

# AUSTRALIA'S HOTEL HOTSPOT

CITY OF MORETON BAY, QUEENSLAND



HOTEL INVESTMENT GUIDE

📍 National multi-award winning Sandstone Point Hotel

**INVEST  
MORE**  
MORETON BAY, QUEENSLAND

 **CITY OF  
MORETON BAY**



# AUSTRALIA'S BOOMING POPULATION AND ECONOMIC GROWTH REGION

Australia is an ideal destination for investors with a resilient and growing economy and political stability offering a low-risk environment. Australia ranks 2nd globally for international visitor spend per trip (ATIC) and by 2027 annual domestic overnight trip expenditure is set to reach \$137.9 billion (ATIC).

The state of Queensland continues to experience strong economic growth after two decades of outperforming the national average, and a forecast GDP growth (3%) in excess of that of global average GDP growth in 2023-25.

(Source: IMF World Economic Outlook, April 2023; Queensland Treasury).

South East Queensland (SEQ) is the fastest growing region in Australia and is a critical economic powerhouse for the state of Queensland, supporting almost two-thirds of the state's GSP and supporting almost 80% of the state's jobs.

The capital city, Brisbane, is home to the third busiest international airport in Australia welcoming 23 million passengers each year from 44 national and 75 international destinations in 22 countries.

In the heart of South East Queensland is the \$40 billion engine room and home to what could be Australia's most attractive hotel investment opportunity; City of Moreton Bay.

### THE 2032 OLYMPIC AND PARALYMPIC GAMES

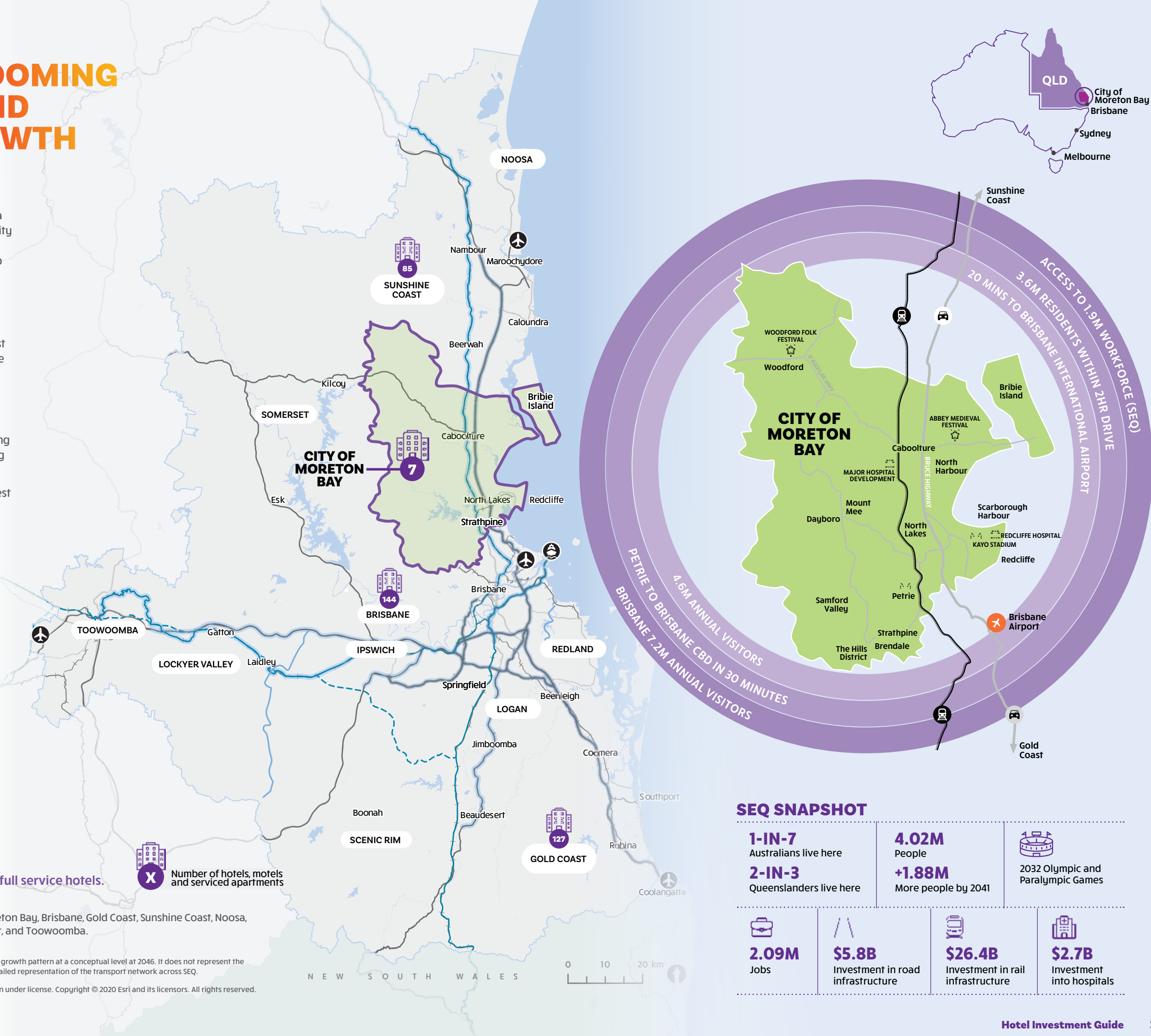
will provide South East Queensland a once-in-a-generation opportunity to showcase the region to the world and provides a platform for the region to benefit from accelerated infrastructure and region-shaping projects taking place across SEQ.

