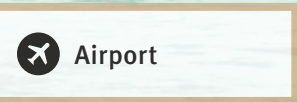
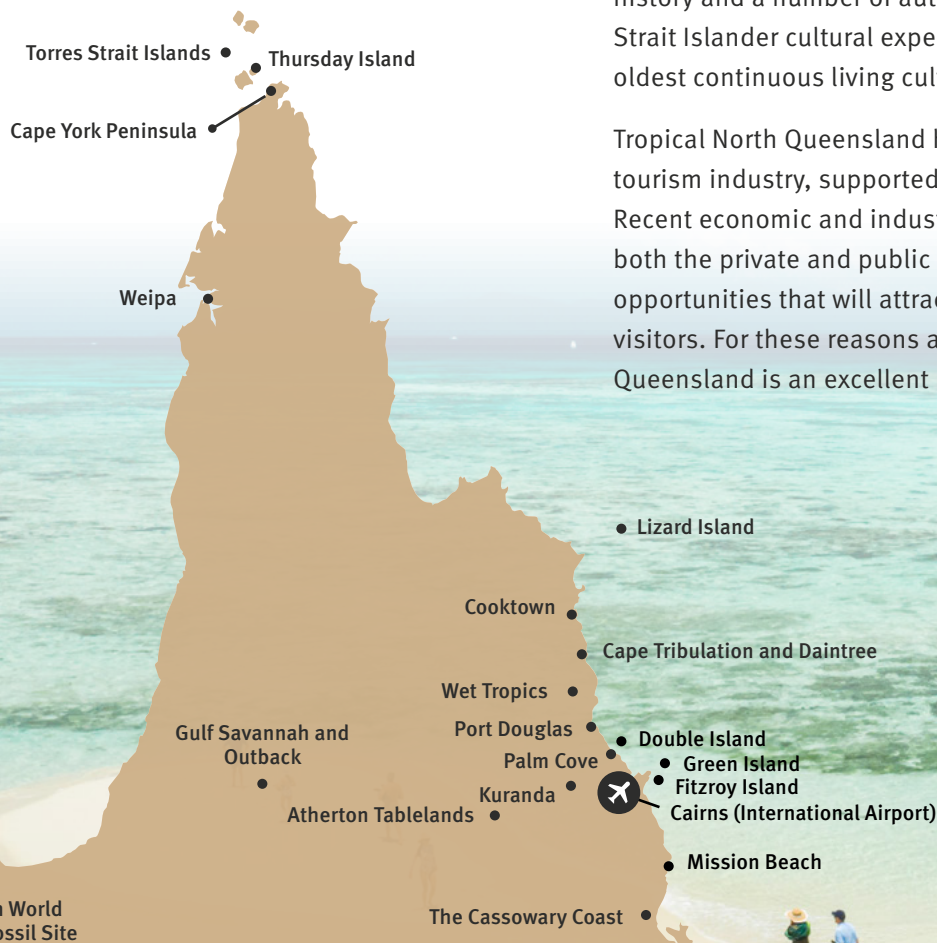
Boodjamulla (Lawn Hill) National Park
Tourism and Events Queensland

Where the rainforest meets the reef

From Cassowary Coast in the south, to the Torres Strait in the north, and extending west to the Gulf Savannah and Outback, Tropical North Queensland is a region of incredible natural and cultural wonders. At the heart of this region is Cairns, a vibrant and diverse city that continues to evolve.

Home to three World Heritage areas, the region offers the unique opportunity for travellers to enjoy Australia's iconic Great Barrier Reef, one of the world's oldest rainforests – the Wet Tropics – and a treasure trove of ancient geological wonders. The region also offers a rich history and a number of authentic Aboriginal and Torres Strait Islander cultural experiences from the world's oldest continuous living culture.

Tropical North Queensland has long had a thriving tourism industry, supported by its close proximity to Asia. Recent economic and industry-boosting investment from both the private and public sectors is helping to expand opportunities that will attract an even greater number of visitors. For these reasons and many more, Tropical North Queensland is an excellent region for tourism investment.



Ocean Freedom
Tourism and
Events Queensland

A vibrant tourism and economic centre

The Tropical North Queensland tourism region is well established as an international leisure destination, with holidaying the primary purpose for international arrivals.

