



SOUTHERN GREAT
BARRIER REEF
TOURISM REGION

PERFECT

FOR

TOURISM
INVESTMENT

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Queensland
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SOUTHERN GREAT BARRIER REEF

Investment highlights

- 1. A melting pot of experiences, attractions and landscapes** - The region offers visitors a real taste of Queensland with pristine coastlines, beautiful islands and stunning sandstone gorge country.
- 2. Home of iconic events and attractions** - The region's uniquely Queensland attractions, from Rockhampton's Beef Australia festival to the famous Bundaberg Rum Distillery, are popular among domestic travellers.
- 3. New investment** - Investment in infrastructure is supporting growth in visitor numbers and the economy by targeting key demand drivers.

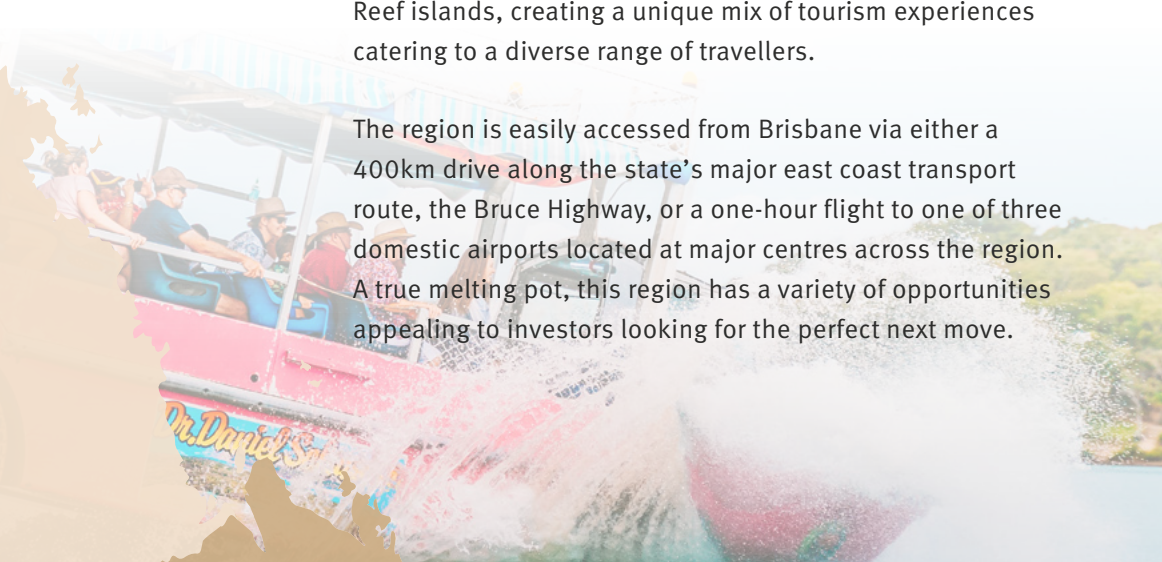
Perfect for experiencing Queensland




The Southern Great Barrier Reef region is a microcosm of Queensland, taking in the Bundaberg, Gladstone and Capricorn tourism regions. Much more than just the Reef, the region boasts superb attractions including regional towns with iconic pubs, farm stays, seaside getaways, pristine islands and sandstone gorges – linked by a well-developed road network through stunning scenery.

Sitting at the southern tip of the incredible Great Barrier Reef, the region stretches across 300km of the Queensland coastline, encompassing the coastal pockets of Bargara, twin towns Agnes Water and the Town of 1770, and Yeppoon, as well as the major centres of Bundaberg, Gladstone and Rockhampton. Inland, the stunning sandstone expanse of Carnarvon Gorge contrasts the spectacular Great Barrier Reef islands, creating a unique mix of tourism experiences catering to a diverse range of travellers.

The region is easily accessed from Brisbane via either a 400km drive along the state's major east coast transport route, the Bruce Highway, or a one-hour flight to one of three domestic airports located at major centres across the region. A true melting pot, this region has a variety of opportunities appealing to investors looking for the perfect next move.



