

Hospitality, Tourism & Retail

OVERVIEW

Australia's Coral Coast, encompassing Greater Geraldton, was host to a total 856,000 visitors (domestic and international) who stayed over 4.7 million nights in 2015. Within the Mid West, hospitality, tourism and retail sectors combine to contribute approximately \$682m to output, employing 4,289 workers.

Greater Geraldton contains a network of diverse regional centres and villages that each offer a unique proposition to residents and visitors alike. These communities provide a range of lifestyle opportunities and experiences, as well as being a launching pad to swathes of unspoilt natural experiences including:

- > Houtman Abrolhos Islands.
- > Kalbarri National Park.
- > Murchison Geopark.
- > Remote and outback settlements and conservation estates with critical biodiversity.

Whether within the towns, or out in nature, the region offers highly accessible and authentic experiences with sophisticated networks of infrastructure and services for both residents and visitors.

Opportunities have been identified to capture demand locally in hospitality, tourism and retail supply chains in industries such as:

- > Entertainment and dining (\$90.71m).
- > Travel services (\$18.28m).
- > Department and discount department stores (\$17.42m).
- > Bulky goods, furniture and other household goods (\$24.13m).
- > Clothing and textiles (\$18.64m).

Competitive Advantages

- > Greater Geraldton as a central community of scale, where all major goods and services can be accessed, a diverse range of housing is available, and major tourism infrastructure is easily accessed.
- > As a visitor destination, many of Australia's assets (world class nature, coastal, marine/wildlife experiences, food and safety) are entrenched within

Greater Geraldton and offer significant growth potential in the medium-long term.

- > The Houtman Abrolhos Islands with world class fishing experiences, protected islands and coral atolls, and significant heritage and interpretation potential.
- > A 340km coastline including protected beaches, dramatic cliffs, a surf coast, reef lined shores, ports, safe anchorages, untouched coastal scrub, dunes and stretches of untouched beaches and shoreline.
- > Geological diversity including world scale mineralisation, unique land forms such as significant gorges and ranges with some of the most ancient rocks on earth.
- > A vast land area including large swathes rich in seasonal wildflowers, native flora and fauna, extensive river and creek systems and extensive areas of conservation reserves. These areas are well linked by road network and a variety of airports. Sound management of these assets and their values is essential, with various agencies playing an important role to facilitate access to, and use of, these areas.
- > A network of large and small communities spread throughout the region. These communities each offer alternative lifestyle choices to residents, as well as facilitating a 'hub and spoke' approach to travelling across the region all year round. The region's central geographic location makes it accessible from practically all points on the compass.
- > Established tourism destinations including coastal locations of Kalbarri, Dongara-Port Denison and Geraldton, with capacity to host significant additional year round visitation.

For live investment opportunities or to contact us visit www.progressmidwest.com.au.