



# Hotel Investment Prospectus

**Bundaberg, Queensland**

*Building Australia's  
best regional community*







Bundaberg Regional Council acknowledges the Traditional Country of the Taribelang Bunda, Gooreng Gooreng, Gurang, and Bailai Peoples and recognises that this Country has always been and continues to be of cultural, spiritual, social and economic significance to Aboriginal and Torres Strait Islander People. We recognise the thousands of generations of continuous culture that have shaped this Country and the people on it. We pay respect to Elders, past and present. Bundaberg Regional Council further acknowledges other neighbouring traditional owner groups within the Wide Bay-Burnett Region.







# Bundaberg Regional Council is seeking new investment in hotels in the region

At **7.2%**, the Bundaberg Region had the second highest economic growth rate of major Queensland regional centres for the second year in a row.

Over the past decade the Bundaberg Region has experienced a **16%** increase in the number of jobs, with more than **41,000** jobs now provided in Bundaberg.



**7.2% Economic Growth 2022-23**  
(4.43% in QLD)



**2.07% population growth 2022-23**  
(2.09% in QLD)



**13.29% increase in visitation 2022-23**  
(-4.42% in QLD)



**81.4% increase in building approvals**  
(43.2% in QLD)

Recent research shows that undersupply will increase to **508** rooms by 2032





Lady Musgrave Island

Lady Elliot Island

Agnes Waters

**Bundaberg**

Burnett Heads

Mon Repos

Bargara

Elliot Heads

Gin Gin

Childers

Maryborough

Brisbane



# Major Projects Driving Growth

Over \$5 billion worth of Infrastructure projects have been planned out to 2027, delivering the second fastest economic growth rate in Queensland

## Gateway Marina, Burnett Heads

Gateway marina development in Burnett Heads providing the most northern sheltered port to the cyclone belt.

Plans for hospitality, retail and tourist services to transform area.



## Challenger Learning Centre

Australian-first NASA aligned STEM education program for local youth.

Specifically designed education facility that includes several scenario-based activities





**Bundaberg Hospital**

New \$1.2B Bundaberg Hospital Project about five kilometres south of CBD.

Growth of 121 beds and more treatment spaces with an expanded emergency department.



**Civic and Cultural Precinct**

A proposed revitalisation of Bundaberg’s CBD will create a vibrant community hub with 16 new buildings overall and linking paths. The proposed project to include a new art gallery and entertainment and convention centre.



**Bundaberg Regional Aquatic Centre**

The Bundaberg Regional Aquatic Facility will be co-located with the Bundaberg Multiplex, which includes a large modern conference centre and the Bundaberg PCYC.

This will leverage previous investments and create a defined, branded high performance-based precinct.





# Identified Gap in our Hotel Offering

## Current situation

Bundaberg has 52 accommodation establishments providing 1,075 rooms. Most of these are motel inns, with a 3.5 star rating or less. The last new hotel in Bundaberg opened in 1994.

## Identified market gap

The general growth in Bundaberg's tourism market will drive demand for additional hotel rooms.

Specific identified opportunities include:



**4+ star  
offering**



**CBD  
accommodation  
for business travel**



**Serviced  
apartments for  
longer stays**



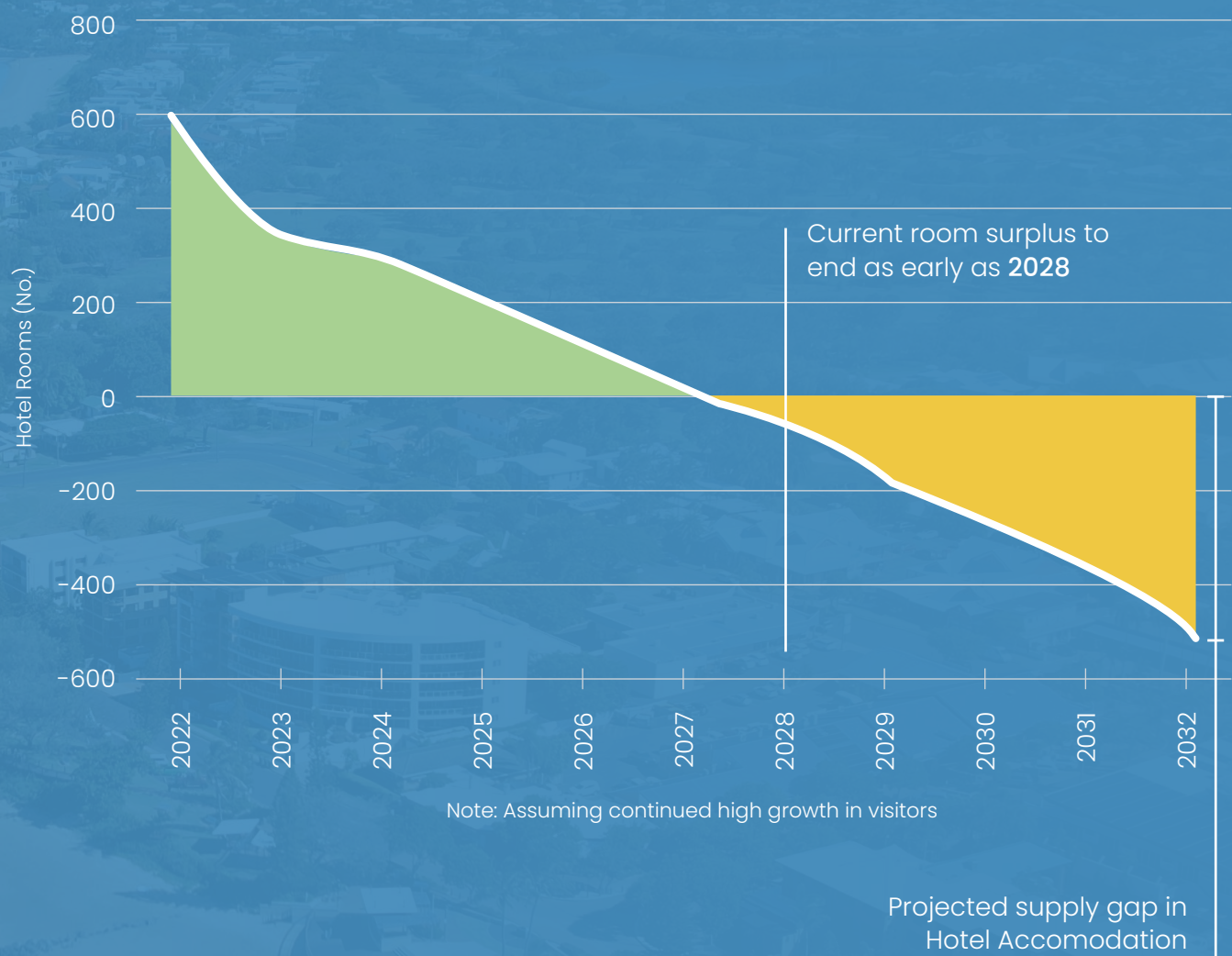
292,100

Current hotel visitor  
nights (2022)



802,000

Forecast hotel  
visitor nights (2032)



A survey of recent travellers highlighted demand for 4 star and above accommodation in the CBD.



# The Bundaberg Visitor Economy

Bundaberg is the southern gateway to the Great Barrier Reef.

Bundaberg is one of only 2 ECO Certified Destinations in Queensland and offers unique nature-based experiences like the Mon Repos Turtle Encounters and experiences out on the Reef including: whale watching, guided snorkelling tours, scuba diving across multiple sites and guided educational tours.

Bundaberg is a town brimming with boutique breweries and distilleries to visit, including the world-famous Bundaberg Rum Visitor Experience.

## Key Visitation Stats (2022-23)

### Holiday



**48.8%** in Bundaberg  
**46.5%** in Queensland

**69.2%**

growth of domestic overnight visitors for arts and heritage from 2021 to 2022.

**57.9% growth in QLD**

### Business



**23.7%** in Bundaberg  
**16.1%** in Queensland

**40.9%**

growth of domestic overnight visitors for local attractions/tourist activities from 2021 to 2022.

**30.4% decline in QLD**

### Visiting friends & relatives



**14.0%** in Bundaberg  
**26.5%** in Queensland





-  Bundaberg Airport
-  Bundaberg Multiplex
-  New Bundaberg Aquatic Facility
-  New Bundaberg Hospital
-  Bundaberg Train Station
-  Bundaberg Rum distillery
-  Bundaberg Brewed Drinks
-  Milbi Centre
-  Bundaberg zoo
-  Bundaberg Botanic Gardens
-  Hinkler Hall of Aviation
-  Fairymead House Sugar Museum
-  Bundaberg Port and Marina



# The Bundaberg Region has a Full Major Event Calendar

Successful major tourism events are hosted throughout the year which attract both local and interstate visitors. During these events it is common for accommodation in Bundaberg to be booked out in advance with many attendees having no option but to stay further afield.