Beyond its tourism appeal, Cairns is a major hub for Northern Australia with abundant natural and water resources. The region boasts a stable and diversified economy backed by strong marine, agriculture, fishing, construction, aviation and aerospace industries.

In the year ending December 2019, prior to the COVID-19 pandemic, there was a record 2.2 million domestic overnight visitors to Tropical North Queensland. Over the same period visitor expenditure grew by 6.7 per cent to a record \$2.5 billion.

Following the relaxation of COVID-19 travel restrictions, visitors are now returning to the tropical north, whilst spending even more. In the year ending September 2019, visitor expenditure was up 5 per cent compared to December 2019 to over \$2.6 billion.



Population

288,653 in 2020

Queensland Government Statisticians Office

Visitation (Year ending December 2019)

OVERNIGHT

Domestic

2.2M

International

808k

DAY TRIP

3.27M



90%

of international visitor nights are for leisure



International and domestic overnight visitors

2.4%

trend increase over the three years to December 2019

Tourism Research Australia (TRA)

Perfectly positioned for growth



Cairns Convention Centre Expansion concept image

Supporting Cairns' diverse economy is a range of infrastructure that connects the city to Australia and the world.

Fostering essential connections to people and cities around Australia is the recently completed \$55 million upgrade to the region's domestic airport. The upgrade will improve access across the country, making Cairns a more appealing option for domestic holiday makers and conference travellers. A \$176 million expansion to the Cairns Convention Centre also enhances the region's attractiveness to business and conference markets.

The region's proximity to Asia positions Cairns well for further business and tourism growth internationally. With flights connecting to 15 major domestic and international locations, Cairns offers Asian travellers easy access to some of Australia's best natural attractions.

The recently completed \$127 million upgrades to the Port of Cairns have improved access for larger ships, including both cargo and international cruise ships. These linkages are key to the region's economic growth, helping to meet future demand for trade, tourism and business.

Tourism investment pipeline and major projects

Cairns Convention Centre	\$176M
Wangetti Trail	\$41.4M
Cairns Gallery Precinct Project	\$40M
Northern Beaches Leisure Trail	\$8M
Fitzroy Island	\$2.5M
Fairmont Port Douglas	\$300M

Recent investment

Cairns Airport domestic terminal upgrade	\$55M
Bailey, Flynn and Riley hotels, The Crystalbrook Collection	\$500M
Cairns Performing Arts Centre	\$71M
Cairns Aquarium	\$54M
Cairns Shipping Development Project	\$127M
Sheraton Grand Mirage Resort	\$40M
Novotel Cairns Oasis Resort	\$10M
Pullman Cairns International Hotel	\$11M
Pullman Reef Hotel Casino	\$6.5M
Silky Oaks Lodge	\$20M
Shangri-La The Marina, Cairns	\$13M
Experience Co Great Barrier Reef Pontoon	\$7M



Perfect for culture

In addition to its many natural assets, Tropical North Queensland also has a rich cultural tapestry. From age-old Indigenous traditions to contemporary works of art, the region is cementing its position as the arts and culture centre of Northern Australia.

As the market for authentic cultural experiences continues to grow, government-led initiatives that celebrate this cultural history are focusing on creating new experiences to cater to increased demand.

For example, the Queensland Government is partnering with Cairns-based Mandingalbay Yidinji Aboriginal Corporation, Ewamian Aboriginal Corporation and Yarrabah Aboriginal Shire Council to deliver \$4 million of cultural tourism projects in the Tropical North.

In addition, the new Cairns Performing Arts Centre provides world-class entertainment space for many varied and unique performances, while \$1.3 million in upgrades to Munro Martin Parklands are ensuring the venue continues to grow as a significant cultural, creative and recreational facility.





Island Stars Dance Troupe
Tourism and Events Queensland



Perfect for unparalleled experiences

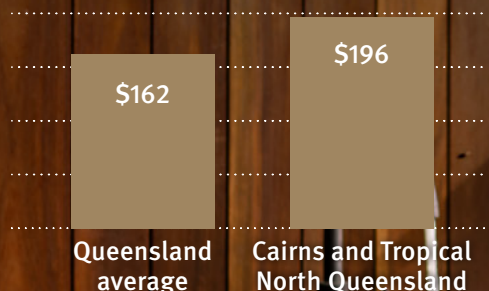
With its unique and world-renowned attractions, and reputation for sustainability and responsible reef tourism, the region continues to appeal to high-value experience seekers – in fact, travellers to this region had one of the highest average spend per night figures in Queensland in the year ending December 2019.

