



FRASER COAST
TOURISM REGION

PERFECT

FOR

TOURISM
INVESTMENT



Queensland
Government
Australia

FRASER COAST

Investment highlights

- 1. World-class marine activities** – Fraser Coast is the perfect place for whale watching, fishing, diving and a range of marine activities.
- 2. Unique historic experiences** – The ‘Heritage City of Queensland’, Maryborough, offers visitors a look into the state’s historical and military past.
- 3. Marine Experience and Research Centre** – A proposed national landmark centre for marine research and environmental education forms the heart of an ambitious new Fraser Coast tourism experience.
- 4. Opportunities for hotel investment** – Specifically 4–4.5 star and family friendly accommodation in the coastal city of Hervey Bay presents a key opportunity for investors.
- 5. Strong drive market from surrounding regions** – The Fraser Coast is within a three hour drive of both Brisbane and the Sunshine Coast, home to over three million people.

Lady Elliot Island ●

K'gari (Fraser Island) ●

Hervey Bay ✈️

Maryborough ●

Sunshine Coast
International Airport ✈️

Brisbane
International Airport ✈️

Gold Coast
International Airport ✈️



Hervey Bay
Tourism & Events Queensland

An ecotourism playground

Well known around the world for its pristine natural environment, the Fraser Coast region offers visitors a compelling mix of wilderness, nature and historic locations. It is world-renowned for up close whale watching and manta ray diving. The region includes World Heritage listed K'gari (Fraser Island) and the urban hubs of Hervey Bay and Maryborough, offering a range of diverse experiences.

The region is encircled by the UNESCO recognised Great Sandy Biosphere. On the mainland, visitors can enjoy the beauty of the rural landscape, soak in the atmosphere of a quaint country pub or relax bayside and just take in the stunning water views. As one of Queensland's oldest cities, Maryborough prides itself on its numerous heritage buildings, outstanding artefacts portraying the region's military history and a mural trail for visitors to discover the city's quirky past.

Along the coast, the waters off Hervey Bay are now recognised as the world's first Whale Heritage Site. Hervey Bay is scientifically recognised as a rare stopover site for migrating humpback whales where they are known for stopping to rest and play, making whale watching a major drawcard for tourists from across the globe.

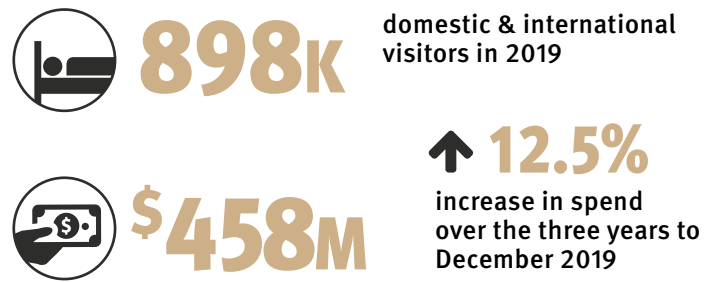
K'gari (Fraser Island), the world's largest sand island, is the region's ecotourism playground with four-wheel drive adventures, hiking, coastal fishing, whale watching and spectacular freshwater swimming on offer. The potential for growth in these outdoor, big nature adventures, coupled with the opportunity to leverage unique heritage experiences, make the Fraser Coast perfect for tourism investment.

Visitation to the Fraser Coast

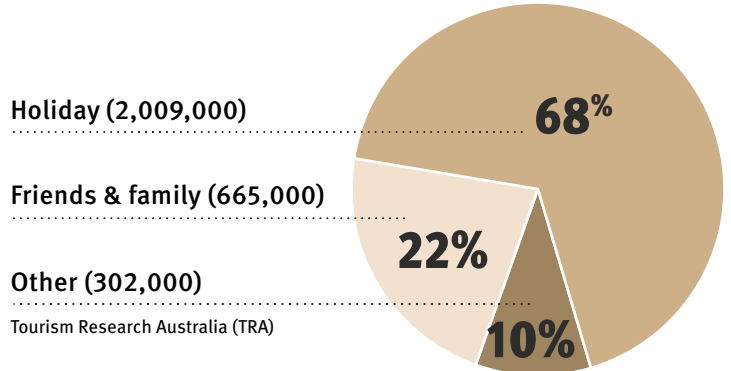
In the three years preceding the COVID-19 pandemic the Fraser Coast region experienced a resurgence in domestic overnight visitors, thanks to its iconic naturebased attractions and experiences and a strong local drive and Recreational Vehicle (RV) market. More domestic visitors coupled with an increase in spend per night saw overnight expenditure grow by 13.2 per cent on average over the three years to December 2019 to \$412 million. Holiday travel is still by far the most common reason to visit, showing the depth of the region’s tourism appeal.

