



Australian Government
Australian Trade and Investment Commission



TOURISM
AUSTRALIA

Twelve Apostles, Great Ocean Road

GREAT OCEAN ROAD: TOURISM INVESTMENT PROSPECTUS



The Great Ocean Road begins 90 minutes from Melbourne’s city centre, spanning 243 kilometres from Torquay to Allansford. The broader region is home to the world-class surf at Bells Beach and the craggy limestone spires of the 12 Apostles.

VISITATION TRENDS

Tourism to the Great Ocean Road region is currently at the highest level ever recorded with 6.1 million visitors in 2019 and having recorded strong growth, averaging 9.2% per annum over the past five years. Growth in overnight stays has not been as strong, increasing at an average rate of 5.1% per annum over the past five years, underpinned by the international segment.

Great Ocean Road Tourism Growth 2015 to 2019

| | |
|--------------------------|-------|
| All visitation | 9.2% |
| International visitation | 10.1% |
| Domestic visitation | 7.4% |
| Overnight stays | 5.1% |

Source: Tourism Research Australia, YE March 2019

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

AIRPORT INFRASTRUCTURE

The Great Ocean Road is serviced by Melbourne Tullamarine and Avalon Airport, both unbound by a nightly curfew. International passenger movements through Melbourne Airport have increased by 49.4% over the five years to FY18. Melbourne is expected to be a primary beneficiary from the recent open skies agreement with China.

ACCOMMODATION TRENDS

A range of accommodation can be found along the Great Ocean Road with the most significant being holiday letting, caravan and camping and friends and relatives properties. Together these property types account for more than 74% of nights spent in the region. Visitor nights spent in a holiday home in the Great Ocean Road have increased at an average rate of 12.3% per annum over the past five years and highlighting the popularity of the area for visitors. Over the five years to 2018, the Great Ocean Road’s accommodation market has recorded modest RevPAR growth increasing on average by 4.2% per annum. Higher room rates have been the primary driver of growth with ADR increasing 2.47% per annum, up from \$133 in 2013 to \$152 in 2018. Occupancy levels averaged 74% in 2018 which represents a high level for a regional destination.

INVESTMENT TRENDS

Continued investment into the Great Ocean Road hotel and tourism region is expected against the backdrop of strong visitation numbers and new and improved visitor infrastructure. There is a significant opportunity to capture a share of the 5.5 million visitors to the area and to entice them to stay overnight.

| Great Ocean Road: HMSA Historical Trading Performance FY13 to FY18 | | | |
|--|---------------|----------------|-----------------|
| Year | Occ % | ADR | RevPAR |
| FY13 | 68.8% | \$133.2 | \$91.70 |
| FY14 | 71.3% (3.6%) | \$138.1 (3.7%) | \$98.50 (7.5%) |
| FY15 | 74.3% (4.2%) | \$139.3 (0.9%) | \$103.50 (5.0%) |
| FY16 | 76.3% (2.7%) | \$145.2 (4.2%) | \$110.7 (7.0%) |
| FY17 | 76.6% (0.4%) | \$147.0 (1.3%) | \$112.6 (1.7%) |
| FY18 | 74.0% (-3.4%) | \$152.3 (3.6%) | \$112.8 (0.1%) |
| CAGR | 1.5% | 2.7% | 4.2% |

Source: Australian Bureau of Statistics, Colliers International

ALKINA LODGE, WATTLE HILL

Alkina Lodge offers the discerning traveller private luxury accommodation on the Great Ocean Road. The three architecturally designed, four-bedroom luxury lodges are set amongst native forest, offering majestic views of natural landscapes. The lodge was a Silver Award winner at the 2018 Australian Tourism Awards for Luxury Accommodation.

