



Australian Government
Australian Trade and Investment Commission



Jackalope Hotels' debut property, in the heart of the Mornington Peninsula, has been named Australia's best hotel

TOURISM INVESTMENT IN REGIONAL AUSTRALIA

Why savvy investors are investing in regional tourism

Australia's vibrant tourism industry isn't just about cosmopolitan cities. With 43 cents of every tourism dollar spent outside of capital cities, the importance of regional tourism cannot be underestimated. Tourism is a key driver of the economy and the lifeblood of the many of the country's regional destinations, employing around 1 in 13 (over half a million) Australians.

SUPPORT FOR REGIONAL TOURISM INVESTMENT

Austrade and Tourism Australia have developed a Regional Tourism Infrastructure Investment Attraction Strategy to attract more foreign direct investment (FDI) for regional tourism infrastructure, helping to spread the benefits of the visitor economy beyond Australia's major gateway cities.

The Strategy aims to work across governments and industry to promote tourism investment as a priority within eight key regions in Australia, and to identify and overcome local impediments that may be holding back supply of visitor experiences and broader investment. These impediments may range from a lack of existing visitor attractions or international flights, to a regulatory system that makes investment challenging for the broader industry.

REGIONAL HOT SPOTS FOR INVESTMENT

Many tourism icons and bucket-list spots are located across Australia's stunning regional destinations, allowing



for opportunities across food and wine, beaches and islands, nature and wildlife, culture and heritage and wellness. In 2019, regional Australia attracted 194 million domestic and international visitors, seeking a range of world-class experiences.

Eight tourism regions, featuring some of Australia's most iconic tourism sites, are being targeted: The Whitsundays (Queensland), Canberra (Australian Capital Territory), Snowy Mountains (New South Wales), East Coast Tasmania (Tasmania), Great Ocean Road (Victoria), Kangaroo Island (South Australia), Margaret River (Western Australia) and Katherine (Northern Territory).

These pilot regions cover all eight states and territories and have been selected as they exhibit:

1. Strong growth in tourist visitation.
2. Iconic or outstanding natural attributes.
3. Strong brand recognition and marketing support.
4. Well-developed supporting economic and social infrastructure.

All levels of government are working collaboratively to attract investment into these regions.



Whitsundays, Queensland



Margaret River, Western Australia



East Coast, Tasmania

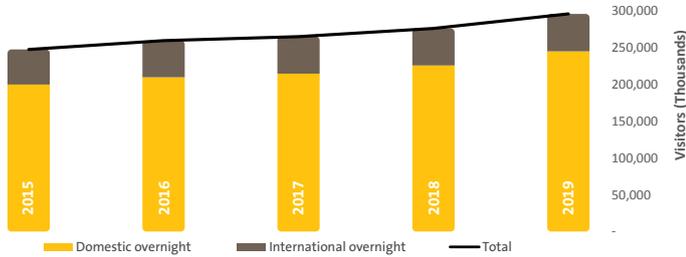


Katherine, Northern Territory

WHY NOW?

Australia is in the midst of a tourism boom, experiencing record visitation and expenditure. Regional Australia is benefiting from the industry's strong performance, with visitors to regional Australia increasing on average by 5.6 per cent per annum over the past five years.

VISITOR NIGHTS TO REGIONAL AUSTRALIA, 2015 – 2019



296 million visitor nights were spent in regional Australia in 2019, up 20 per cent from 248 million in 2015.

Tourism Research Australia, National and International Visitor Surveys, December 2015 - 2019.

Activity	Number of visitors (includes domestic day trips, domestic overnight and international overnight)	5 year growth
Food and wine	205.5 million	8.6 per cent
Aquatic and coastal	48.4 million	7.0 per cent
Nature and wildlife	42 million	10.6 per cent
Culture and heritage	20.5 million	6.6 per cent
Wellness	0.46 million	9.6 per cent

Tourism Research Australia, National and International Visitor Surveys, December 2015 - 2019.

If Australia is to continue to provide unique experiences into the future, we need to provide more reasons for travellers to disperse beyond our capital cities and enjoy high quality products. Recent growth in regional foreign direct investment and increased international visitor dispersal have created the ideal climate for investment into regional areas. Expanding aviation capacity and forecasted visitor growth from emerging Asian markets will further set it in good stead.

TOURISM INVESTMENT EXAMPLES

Australia has already attracted some high profile examples of tourism investment in regional Australia. There are a range of opportunities outside capital cities for investors to capitalise on current and projected growth in tourism.

JACKALOPE HOTEL MORNINGTON PENINSULA, VICTORIA



Opened April 2017

Development cost: \$20 million

China's KCC Real Estate Development Company (KCC) has completed work on a A \$20 million boutique hotel project on the Mornington Peninsula – its first hotel development outside of China.

THE D'ARENBERG CUBE MCLAREN VALE, SOUTH AUSTRALIA



Opened December 2017

Development cost: \$15 million

The d'Arenberg Cube, a multi-million dollar, four-storey, multi-dimensional architectural dream, wildly angled and toned, with glass and mirror construction is perched in the middle of the existing hilltop d'Arenberg winery complex, McLaren Vale in South Australia.

CRYSTALBROOK COLLECTION, QUEENSLAND



Opening 2018 - 2020

Development cost: \$370 million

Ghassen Aboud's Crystalbrook Collection has announced the development of four landmark Cairns hotels in addition to the construction of a Superyacht Marina and resort in Port Douglas. The overall collection is expected to inject \$900 million into the economy.

WHAT'S NEXT?

Investors have a real opportunity to take advantage of growth in regional Australia and be part of the booming Australian tourism story. Austrade and Tourism Australia are developing in-depth value propositions for high quality, investment ready tourism regions of interest to international investors.

Austrade has a network of investment specialists around the world, offering comprehensive and confidential assistance that can help you make the right investment decisions.

For more information or to contact an investment specialist near you, visit www.tourisminvestment.com.au