Just a three hour drive from Brisbane and in close proximity to the Sunshine Coast, the Fraser Coast is well connected to these major cities and easily accessible by road and rail. Hervey Bay Airport also connects the region to locations further afield, with direct flights to Australia’s largest city, Sydney, (just 90 minutes) and charter flights to Fraser Island and the Southern Great Barrier Reef.

Overnight visitation (Year ending December 2019)



Domestic visitor night by purpose 2019



Economic growth

The Fraser Coast has a diverse regional economy – with strong population growth driving investments in health care, construction and tourism in Hervey Bay. Maryborough is currently seeing a strong resurgence in manufacturing activity such as the construction of the Rheinmetall-NIOA munitions factory, the continued

expansion of 140+ year old Hyne Timber, as well as emerging investments in renewable energy projects. The Fraser Coast has also been selected as the site for the establishment of a state-of-the-art train facility to manufacture trains for the Brisbane 2032 Olympic Games.



Fraser Coast accommodation market growth

The Fraser Coast's accommodation market largely consists of motels and serviced apartments in the towns of Hervey Bay and Maryborough, and beachfront caravan and camping options along the foreshore of Hervey Bay and other seaside locations on the coastal strip. These midscale properties and holiday parks shielded accommodation operators from the worst effects of pandemic related economic impacts, as Queensland families embarked en-masse on driving 'holidays at home' in 2020 and 2021.

The Kingfisher Bay Resort on Fraser Island offers a premium eco-experience, while the convenience of Hervey Bay Airport makes the town the busiest jump-off point for eco and diving adventures on Lady Elliot Island. There are opportunities to develop upscale and family friendly accommodation on the mainland in Hervey Bay, while Maryborough offers opportunities for boutique heritage accommodation, all perfectly positioned to further tap into the strong and growing drive market.

Kingfisher Bay Resort, Fraser Island
Tourism & Events Queensland



ADR Average Daily Rate

2017/18	\$122
2018/19	\$140
2019/20	\$139
2020/21	\$144



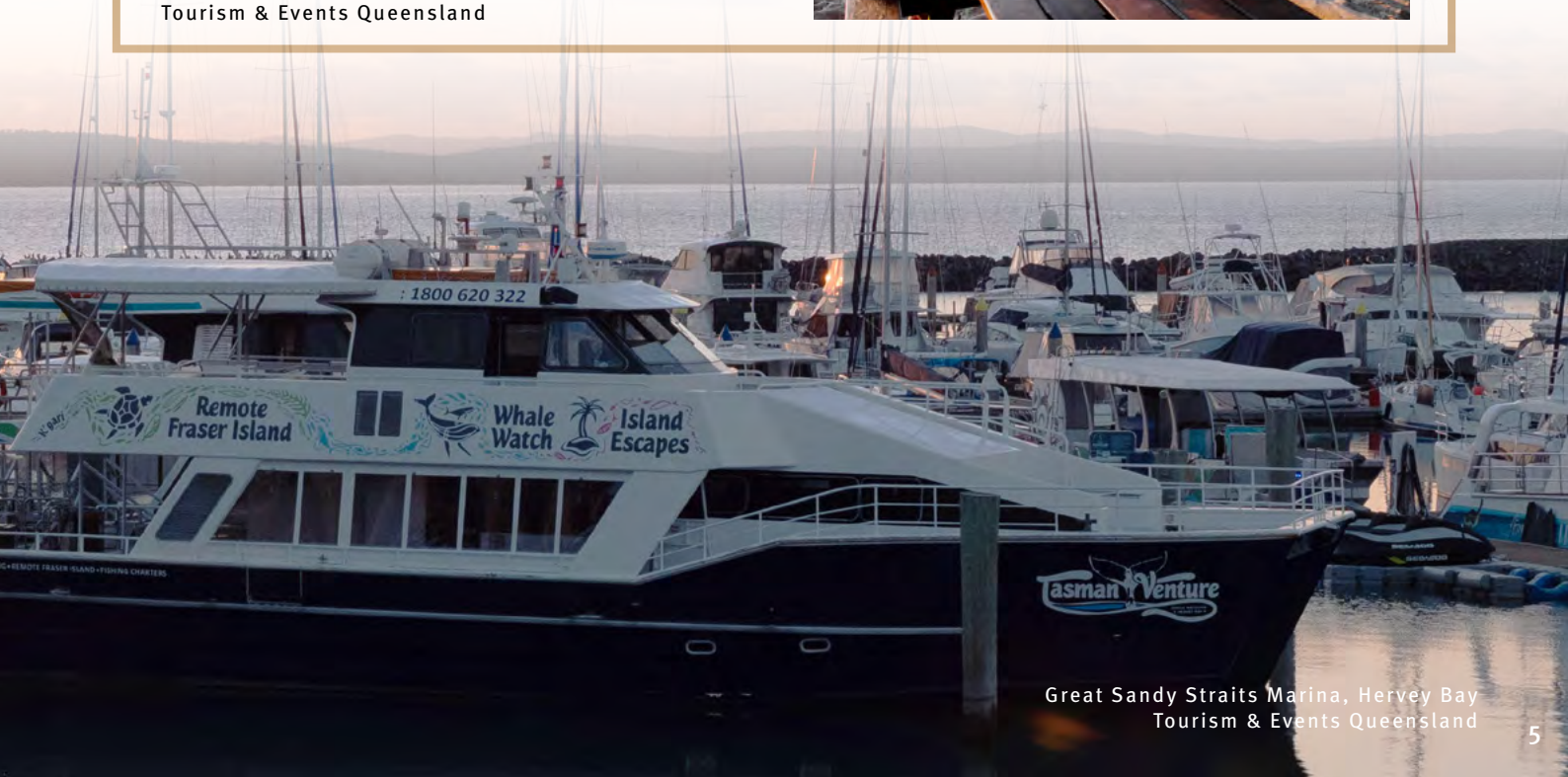
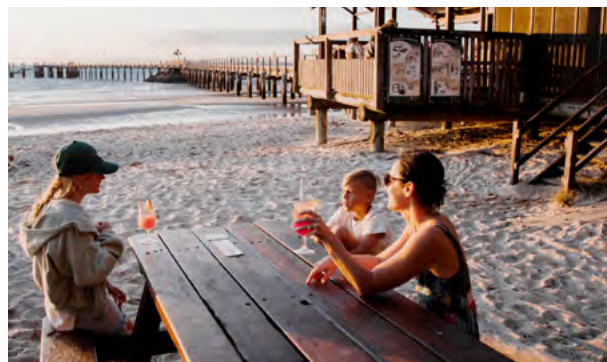
RevPAR Revenue Per Available Room