City of Moreton Bay has an under-supply of full service hotels.

SEQ includes the following council areas: City of Moreton Bay, Brisbane, Gold Coast, Sunshine Coast, Noosa, Ipswich, Redlands, Lockyer Valley, Scenic Rim, Somerset, and Toowoomba.

This map represents a strategic transport system to support the proposed growth pattern at a conceptual level at 2046. It does not represent the full transport network and should not be interpreted as a complete or detailed representation of the transport network across SEQ.

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# CITY OF MORETON BAY, AUSTRALIA'S NEWEST CITY

City of Moreton Bay, Australia's newest city, is one the largest and fastest growing areas in the country. A significant undersupply of only 204 full-service hotel rooms to support 4.6 million annual visitors represents an incredible opportunity for hotel investment and development.

Already one of the state's most popular tourist destinations, Moreton Bay attracts 4.6 million annual visitors who stimulate \$2.08b in economic activity. A combination of diverse natural attractions, a year-round calendar of events and the National Rugby League (NRL)'s newest team, The Dolphins, all contribute to visitor attraction as we build towards being a host venue for the 2032 Olympics.

Tourism and hospitality are certainly not the only drivers of hotel opportunities, with a rapidly expanding VFR market driven by Moreton Bay's 21% population

growth over the last decade and a forecast 300,000 more residents by 2046 to a total population of 800,000.

Moreton Bay delivers growing appeal as both a leisure and business destination. A diverse line-up of city shaping projects, economic output growing to \$40 billion over the next decade, strong population growth, the creation of 100,000 new jobs, and the upcoming Olympic Games, are all creating an urgent demand for hotel accommodation.

**Moreton Bay needs up to 10 hotels and 1,505 rooms in key strategic economic growth areas, and is offering incentives and a dedicated concierge service to hotel investors and developers to make investing in City of Moreton Bay as easy as possible.**



294km of coastline  
with 16 beaches



A \$40 billion growth  
map of major projects



Direct access to  
global markets



\$2.7B Health  
Investment

**3RD  
LARGEST**

Local Government  
Area in Australia

**5TH  
FASTEST**

Growing area  
in Australia

## THE OPPORTUNITIES





# TOP 10 DRIVERS OF OPPORTUNITY AND DEMAND

1

**SUPPLY AND DEMAND**  
Current demand for full-service accommodation in City of Moreton Bay could support 10 additional hotels and 1,505 rooms right now. Moreton Bay currently offers just 204 full-service rooms to accommodate 4.6 million annual visitors.

