



TOWNSVILLE
NORTH
QUEENSLAND
TOURISM REGION

PERFECT

FOR

TOURISM
INVESTMENT



Queensland
Government
Australia

TOWNSVILLE NORTH QUEENSLAND

Investment highlights

1. An economic and commercial hub -

Townsville is the largest city in Northern Australia, with excellent infrastructure and services driving a strong business travel market. Townsville North Queensland has one of the most diverse regional economies in the nation.

2. Adventure tourism focus -

From the city's Castle Hill to Magnetic Island, Townsville is well positioned to continue its journey in becoming a major adventure and ecotourism destination in Queensland.

3. Strong domestic traveller market -

Townsville is now more accessible than ever before with new and/or additional flight routes from Sydney, Adelaide, Darwin, Melbourne, Sunshine Coast, Brisbane, Toowoomba and Rockhampton.

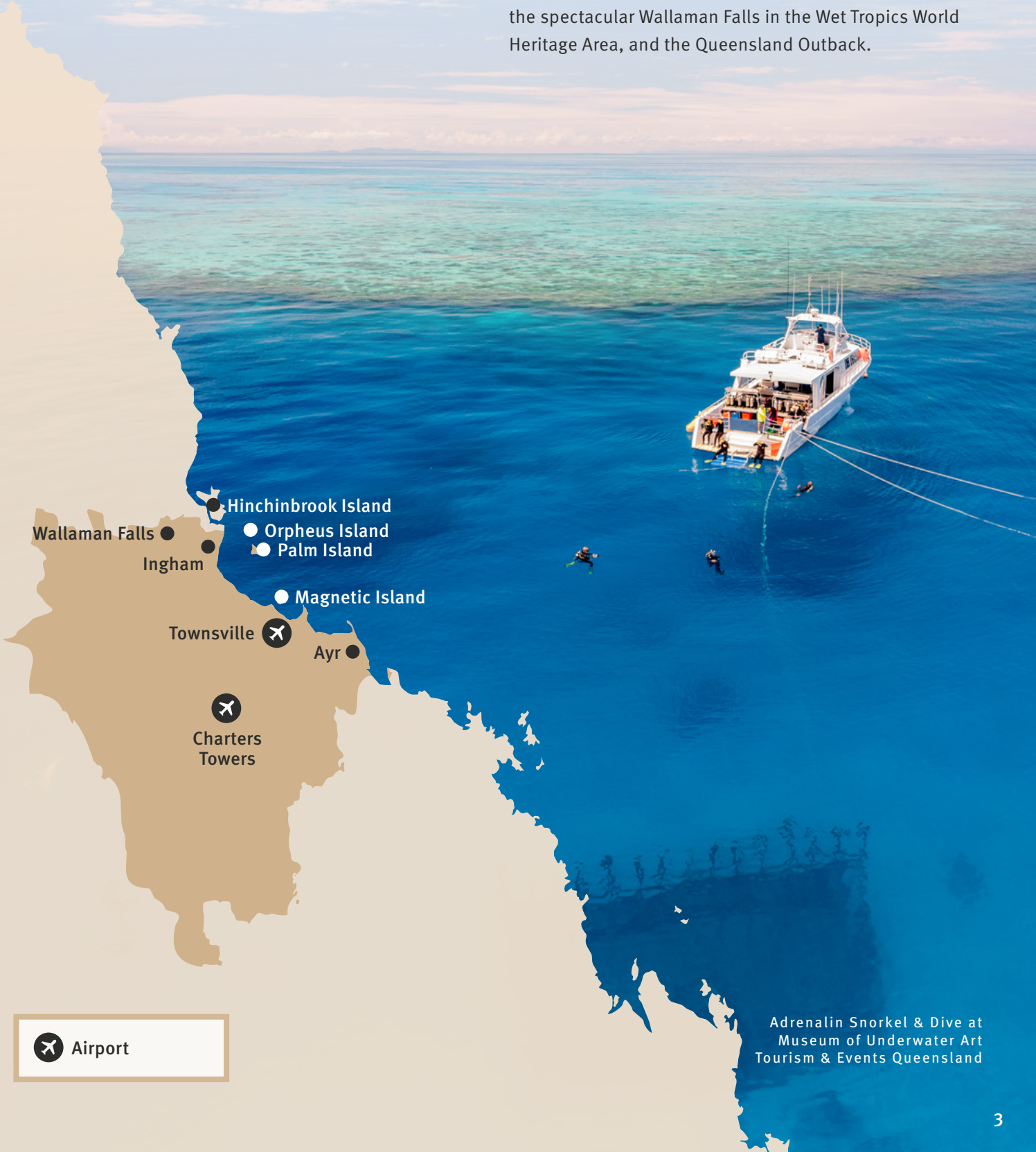
4. An events destination -

Home to Queensland Country Bank Stadium, professional sports teams and a growing events calendar, including the Townsville 500 Supercars, National Rugby League and Women's National Basketball League home games, Australian Festival of Chamber Music, North Australia Festival of Arts and more.

The rainforest, the reef & everything in between

The Townsville North Queensland region is recognised as a commercial centre of Northern Australia. Visitors to the region are immersed in a wide range of leisure, education, business and cultural experiences.