 Airport



Visitation to the Southern Great Barrier Reef

The popularity of nature-based tourism, combined with a typically warm, sub-tropical climate, makes the Southern Great Barrier Reef attractive to Australian and international holiday makers.

The region's popularity with the domestic holiday market grew significantly throughout the COVID-19 pandemic as Queenslanders looked for local destinations to holiday at home.

In the year ending September 2021, Overnight Visitor Expenditure was up 6.8 per cent compared to 2019, to a record \$1.3 billion. Over the same period, growth in accommodation and dining expenditure saw the average spend per night grow by 19.4 per cent to \$156 per night.

Prior to the COVID-19 pandemic, consistent growth from the domestic business market throughout 2019 placed business travellers just ahead of holiday travellers in terms of visitor nights, supporting proposals for infrastructure development targeted at further growing the business share of the market.

Domestic visitation (Year ending September 2021)



2.1M (-8.9% vs YE Dec 2019)



\$1.2B → **\$1.3B**
visitor expenditure in 2019 (+ 6.8% vs YE Dec 2019)

848,000 domestic holiday travellers
(+15.3% vs YE Dec 2019)

1.9M intrastate travellers (-4.7% vs YE Dec 2019)

781,000 intrastate holiday travellers
(+30.7% vs YE Dec 2019)

Tourism Research Australia (TRA)

Paperbark Forest Boardwalk, Agnes Water,
Tourism & Events Queensland



Economic strength and diversity

While the region's Reef experiences and hinterland adventures are a tourism destination highlight, the Southern Great Barrier Reef region is also one of the most significant agricultural areas in Queensland. The region has a diversified economy, with growth predominantly driven by the mining industry supported by strong performing healthcare, transport and construction industries, and growth in the agriculture, forestry and fishing sectors.

A range of economic initiatives have focused on strengthening and capitalising on its agricultural base, while enhancing the skills of the population and creating a diverse regional workforce. These initiatives aim to develop 'industries of the future' including aviation, agtech, clean technology and advanced manufacturing.

Attracting new investment in catalytic projects like the Great Keppel Island Resort redevelopment will increase the region's profile nationally and overseas,

with increasing awareness of the tourism offering to Asian markets a particular priority. Corresponding small business development will gather momentum as the scale of the region's tourism appeal continues to grow.



Population

321,219 in 2020

Queensland Government Statistician's Office

Over \$4 billion in infrastructure projects are planned or underway across Central Queensland, paving the way for a decade of development.

Perfect accommodation for any traveller



The many experiences and landscapes of the Southern Great Barrier Reef attract an equally diverse set of visitors to the region. Existing accommodation ranges all the way from eco-friendly island resorts, regional hotels and small-scale motels to idyllically located caravan and camping sites.

Gladstone has a robust supply of four-star accommodation, while Rockhampton's recently developed Quay Street precinct has seen new upscale accommodation developed, and a number of renovations to heritage buildings has enhanced the character of the city. Yeppoon's \$20 million new conference centre will perfectly position the region for growth in the business visitor market.

Bundaberg has seen strong economic growth and continues to attract domestic tourists with unique attractions including ranger-led turtle encounters at Mon Repos – the largest rookery for endangered loggerhead turtles in the southern hemisphere – or touring the famous Bundaberg Rum Distillery.

Bundaberg's accommodation market shows the strength of the region's growth, recording annual increases in occupancy to 76.25 per cent (+ 28.4 per cent), ADR \$154.68 (+ 6.3 per cent) and RevPAR \$117.89 (+ 36.6 per cent) for the year ending June 2021.

The wide variety of natural attractions found in this region appeal to the caravanning and camping market who are drawn to existing offerings located both along coastal drive routes and dotted across the region's 43 magical Great Barrier Reef islands.

The Southern Great Barrier Reef islands offer accommodation on Lady Elliot, Heron, Wilson, Great Keppel and Pumpkin Islands. In 2021, a pontoon offering accommodation was also opened in the Lady Musgrave Island lagoon. These offerings are known for their sustainability focus, championing of responsible reef tourism and environmental conservation aimed at protecting the Great Barrier Reef. Their spectacular location, set amongst one of the seven natural wonders of the world, allows them to offer ecological tourism experiences that are particularly unique to Queensland.