2

**POPULATION GROWTH**  
300,000 new residents to grow population to 800,000 by 2046 expanding the VFR market.

3

**MAJOR PROJECTS**  
A \$40 billion growth map of major projects.

4

**ACCESS AND PROXIMITY**  
Australia's 3rd busiest international airport, Port of Brisbane, and three biggest population hubs all connected to City of Moreton Bay.

5

**DAY VISITORS**  
Day visitor numbers grew 35% in 2021/22, in line with visitor growth trend.

6

**2032 OLYMPIC AND PARALYMPICS GAMES VENUE**

7

**INDUSTRIAL VISITORS**  
City of Moreton Bay's four large-scale industrial precincts attract an average of 4,750 interstate visitors each week across the supply chain.

8

**\$2.7B HOSPITAL & HEALTH INVESTMENT**  
\$2.7 billion invested in hospital services across the area, including two major hospital expansions, will create 334 new beds and increase the demand for hotel accommodation every day of the week.

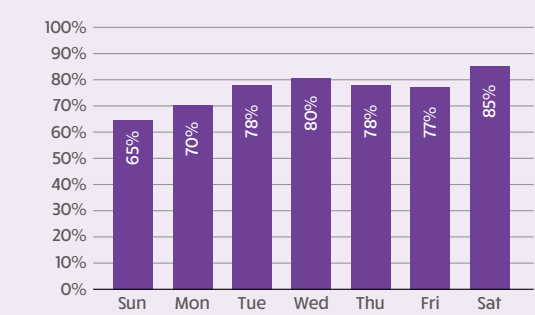
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**LIFESTYLE**  
294km coastline, 16 beaches, calendar of annual events which attracts over 150,000 visitors, and Australia's newest Rugby League Team, The Dolphins, all add to desirability of the area.

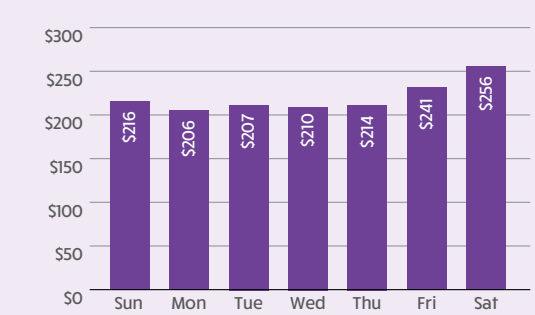
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**SUPPORTING AND INCENTIVISING COUNCIL**  
A strategic, understanding, and supportive Council which is invested in making good developments happen for Moreton Bay.

Moreton Bay average daily occupancy performance



Moreton Bay average daily ADR performance

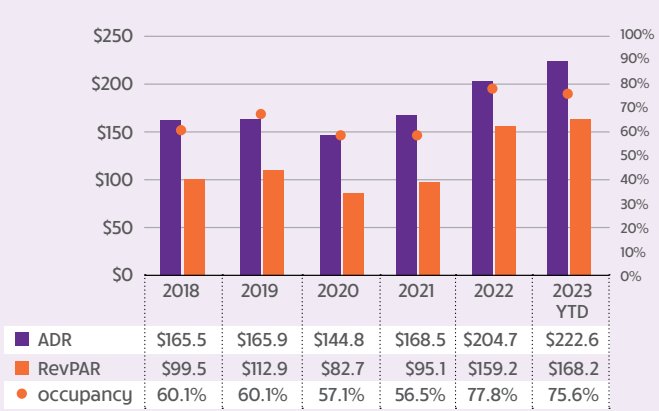


Note: 2018 performance is for the period May to December. 2023 performance is for the period January to September. Source: STR (2023)

