

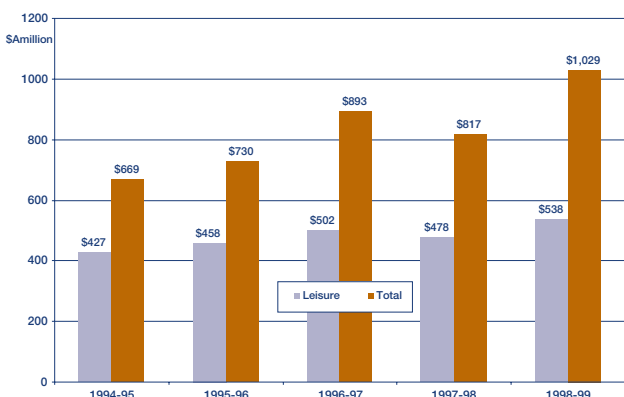
Opportunities in Tourism

Overview

Western Australia is a state of geographical diversity offering a broad range of holiday options from the rugged tropical north to the temperate south. Whether enjoying the splendour of picturesque gorges, game fishing off the coast, bush walking or drinking world class premium wines at the cellars of one of our boutique wineries, Western Australia has much to offer visitors and there are many opportunities for further tourism development.

The Tourism industry in Western Australia was valued at \$4.2 billion in 1999/00. The most significant component, in terms of visits, is the intrastate market. Western Australians holidaying in their own state account for approximately 80 per cent of tourist visits.

Fig.1 International Visitor Nights



Source: WATC, Bureau of Tourism Research

There are also many attractions that appeal to overseas visitors, and they tend to stay longer. The value of nights stayed in Western Australia by international visitors increased by 61.2 per cent between 1994/95 and 1999/00. The United

Kingdom, Japan, Singapore and New Zealand feature prominently in terms of the total number of visitor nights.

The majority of overseas tourists come to Western Australia for leisure, ie for a holiday, or to visit friends. Identified investment opportunities in the tourism industry reflect this.

International Visitors – 1999/00 Purpose for Visit

Purpose	No of Visitors	% Share
Holiday	327,800	56
Friends	143,400	24
Total Leisure	471,200	80
Business	57,500	9
Other	61,300	11
Total	590,000	100

Source: Bureau of Tourism Research
International Visitor Survey (visitors aged 15 years and over)

Investment Opportunities

The following projects have been identified as investment opportunities in the Tourism Sector.

The Town of Broome offers opportunities to invest in strata title and/or resort style developments, this year alone it is expected that some \$A85 million dollars will be directly invested in new tourism accommodation within the town. Broome is located in the **Kimberley** region of north west Australia and is a well-serviced tourist destination with an international airport. Attractions to the area include the world famous Cable Beach and the prehistoric and culturally important Gantheaume

Point; a coastal location surrounded by natural bushland and easily viewed dinosaur footprints.

In the east Kimberley, there are future opportunities for tourism investment at Lake Argyle and additional accommodation opportunities at Kununurra. Numerous opportunities also exist to develop nature-based products and accommodation throughout the entire region.

The Carnarvon Northwater Project offers a 600-hectare lot for tourism and residential development. Carnarvon is the principal town in the **Gascoyne** region and is located adjacent to the Shark Bay World Heritage Area. The Exmouth Boat Harbour will provide up to 440 residential lots in a canal complex and tourist resort development. The town of Exmouth is located at the northern end of the world famous Ningaloo Reef Marine Park. Exmouth also offers a number of strata titled investment opportunities.

The **Mid West** offers significant opportunities for tourism investment. Redevelopment of the Geraldton foreshore will provide a range of new commercial and tourist business opportunities. Preparation of land in the Batavia Coast Marina Stage 1 has been completed creating opportunities for tourism retail, commercial services, accommodation and charter boat operations along the coast and to the Abrolhos Islands. Low-impact tourist operations on the unique Abrolhos Islands are a future possibility. An Interpretive Centre showcasing the region's marine environment is planned as part of a Marine Centre of Excellence.

The new Kalbarri Airport, adjacent to Kalbarri National Park offers unique aviation and tourism opportunities such as charter operations, recreational flying, tour operators and vehicle hire outlets. Completion of the ocean road from Northampton to Kalbarri has created a more direct alternative route, opening the way for increased visitor numbers and new tourist and commercial businesses.