\$86 → **\$87**
in 2018/19 in 2020/21



Occupancy **60.5%** **↑ 2.9%**
year ending June 2021

STR Australian Accommodation Monitor, TRA



Perfect for connecting with Land, Sea and Nature



Kingfisher Bay Resort, Fraser Island

With an abundance of natural beauty, freshwater lakes and protected coastal water, the region is famous for water-based experiences. From up close whale encounters and diving with manta rays on the southern-most tip of the Great Barrier Reef, to exploring the wreck of the scuttled ex-HMAS Tobruk, pristine and diverse ecosystems are plentiful. The maze of intertwining creeks and rivers, vast sand flats, inshore islands, deep reefs and the clear waters of the Fraser Coast deliver one of the most diverse fisheries in Australia with an overlap of both northern and southern species.

From ecotourism, diving and whale watching to fishing, hiking, horse riding and four-wheel drive adventures, there are many diverse natural advantages that could be expanded through further investment in attractions.

In addition, as people continue to seek outdoor adventure experiences and opportunities to connect with the natural environment, the demand for bespoke, sustainable 4–4.5 star accommodation is expected to increase. New premium accommodation product will need to be supported with quality food and beverage and hospitality offerings.

Travellers drawn to the natural wonders of K’gari (Fraser Island) will create demand for environmentally friendly, sustainable accommodation that brings them closer to nature.

Historical Maryborough

Nestled in an agricultural landscape, the city of Maryborough has intriguing stories to tell about its colonial past, with heritage buildings, memorials and museums dotted all around.

Maryborough was Queensland's first industrial city, manufacturing naval ships, railway locomotives, rolling stock and sugar mills, beginning in the 1890s. It remains the centre of a major timber industry and is most famously the home of P.L. Travers, author of Mary Poppins. To this day, the annual Mary Poppins Festival attracts thousands to the 1882 constructed home where the world-famous author was born.

The Queensland Government is fostering the historical tourism of the city through its CBD Revitalisation Project and \$5 million 'Walk with the Anzacs' Gallipoli to Armistice Memorial. Maryborough presents a strong opportunity to invest in complementary attractions and boutique heritage accommodation that share its historical stories with curious visitors.

Hervey Bay CBD Urban Renewal Masterplan

To further lift the tourism strength of the region, the Fraser Coast Council has put in place the Hervey Bay Urban Renewal Masterplan – a 20 year plan to create an attractive and vibrant city centre for Hervey Bay that will contribute to the prosperity, liveability, and memorability of the city and the region as a whole.

This CBD development will provide a range of new attractions including a pedestrian-only 'Eat Street', vibrant laneway, retail streets, improvements to green space, transport connectivity, parking facilities, an education precinct and mixed-used development sites for higher density residential accommodation, prime office development, and potentially, a new luxury hotel.



Front: The Cathedrals, Fraser Island
Back: Urangan Pier, Hervey Bay
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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