

WHITSUNDAYS: TOURISM INVESTMENT PROSPECTUS



The Whitsundays is in a prized location on the Great Barrier Reef in Queensland, which is one of the World's Seven Natural Wonders and a World Heritage listed site. The Whitsundays boasts key icons such as Heart Reef, Whitehaven Beach and offers an array of water sports, beach and leisure activities. The Whitsundays are an internationally recognised destination and a must-see destination for any visitor to Queensland.

VISITATION TRENDS

The Whitsunday region attracts more than one million visitors each year and is increasingly sought after by international visitors to Australia. Tourism in the Whitsundays has been on an upward trajectory over the past five years with growth in visitation increasing at an average rate of 2.9% per annum. In 2018, international visitors accounted for one third of nights spent in the Whitsunday tourism region. Reflecting this, the average length of stay in the Whitsundays was 5.18 nights in 2019.

Whitsundays Tourism Growth 2015 to 2019	
All visitation	2.9%
International visitation	3.1%
Domestic visitation	7.9%
Overnight stays	5.8%

The Whitsundays is a regional hotspot in Australian tourism, presenting an exciting opportunity for savvy investors.

AIRPORT INFRASTRUCTURE

The Whitsundays is serviced by two domestic airports - Great Barrier Reef Airport (Hamilton Island) and Whitsunday Coast Airport (Proserpine) – linking the region to the major centres of Brisbane, Melbourne, Sydney and Cairns. Both airports have recorded growth in passenger movements over the past five years, increasing on average by 1.8% and 10.4% per annum respectively.

ACCOMMODATION TRENDS

A range of accommodation can be found in the Whitsundays with the most significant being holiday homes, hotels and backpacker hostels. Together these three property types account for three-quarters of nights spent in the region. Hotels and serviced apartments have experienced growth over the past year, underpinned by improving demand whilst a number of island resorts still remain closed for renovation. Once operational again, these resorts will boast a significant number of superb leading accommodation establishments that will be marketed worldwide.

The Whitsundays: HMSA Historical Trading Performance 2016 to 2018			
Year	Occ %	ADR	RevPAR
2016	75.7%	\$339	\$256
2017	70.9% (-6.3%)	\$302 (-10.9%)	\$214 (-16.5%)
2018	75.0% (5.8%)	\$296 (-1.9%)	\$222 (3.7%)
CAGR	-0.5%	-6.5%	-6.9%

Source: Australian Bureau of Statistics, Colliers International

INVESTMENT TRENDS

Continued investment into the Whitsundays is expected with major resort infrastructure and refurbishment projects well underway, against a backdrop of strong tourism visitation and a growing international tourism base. Offshore investors particularly hold the region in high regard.

QUALIA, HAMILTON ISLAND

Opened in 2007

Development cost: \$100 million

The world-class luxury resort on the Great Barrier Reef is located on the northern-most point of Hamilton Island. Qualia offers 60 elegant one-bedroom pavilions and a Beach House, set amidst postcard views of the Whitsundays.