The planned completion of the final leg of the Indian Ocean Drive between Lancelin and Cervantes will create a coastal road from Perth to Dongara. Significant new opportunities for eco and nature based tourism as well as hospitality and commercial businesses are anticipated.

Aviation related opportunities are also presented by the new Geraldton Airport facilities located in the Shire of Greenough.

Implementation of the Gascoyne Murchison Tourism Pathways plan will begin in 2002 coinciding with the Year of the Outback. Its Miner's Pathway, Wool Pioneer's Trail and Outback Mail Run will offer many potential exciting investment opportunities.

The **Peel** region, located immediately south of Perth offers a number of investment opportunities of its own. The \$A220 million Mandurah Ocean Marina development will blend world class facilities for both professional and recreational fishing enthusiasts and include a 400 craft marina, with fishing, maintenance and boat repair. Other opportunities include resort development, serviced apartments, restaurants, cafes, retail shopping and residential projects with waterfront villas.

Three of the State's premier golf course developments at Ravenswood, Meadow Springs and Port Bouvard are only minutes from the City of Mandurah and an hour's drive from Perth. Collectively, they and two other golf course sites, offer investment tourist opportunities in resort development, golf course development, conference facilities, serviced apartments, restaurants and residential projects. One of the sites offers the use of an airfield and hangars.

The **South West** region is a very popular tourism destination and offers significant opportunities for investment in a variety of types of tourism accommodation and attractions.

The Ferguson Valley is establishing itself as the region's newest wine tourism destination and offers opportunities for short stay accommodation.



The development of wilderness style accommodation, a motel and a forest icon attraction have been identified as development opportunities in the Southern Forests area.

At Albany, the regional centre of the **Great Southern** region, nine hectares of frontage at Princes Royal Harbour have been earmarked for redevelopment which could include tourism accommodation, retail, commercial and light industry activities.

Albany is also planning to develop additional infrastructure on its harbours and waterways. The Vancouver Waterways Project has identified a number of investment opportunities including upgrading existing infrastructure and establishing a new marina and jetties. The proposal will also include opportunities to develop commercial and recreational facilities.

Other opportunities in the Great Southern Region include the development of a wilderness lodge, a low impact accommodation in the Stirling Range. This would be adjacent to a micro national park development proposed for the area.

Tourism opportunities also exist in the Pilbara, the Goldfield Esperance and Wheatbelt regions.

The **Pilbara** has a number of key attractions including the gorge country surrounding the recently constructed \$A2.7 million Karijini National Park Visitor Centre, the tropical Oasis at Millstream and historical developments at Marble Bar and Cossack. Visits to the renowned Dampier Archipelago are expected to grow strongly, presenting good recreational fishing and investment opportunities.

There is high tourist interest in the Pilbara's extensive mining industry and there are also a number of partnership opportunities that exist for Aboriginal cultural tourism development.

Domestic visitors to the region increased by 8 per cent in the 12 months to September 2001 over the previous comparative period.

Tourism is developing strongly in the **Goldfields-Esperance** region.

In Kalgoorlie-Boulder there are a number of excellent conference venues, and an increasing number of 'meeting events'. There is a niche for another Professional Conference Organiser in Kalgoorlie-Boulder.

Planning is under way for the development of a grassed golf course complex in Kalgoorlie-Boulder, which may involve investment opportunities in resort-style accommodation. Other opportunities in Kalgoorlie-Boulder include a campervan depot and a 'flora and fauna' attraction.

A number of significant 'heritage trails' are being developed in the Goldfields-Esperance region, and this will lead to a variety of opportunities including bed & breakfast and farm/station stay.

In the South East, centred on Esperance, there is an opportunity for an ecotourism lodge development, perhaps adjacent to one of the region's national parks. There is a need for self-contained units for the fast-growing leisure tourism market; and contemporary hospitality outlets (eg cafes and restaurants).

The scenic Avon Valley, historic New Norcia, goldmining at Yilgarn and the natural phenomena of the Pinnacles and Wave Rock attract tourists to the **Wheatbelt** every year.

The development of a new coastal highway between Guilderton and Jurien Bay will improve tourist access to this coastal area. As a consequence, investment opportunities have been identified to establish low impact accommodation, such as caravan parks, wilderness campsites, and beach huts.