Wilson Island
Tourism & Events Queensland

Southern Great Barrier Reef accommodation market growth



ADR Average Daily Rate

2018/19	\$133
2019/20	\$126
2020/21	\$151



RevPAR Revenue Per Available Room

\$73 → **\$100.22**
in 2019/20 in 2020/21



Occupancy **↑ 13.3%**
65.3% increase for
year ending
June 2021

STR Australian Accommodation Monitor, TRA



Splitters Farm
Tourism & Events Queensland

The perfect place for holiday makers

The Southern Great Barrier Reef region is a favoured holiday destination for the domestic travel market. Popular coastal towns of Bargara, Agnes Water, Town of 1770 and Yeppoon boast natural attractions like turtle spotting, snorkelling and diving, offshore tropical islands, stunning national parks and laidback seaside getaways, making the region perfect for family holidays. Visitors are also drawn to the attractions of the region, including the Bundaberg Rum Distillery and Macadamias Australia, which give visitors an inside look into the production of two iconic Australian food and beverage exports.

Rockhampton is diversifying its visitor offering, driven by the town's new \$36 million Museum of Art, which will host significant touring exhibitions and further broaden the region's appeal.

The rich tapestry of natural environments, cultural experiences and agricultural industries across the Southern Great Barrier Reef provides a multitude of opportunities for investors to create exceptional experiences for holiday makers. Whether it be new ecotourism product, agritourism and culinary experiences, or marine tourism on the Great Barrier Reef, there are many opportunities to create successful products for holiday makers.





Yeppoon Surfside Motel
Tourism & Events Queensland

Ideal for business

Balancing the strong leisure markets of Bargara, Agnes Water, Town of 1770 and Yeppoon, a number of business development initiatives, combined with the region's thriving economy, are creating strong demand for accommodation suited to business travellers.

In Yeppoon, the \$20 million Keppel Bay Convention and Sporting Hub will see a 600-seat centre developed on the prime coastal site, with further opportunity to develop a 128-room hotel. Meanwhile, Rockhampton's triannual Beef Australia festival is one of Queensland's biggest regional events, attracting visitors from around the world with its lively atmosphere and unique look into Queensland life. Combined with a resurgent resources sector in Gladstone, business and leisure visitation across the Southern Great Barrier Reef provides a buoyant accommodation market.



Rockhampton
Tourism & Events Queensland

Key investment opportunities

A vast and diverse region, the Southern Great Barrier Reef offers a variety of investment opportunities, no matter what your interest areas and vision. There's no doubt you'll be able to find the perfect place for your next tourism investment.



Bundaberg

- Ecotourism accommodation and experiences that leverage the natural assets of the region.
- New visitor accommodation that takes advantage of the diverse holiday and business visitor market.
- Culinary tourism leveraging one of Australia's most prolific food bowls.
- Rich Indigenous and cultural experiences.
- Marine and boating infrastructure and services that make the most of the region's position on the Southern Great Barrier Reef.



Leveraging the opportunity as the gateway to the Great Barrier Reef

Rockhampton

- Agri and culinary tourism opportunities that reflect Rockhampton's rich agricultural industry.
- Branded hotel product supporting the sporting, events and business market.



Economic heart of Central QLD, hosting a range of industries

Yeppoon

- Opportunity for a 128-room hotel to be developed adjoining the new Keppel Bay Convention Centre.
- Additional boutique hotel opportunities along the Yeppoon foreshore.
- Opportunities for ecotourism and wellness accommodation along the coast.

Gladstone

- A full day tour from Gladstone to the Great Barrier Reef requiring a 30m+ vessel, pontoon, glass bottom boat, snorkel and dive gear.
- Boutique hotel and tourism operator opportunities along the proposed Boyne Burnett Inland Rail Trail.
- Multiple tourism accommodation and attraction opportunities as part of the \$1.2 billion Hummock Hill Island Development including; luxury headland resort hotel and conference centre, tourist park, Great Barrier Reef aquarium and Marine Research Centre, and Indigenous arts and cultural centre.


Front: Lady Elliot Island, Tourism & Events Queensland
Back: Lady Musgrave Experience, 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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