The region's diverse natural attractions include the World Heritage listed Great Barrier Reef, islands rich in natural beauty, cooler mountain activities and retreats, the spectacular Wallaman Falls in the Wet Tropics World Heritage Area, and the Queensland Outback.



Adrenalin Snorkel & Dive at
Museum of Underwater Art
Tourism & Events Queensland

Visitation and economic growth

Townsville North Queensland's rich economic heritage is founded on a robust commercial base of agriculture and resources, Australia's largest garrison city, and broad-based trade profile.

Headquarters of world leading marine science institutes, the Great Barrier Reef Marine Park Authority (GBRMPA), and the Australian Institute of Marine Science (AIMS), and with campuses for two leading universities, the region also boasts a world class edu-tourism industry. Together with its calendar of international events, entertainment experiences and professional sporting fixtures, Townsville North Queensland provides investors with a diversified, all seasons, visitor economy.

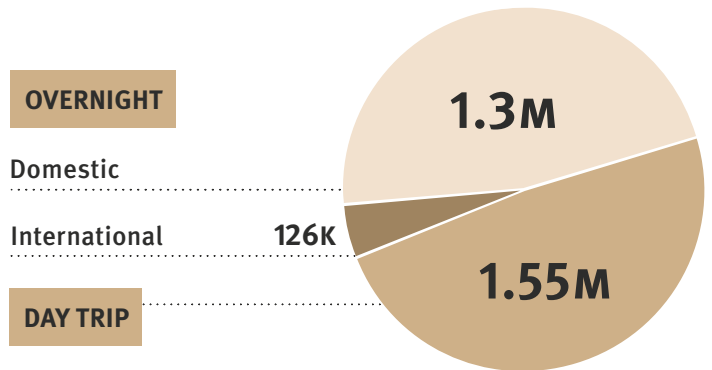
In the year ending December 2019, 3 million people visited Townsville North Queensland. Of those, 376,000 people stayed overnight for business, while 500,000 holidayed in the region drawn to its diverse natural assets, adventure tourism, events and entertainment, sunny beaches and lush rainforests.



238,813 population in 2020

Queensland Government Statistician's Office

Visitation (Year ending December 2019)



Overnight visitor spend



\$885.4M domestic and international

Tourism Research Australia (TRA)





Townsville accommodation market growth

Townsville’s resilience is reflected in its accommodation market. With supply steady in the year ending June 2021, room nights sold rebounded by 15.1 per cent, driving occupancy up to 68.4 per cent and RevPAR back to \$97 following the relaxation of COVID-19 border restrictions.

Australian-owned family business, the Morris Group, are planning a new \$88 million, 132 room luxury hotel adjacent to their recently renovated property The Ville Resort-Casino. Future plans for the precinct also include a luxury superyacht marina.

Also in the pipeline for the region is a new Hilton hotel, to be located adjacent to the new Queensland Country Bank Stadium, as well as the redevelopment of Pelorus Island, to offer visitors exclusive luxury accommodation on the Great Barrier Reef near Townsville.




ADR Average Daily Rate

2018/19	\$136
2019/20	\$137
2020/21	\$142



Occupancy

68.4%  **15.1%** increase for year ending June 2021



RevPAR Revenue Per Available Room

\$80.76 → **\$97**
in 2019/20 in 2020/21

STR Australian Accommodation Monitor, TRA

Perfect for domestic travel



Townsville’s strong domestic travel market, driven by sports and events, is perfectly positioned to continue its growth as a number of new initiatives come online.

Recently completed projects driving demand include the Queensland Country Bank Stadium, the \$43 million Ville Resort-Casino Redevelopment, and the Museum of Underwater Art, with works currently underway for a new \$88 million luxury hotel, Ardo, adjacent to The Ville as well as the \$80 million Great Barrier Reef Aquarium redevelopment.

Townsville is also growing its presence as a major military hub in Northern Australia. The Australian-Singapore Military Training Initiative will see a \$2.5 billion investment in Townsville and Rockhampton between 2016 to 2026. The initiative is bringing up to 14,000 Singaporean soldiers to the region for up to

18 weeks of the year over the next 25 years, bringing repeat visitation from soldiers and their families, providing opportunities for local businesses.

Demand driving tourism initiatives

Queensland Country Bank Stadium	\$293m
Townsville Airport redevelopment	approx \$80m
Museum of Underwater Art	\$8-10m
Ardo luxury hotel at The Ville	\$88m
Reef HQ Great Barrier Reef Aquarium	\$80m
New airline seats secured in comparison to pre-COVID capacity	Additional 400,000
Magnetic Island Tourism Masterplan underway	TBA
Walking Trail Development on Magnetic Island	TBA

An epicentre for sports & events

Townsville has a reputation for its sporting prowess and popular arts and cultural events calendar. Now, with the new world-class \$293 million Queensland Country Bank Stadium, the region will have even more events to cheer for. The new 25,000 seat stadium, delivered in 2020, allows the region to boost its already busy calendar to play host to major entertainment events and world-class musical acts.