**For further information contact:**

Western Australian Tourism Commission
 GPO Box X2261
 PERTH WA 6001
 Telephone: +618 9220 1700
 Facsimile: +618 9220 1735
 Email: tid@tourism.wa.gov.au
 Internet: <http://www.tourism.wa.gov.au>

Western Australian Tourism Commission**Regional Contacts:**

Kimberley:	08 9193 6122
Pilbara:	08 9143 1123
Gascoyne:	08 9941 2406
Mid West:	08 9921 0716
Goldfields-Esperance:	08 9021 0821
Heartlands (Wheatbelt):	08 9622 5627
Peel:	08 9535 6167
South West:	08 9791 9000
Great Southern:	08 9841 8599

FOR MORE INFORMATION ON INDIVIDUAL REGIONAL INVESTMENT OPPORTUNITIES CONTACT:

GASCOYNE DEVELOPMENT COMMISSION

Stuart House, 15 Stuart Street (PO Box 781)
 CARNARVON WA 6701
 Phone +618 9941 1803
 Fax: +618 9941 2576
 Email: info@gdc.wa.gov.au
 Internet: <http://www.gdc.wa.gov.au>

**GOLDFIELDS-ESPERANCE
DEVELOPMENT COMMISSION**

Ground Floor, Viskovich House
 377 Hannan Street (PO Box 751)
 KALGOORLIE WA 6430
 Phone +618 9091 1166
 Fax +618 9021 7941
 Email: gedckal@gedc.wa.gov.au
 Internet: <http://www.gedc.wa.gov.au>

GREAT SOUTHERN DEVELOPMENT COMMISSION

110 Serpentine Road
 ALBANY WA 6330
 Phone +618 9842 4888
 Fax +618 9842 4828
 Email: gfdc@gfdc.wa.gov.au
 Internet: <http://www.gfdc.wa.gov.au>

KIMBERLEY DEVELOPMENT COMMISSION

Papua Street (PO Box 620)
 KUNUNURRA WA 6743
 Phone +618 9168 1044
 Fax +618 9168 1473
 Email: kdc@kdc.wa.gov.au
 Internet: <http://www.kimberley.wa.gov.au>

MIDWEST DEVELOPMENT COMMISSION

SGIO Building
 45 Cathedral Avenue (PO Box 238)
 GERALDTON WA 6531
 Phone +618 9921 0702
 Fax +618 9921 0707
 Email: info@mwdc.wa.gov.au
 Internet: <http://www.mwdc.wa.gov.au>

PEEL DEVELOPMENT COMMISSION

45 Mandurah Terrace (PO Box 543)
 MANDURAH WA 6210
 Phone +618 9535 0000
 Fax +618 9535 2119
 Email: pdc@peel.wa.gov.au
 Internet: <http://www.peel.wa.gov.au>

PILBARA DEVELOPMENT COMMISSION

Shop 2, 6 Wedge Street (PO Box 544)
 PORT HEDLAND WA 6721
 Phone +618 9173 8400
 Fax +618 9173 1881
 Email: pdc@pdc.wa.gov.au
 Internet: <http://www.pdc.wa.gov.au>

SOUTH WEST DEVELOPMENT COMMISSION

9th Flr, Bunbury Tower
 61 Victoria Street (PO Box 2000)
 BUNBURY WA 6230
 Phone +618 9792 2000
 Fax +618 9791 3223
 Email: swdc@gateway.net.au
 Internet: <http://www.swdc.wa.gov.au>

WHEATBELT DEVELOPMENT COMMISSION

14 Wellington Street (PO Box 250)
 NORTHAM WA 6401
 Phone +618 9622 7222
 Fax +618 9622 7406
 Email: wdc@wdc.wa.gov.au
 Internet: <http://www.wheatbelt.wa.gov.au>



Department of
Local Government and Regional Development

For general queries: Department of Local Government and Regional Development
 Telephone: +618 9327 5666, Fax: +618 9327 5921, Email: info@dlgrd.wa.gov.au

Disclaimer

This document has been prepared in good faith by the Department of Local Government and Regional Development and the Regional Development Commissions predominantly from information and data gathered in the course of their activities. No person or organisation should act on the basis of any matter contained in this document without considering and, if appropriate seeking professional advice. Neither the Department of Local Government and Regional Development or the Regional Development Commissions nor any of their employees undertakes responsibility to any person or organisation in respect to this document.