City of Moreton Bay enjoys

**STRONG OCCUPANCY, REVENUE AND MID WEEK RATES**

Moreton Bay occupancy, ADR and RevPAR performance



Note: 2018 performance is for the period May to December. 2023 performance is for the period January to September. Source: STR (2023)

# TOURISM GROWTH

4.6M annual visitors

29.7% in 2021/22

Moreton Bay is a vibrant city with a diverse offering of coastal experiences and nature-based activities. It also boasts a lively arts and cultural scene, a busy festival and events calendar, a varied range of food, wine, craft beer and gin distilleries, and a year-round line up of state, national, and international sporting competitions and tournaments.

Using growth rates provided by the Tourism Forecasting Committee (TFC, 2022), it is estimated that the number of visitor nights in Moreton Bay will increase from 4.2 million in 2019 to 5.6 million by 2033. Over the period 2023 to 2033, it is estimated that there will be an average annual increase of 178,600 each year across all visitor segments (equivalent to 490 visitor nights a day). While not all visitors will choose to stay in hotel accommodation, this increase is sufficiently large enough to demonstrate the investment opportunity for new hotel development and the priority that Council is placing on maximising the economic potential of the city's visitor economy.

## VISITATION FY 2022/23

### 4.6M total visitors

- 81% day visitors
- 17% domestic overnight
- 2% international

### 4.4M visitor nights

- 59% domestic visitor nights
- 41% international nights
- Ave length of stay = 4.7 nights

### Top 3 source markets (domestic overnight)

- 33% Brisbane
- 10% Sunshine Coast
- 7% Sydney

### Type of accommodation used (visitor nights)

- 71% private
- 29% commercial of which:
  - 23% are spent in hotels
  - 41% are spent in self-catering apartments
  - 36% are spent in other types<sup>2</sup>

### Purpose of visit (day visitors)

- 48% holiday/leisure
- 29% VFR
- 14% business
- 9% education and health

### Purpose of visit (overnight visitors)

- 36% holiday
- 48% VFR
- 9% business
- 7% education and health

2. Other types of commercial accommodation include guesthouses, bed and breakfasts, caravan parks and hostels. Source: TRA (2023a and b)

## WHAT GUIDES CITY OF MORETON BAY'S TOURISM INDUSTRY PRIORITIES?

MORETON BAY DESTINATION MANAGEMENT PLAN 2023-2027

[mbrit.au/industry/destination-management-plan](https://mbrit.au/industry/destination-management-plan)

TOURISM OPPORTUNITY PLAN 2022-2027

[moretonbay.qld.gov.au/Services/Business-Investment/Tourism-In-Moreton-Bay](https://moretonbay.qld.gov.au/Services/Business-Investment/Tourism-In-Moreton-Bay)



# ECONOMIC GROWTH

## PRIORITY INDUSTRIES

- 1 Advanced Manufacturing
- 2 Food and Agribusiness
- 3 Tourism, Sport and Major Events
- 4 Knowledge, Innovation and Entrepreneurship

City of Moreton Bay, Queensland's \$40 billion engine room, is powered by a population and employment boom and multi-million dollar infrastructure projects.

As the third largest Local Government Area in Australia and one of the fastest growing economies, Moreton Bay's scale and influence attracts investment and initiatives.

City of Moreton Bay has access to a talent pool of over 1 million people, all within a 30-minute drive of Brisbane's international port and airport.

 **BIGGER.**  
\$40B economy

 **BOLDER.**  
100K new jobs and 16K new businesses

 **BRIGHTER.**  
Top 10 Knowledge and Innovation Hub

PROJECTED GROWTH	2023	2041
Economy	\$21.95B	\$40B
Population	510,000	700,000
Jobs	163,228	240,000
GST Registered Businesses	31,803	45,000

Sources: NIEIR 2022, ABS 2022

**\$21.95B**  
GRP (2023)

**31,803**  
Businesses

**163,228**  
Jobs

# THE MIDWEEK MARKET

Significant visitor leakage currently results from an absence of hotels in Moreton Bay.