The region also hosts a number of mass-participation sporting events. The 2024 World Multisport Championship will bring a potential 8,000 visitors to the region, and the four qualifying rounds during the Townsville Triathlon Festival will also drive a high number of interstate visitors.

Further activating this already busy events calendar is a particular focus for the region, as it commits to driving consistent visitation and improving demand for accommodation and attractions year-round.

Townsville North Queensland signature events

- North Queensland Cowboys National Rugby League season
- Townsville 500 Supercars
- Magnetic Island Race Week
- Australian Festival of Chamber Music
- North Australian Festival of Arts
- Dance North
- Townsville Fire Women's National Basketball League season
- Townsville Triathlon and Multisport Festival
- Professional Bull Riding
- Townsville Running Festival



Queensland Country Bank Stadium, Townsville
Tourism & Events Queensland

A natural attraction

The natural attractions in the Townsville North Queensland region are the demand drivers underpinning the tourism industry, from incredible beaches to mountainous valleys, magical waterfalls and the world-famous Great Barrier Reef. The natural assets of the region create many opportunities for investors looking to build on Townsville's reputation as an adventure and ecotourism destination.

Townsville's perfect coastal location makes it an ideal jump-off point for visitors to see the Reef and the world's largest live reef aquarium – Reef HQ. This presents opportunities for investors to create experiences reflective of the coastal environment and habitats of the region. Visitors have their pick of tropical islands and experiences, such as the incredible hikes on Magnetic Island, secluded beaches of Orpheus Island, and kayaking past cloud-soaked mountains on Hinchinbrook Island.

The islands also give visitors a chance to get up close and personal with marine life, from snorkelling and scuba diving.

Adding to the stellar line up of demand-driving attractions is the Museum of Underwater Art (MOUA): a unique, globally significant attraction that supports marine-based tourism through a number of underwater art installations led by world-renowned underwater sculptor, Jason deCaires Taylor.

Not only is the MOUA a major tourist attraction, but it's also an economic injector, job generator and marine science and research hub. The MOUA, through art, acts to highlight reef conservation, restoration and education on a global scale.

The Museum of Underwater Art has been made possible through \$4 million in funding by the Queensland Government.

Perfectly unique



Museum of Underwater Art, John Brewer Reef, Great Barrier Reef
Tourism & Events Queensland

New nature initiatives

The region's national parks are renowned for hiking, mountain biking and ultra-marathons. The Queensland Government is committed to raising the profile of the State's protected areas by creating iconic, sustainable ecotourism and nature-based experiences that preserve and share Aboriginal and Torres Strait Islander cultures.

Possible initiatives include:

- rainforest and hinterland experiences from Paluma to Wallaman Falls, allowing visitors to traverse past plunging waterfalls, lush gorges and inspiring views.
- Additional Walking Trails on Magnetic Island
- Tour operations for Museum of Underwater Art

Wallaman Falls
Kyle Hunter
Tourism & Events Queensland

Perfect for nature and adventure

With a huge variety of natural assets and landscapes in the region, there are ample opportunities for investors to continue building on Townsville's reputation as a nature-based adventure destination.

The city's spectacular Castle Hill in particular presents opportunities to develop a world-class tourism experience, including adventure tourism products for thrill-seekers, supported by commercial activation and recreational facilities. The region also offers unique opportunities for glamping and ecotourism accommodation.

Successful accommodation offerings will make the most of the beautiful and diverse natural surrounds including the islands and the Great Barrier Reef, inland forests and outback vistas.

More specifically, there are opportunities for the creation of glamping sites in pristine natural environments such as Magnetic Island and along the Paluma to Wallaman Falls range. Both give the opportunity to capitalise on the region's unique natural beauty and expand the barefoot luxury offering.



View of Magnetic Island from Castle Hill
Tourism & Events Queensland

A magnetic attraction

Just a 20-minute ferry ride from Townsville, Magnetic Island is a tropical island paradise – a natural beauty teeming with wildlife and the perfect destination for hiking, kayaking and snorkelling in the sun. The island has a thriving community of more than 2,500 people, along with a range of accommodation options from hostels, B&Bs and boutique resorts.

Townsville Enterprise is developing a Magnetic Island 2030 Tourism Masterplan setting out a program of capital works and infrastructure development designed to improve the tourism experience and assist in attracting private investment to the island.



Opportunities in city accommodation

Currently, there are excellent opportunities for new and upgraded city accommodation in the Townsville CBD as a result of the number of visitors flocking to the region for major events, adventure tourism, business travel, or to visit friends and family for that perfect weekend away.


The new Queensland Country Bank Stadium and expanding events calendar is expected to increase demand for accommodation in the heart of Townsville, which is already seeing pressure during high demand periods. The continued development of adventure tourism and accommodation in the Townsville North Queensland region means it is perfectly placed to become a favourite domestic destination. With a strong and growing local economy and tremendous breadth of natural assets, there are many opportunities, making it perfect for your next tourism investment.

Front: The Ville Resort-Casino, Townsville, Tourism & Events Queensland
Back: Thorsborne Trail, Hinchinbrook Island, Tourism & 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:
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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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