## Childers Festival

Childers festival was first held in 1996, with the event attracting 5,000 people. In 2023, **35,000 people attended the latest annual event.**

It is a four-day festival held at the end of July in Childers, where the Bruce Highway is closed to make way for a gigantic street fair with markets, tours and other attractions.



## NRL Matches

Canterbury Bankstown Bulldogs have partnered to host a match each year from 2022 – 2024.

The inaugural match was played against the North Queensland Cowboys and the 2023 match was against the Redcliffe Dolphins.

**These matches have seen an average attendance of 7,000 per match.**



## Lighthouse Country Festival

Lighthouse Country is a two day country music festival held in Burnett Heads in late April. The event features a Rodeo and performances from various Australian Country music artists.

**8,000 Visitors attend the annual event.**





### Sounds of Rock Festival

Sounds of Rock is an Australian music festival held each year in Bundaberg. The festival is held in May.

**The event attracts 5,000 people annually since it began in 2021.**



### Taste Bundaberg Festival

Taste Bundaberg Festival is a ten day festival that showcases the authentic food and drink experiences of the Bundaberg region. The festival features local chefs, restaurateurs, food vendors, farmers, distillers, brewers, graziers and fishermen that showcase the region’s finest ingredients through a variety of events and activities

**10,000 Visitors attend the various events each year.**



### Oceanfest Bundaberg

Oceanfest is a seafood festival in late August at the Port Marina precinct. This all-age event includes local seafood, fine wines and beers and family friendly entertainment.

**10,000 Visitors attend the event each year.**



### Milbi Festival

Milbi Festival is a ten day festival held in early November which celebrates local arts, environment, culture and importantly the turtles that return to our beaches each year to lay their eggs. This event provides unique and meaningful opportunities to connect to the community and local culture.

**10,000 Visitors attend this festival annually.**





# Rapidly Improving Investment Conditions

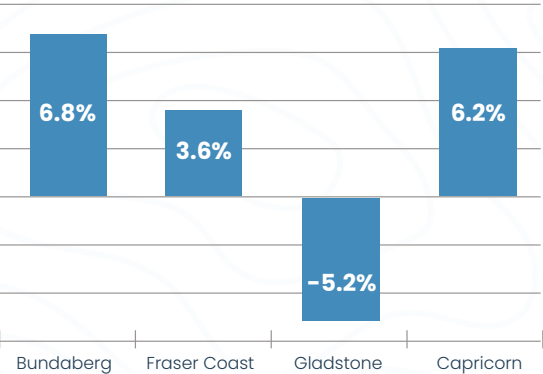
## Increase in visitor nights

6.8%

Average annual visitor nights growth (2014 – 2019).

1.8 million annual visitor nights outpaces Gladstone (1.7 million) and Rockhampton (1.6 million).

## Average Visitor Nights Growth (2014 – 2019)



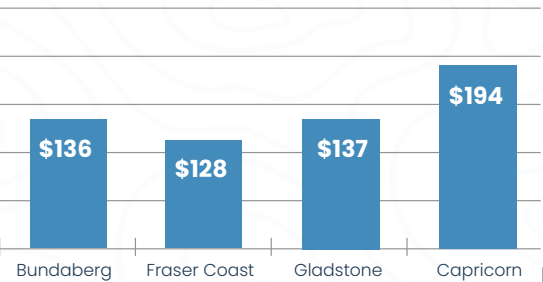
## Increase in visitor spend

+\$27

Domestic overnight visitor expenditure growth (2019 – 2021).

The \$136 spend per night is equal to Gladstone and higher than Fraser Coast in the nearby area.

## Visitor Spend per Night (2014 – 2019)



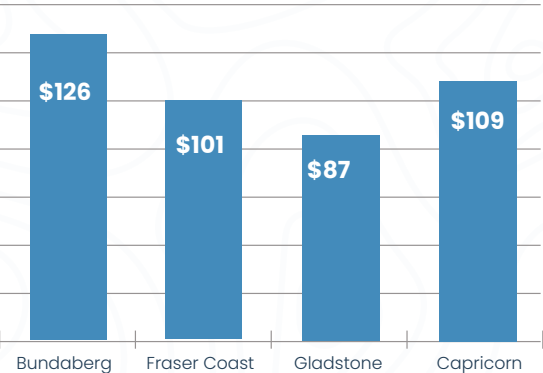
## Increase in RevPAR

+\$43

Revenue Per Available Room (RevPAR) growth (2021 – 2022).