 **3.7M** day visitors

 **867K** overnight visitors



## VFR - VISITING FRIENDS & RELATIVES

Strong population growth over the next 20 years, stimulated by urban infill developments, high density living and new master planned communities (such as Waraba (formerly Caboolture West), North Harbour, and Central Springs) means that the VFR sector will continue to be an important generator of visitation to the area.

**Locations with future potential:** Waraba, North Harbour and Redcliffe Peninsula

 **1.1M**  
day visitors

 **416,454**  
overnight visitors



## BUSINESS

Demand for hotel accommodation is expected to intensify in existing and expanding industrial hubs such as The Mill, Strathpine, Brendale, Narangba, and North Lakes, which currently attract 4,750 interstate visitors on average per week across the supply chain. The proximity of Brisbane Airport to Moreton Bay's key commercial hubs presents a strong opportunity to connect with national and international markets.

**Locations with future potential:** The Mill at Moreton Bay (Petrie), North Lakes, Caboolture, Brendale and Narangba

 **523,000**  
day visitors

 **78,000**  
overnight visitors



## HEALTH & MEDICAL

The healthcare and social assistance industry is the Moreton Bay's largest employer and is set to grow further with the expansion of Caboolture and Redcliffe hospital precincts and the new Bribie Island satellite hospital. Potential exists to capitalise on room night demand from a variety of health-related segments including pre and post-op outpatients (and their carers), visiting doctors, specialists and medical suppliers, and medical related meetings, training seminars and conferences.

**Locations with future potential:** Redcliffe, North Lakes & Mango Hill, Caboolture and Bribie Island



**336,252**  
day visitors



**60,700**  
overnight visitors

**INDICATE EDUCATION AND HEALTH AS THEIR PURPOSE FOR VISITING.**



## EDUCATION

World leading tertiary research and innovation hubs, supported by UniSC's new campus at The Mill at Moreton Bay, as well as planned expansion of the TAFE in Caboolture, provides a solid base to generate hotel demand from prospective students, visiting lecturers, and professors as well as those attending conferences and seminars held at any of these institutions.

**Locations with future potential:** The Mill at Moreton Bay (Petrie)



## LEISURE

Easy access to Brisbane and the Sunshine Coast, and the convenience of Brisbane Airport and Sunshine Coast Airport, provide increasing opportunities to welcome overnight visitors from both domestic and international markets.

**Locations with future potential:** Redcliffe, Margate, Bribie Island, Caboolture, North Harbour and Hinterland

 **1.8M**  
day visitors

 **312,300**  
overnight visitors



## MICE - MEETINGS, INCENTIVES, CONFERENCES + EXHIBITIONS

The proximity and excellent accessibility of City of Moreton Bay, Brisbane CBD and Brisbane Airport, and the diverse economic base of the city provides significant opportunities for Moreton Bay to compete for key MICE markets.

City of Moreton Bay currently has limited MICE facilities which represents a rare low competition opportunity to capture an unserved market.

**Locations with future potential:** The Mill at Moreton Bay (Petrie), Redcliffe and Hinterland (corporate retreats)



# SPORTS AND EVENTS

City of Moreton Bay's sporting credentials are hard to beat and are a direct result of Council's \$150 million investment in sports infrastructure over the last eight years.

Moreton Bay is home to Australia's newest NRL team (The Dolphins), who have established their base at Redcliffe's 10,000-seat Kayo Stadium. Additionally, it boasts the Brisbane women's A-League Centre of Excellence (South Pines Sporting Complex in Strathpine), the Queensland State Equestrian Centre (Caboolture), and Lakeside Raceway (Kurwongbah), which attracts

80,000 visitors from outside the region annually. Exciting developments are underway as Moreton Bay gears up to welcome a new 10,000 capacity Moreton Bay Indoor Sports Centre at The Mill. This state-of-the-art facility will serve as the venue for the 2032 Olympic Games, further solidifying Moreton Bay's position as a premier sporting destination.