One of the key drivers for experience seekers when choosing their destination is exploring different coastal, aquatic and nature-based attractions and events, such as diving the Great Barrier Reef or racing an IRONMAN in paradise as you can do in June each year.

Cairns and Tropical North Queensland offer investors many options when it comes to leveraging the power of these natural assets.



Average spend per visitor night (Year ending December 2019)



A number of luxury lodges and resorts, including Silky Oaks Lodge, Mount Mulligan Lodge, Daintree Eco Lodge and Spa and Bedarra and Lizard Islands are already taking advantage of what the region has on offer to give visitors their own choice of paradise.

Boutique mainland townships such as Port Douglas and Palm Cove offer a glamorous beach village experience, with premium accommodation, fine dining and easy access to the Great Barrier Reef. Inland, the region offers hiking through UNESCO national parks, mountain biking trails and four-wheel drive adventures.

Strong visitation by experience seekers has helped contribute to a high performing holiday market in the region, giving Cairns and Tropical North Queensland the highest hotel occupancy in Queensland prior to the pandemic in the year to June 2019 (71.7 per cent). With unparalleled experiences and natural environment on offer, the region will continue to attract high-value experience seekers, offering excellent investment opportunities to further grow this market.





Tropical North Queensland accommodation market



ADR Average Daily Rate

2020/21	\$169 (Actual)
2022	\$178 (Forecast)
2023	\$185 (Forecast)
2024	\$190 (Forecast)

Deloitte Access Economics, Tourism and Hotel Market Outlook, 2021 Ed2

Fitzroy Island
Tourism and Events Queensland

The Wangetti Trail

The Wangetti Trail will be a 94km dual-use mountain bike and walking track designed in close collaboration with local Traditional Owners. The trail runs between Palm Cove and Port Douglas, taking six days and five nights to walk. The trail will offer a number of ecotourism accommodation options along the route and educate visitors about the history and significance of the region to the Traditional Owners of the land.



Rex Lookout
Tourism and Events Queensland

The perfect opportunity for investors

Tropical North Queensland boasts all the fundamentals of a solid long-term leisure market, with a strong tourism investment pipeline and plenty of untapped potential.

Catalytic projects like the Cairns Convention Centre expansion, in addition to investment across a number of accommodation and cultural tourism projects will all drive demand for further investment over the coming years.

The region's ability to attract high-value travellers demonstrates potential for new accommodation. Investors looking to capitalise on the current accommodation market have the chance to acquire existing hotels and increase yield through refurbishment.

Alternatively, there are further opportunities to develop new boutique accommodation that offers authentic experiences reflective of the region's tropical surrounds.

For investors looking to develop new attractions, Tropical North Queensland is the perfect place to leverage the region's vibrant leisure industry to create new adventure sports and water attractions, nature-based and marine tourism product offerings.

With an appetite for new investment, this successful tourism region continues to go from strength to strength. Whether your interests lie in attractions or hotels, Tropical North Queensland is the perfect place for your next investment.





Crystalbrook Superyacht Marina, Port Douglas
Tourism and Events Queensland

Front: Crystalbrook Riley
Tourism and Events Queensland
Back: Calypso Reef Cruises
Tourism and Events Queensland



The Queensland Government, through the Department of Tourism, Innovation and Sport, provides facilitation support to tourism investors.

Opportunities to invest in Queensland are celebrated and supported, providing a partnership approach for the future.

For more information contact:
Tourism Investment Attraction Unit
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This guide is based on information available at the time of preparation, and it is acknowledged that successive data will be released. All figures and diagrams are indicative only and should be referred to as such. Forecasts or projections may be affected by a number of unforeseen variables, and as such no warranty is given that a particular set of results will in fact be achieved. The Queensland Government shall not accept liability for any reliance on the contents and suitability of this guide, for any purpose. The user accepts all responsibility and risk associated with the use of this guide. Data sources: Australian Bureau of Statistics (ABS), Tourism Research Australia (TRA), STR Accommodation data.

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