The total RevPAR of \$126 is much higher than Capricorn, Gladstone and Fraser Coast, all under \$110.

## RevPAR (2021 – 2022)





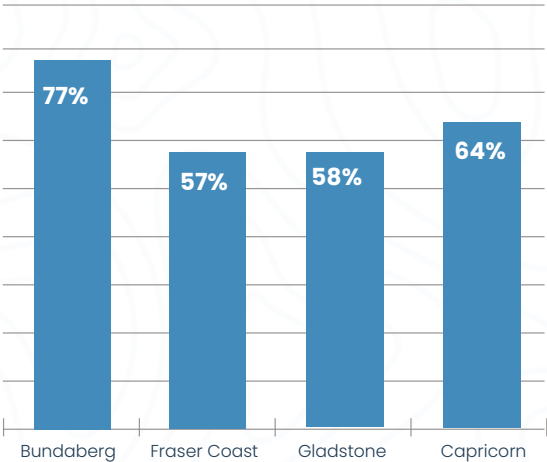
Growth in hotel occupancy

+18.5pp

Occupancy rate growth  
(since 2019 – 2020).

The current 76.5% occupancy is higher Fraser Coast, Gladstone and Capricorn, that are all under 65%.

Occupancy  
(2021 – 2022)



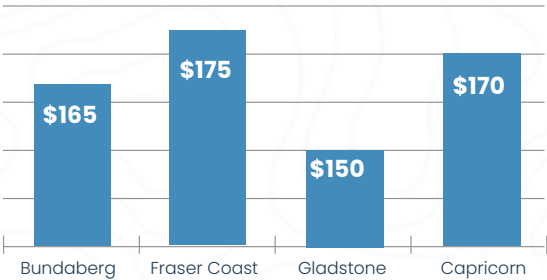
Increase in average rates

+\$22

Average Daily Rate (ADR)  
growth (2021 – 2022).

The \$165 ADR is higher than the \$150 for Gladstone and the growth is greater than the \$20 for Capricorn.

Average Daily Rate  
(2021 – 2022)

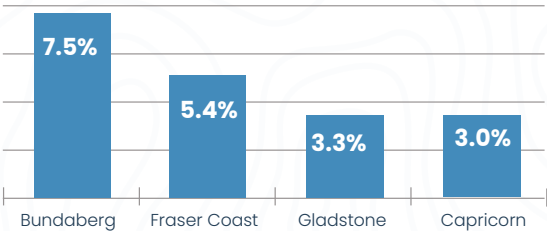


Increase in visitor numbers

7.5%

Average annual visitation  
growth (2014 – 2019) outpacing  
adjoining Local Government  
Areas Capricorn 3.0%, Fraser  
Coast 5.4% and Gladstone 3.3%.

Annual Visitation Growth  
(2014 – 2019)





# Development Incentives are Available

**For quality proposals, we can provide**

## **Non-financial support**

- Tailored data – site selection assessment, target market data and statistics
- Solution brokering – government introductions and navigation
- Immersion – bespoke site visit programs
- Matchmaking – industry support and alignment with commercial opportunities
- Relocation/visa support

## **Council Incentives and Support**

Council has developed a new incentive to help facilitate development of regionally important projects that involve significant job creation and investment in building construction work.

### **Discount incentive**

Council is offering a discount of up to 100% off levied infrastructure charges for projects of regional significance. This incentive is for any development that:

- Has a monetary value of building work that is \$15 million or greater (inclusive of GST) and will provide 50 or more additional direct local full-time equivalent jobs during the operation; or
- Council considers a special/extraordinary community or environmental benefit



# Bundaberg Regional Council is committed to supporting projects of regional significance

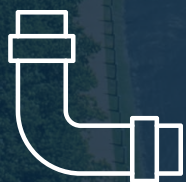
Talk to us about how we can help you invest in our region



**Opportunity to purchase or lease Council-owned land**



**Potential to relax development requirements**



**Up to 100% discount on infrastructure charges**



**Opportunity to fast track DA applications**



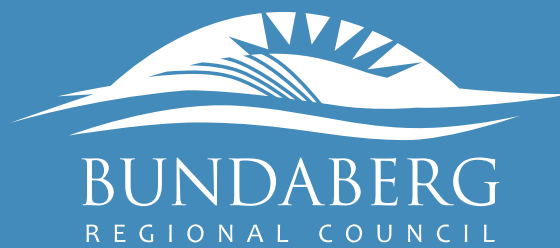
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