**2032 Olympic and Paralympic Games**



**NRL's newest team**



**Locations with future potential:**

Redcliffe, Strathpine, Caboolture, Morayfield, Burpengary and The Mill at Moreton Bay

# CALENDAR OF MAJOR EVENTS

An annual calendar of major events, festival, sporting matches, and cultural events keep the visitors coming to City of Moreton Bay. From 2022-2024 City of Moreton Bay invested more than \$2.3 million in attracting sport and entertainment.

## EVENTS

### WOODFORD FOLK FESTIVAL

The annual music and cultural festival is one of Australia's biggest cultural events attracting 125,000 patrons to experience a vibrant gathering of artists and musicians.

### ABBEY MUSEUM MEDIEVAL FESTIVAL

The largest medieval festival in the southern hemisphere attracts 30,000 people including 14,000 overnight visitors to enjoy jousting, catapults, and unique Middle Ages cuisine.

### MORETON BAY FOOD AND WINE FESTIVAL

Set on the stunning waterfront of Woody Point is the annual festival which celebrates all things delicious luring 20,000 foodies each year.

## SPORT

### KAYO STADIUM, HOME OF THE DOLPHINS

The recently upgraded 10,000 capacity stadium in Redcliffe is the home venue of Australia's newest National Rugby League Team and popular sporting facility.

### LAKESIDE PARK RACEWAY

Regarded as the spiritual home of Queensland Motorsport, this historic 2.4km circuit attracts more than 80,000 people from outside the region every year.

### RUGBY LEAGUE - MURRI CARNIVAL

Attracting over 50,000 attendees, this indigenous footy carnival is Queensland biggest, held in the City of Moreton Bay.



**SEE FULL CALENDAR OF EVENTS**

[www.mbrit.au/campaigns/events](http://www.mbrit.au/campaigns/events)

# HOTEL DEVELOPMENT INCENTIVES AND SUPPORT

City of Moreton Bay has a dedicated investment attraction team ready to provide access to a knowledge base and incentive programs to aid decision-making and offer hands-on support to guide you through the development application process.

## INCENTIVE PROGRAMS

To support hotel development within key priority areas, City of Moreton Bay can offer incentives to make the local hotel opportunity even more appealing. Under Council's Attraction of Tourism Development Policy, tourist accommodation with qualifying meeting space may be eligible for a 100% reduction of applicable infrastructure charges.

Hotels within the Moreton Bay Priority Hinterland Area may be eligible for a 50% reduction of applicable infrastructure charges.

Conditions and eligibility may apply, so to find out how these and other incentives could apply to a development, speak to our Hotel Investment Team about what's possible for your project. Contact [invest@moretonbay.qld.gov.au](mailto:invest@moretonbay.qld.gov.au)

**FOR MORE INFORMATION  
ON HOTEL OPPORTUNITIES IN  
CITY OF MORETON BAY:**



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# investmoretonbay.com.au

City of Moreton Bay is committed to supporting and facilitating great development for our city, and our dedicated concierge service ensures more support for your development to become a part of our bigger, bolder, brighter future.

## DEDICATED CONCIERGE SERVICE

### TEAM OFFERINGS AND SERVICES

At City of Moreton Bay we have a dedicated Investment Attraction team ready to provide access to a knowledge bank of information to aid decision making and offer hands-on support to guide you through the development application process.

### COUNCIL SUPPORT

A single, convenient and dedicated contact. Free pre-lodgement advice to assist in streamlining applications. Free access to professional development resources and economic profiles.

A dedicated Economic Development team to support your expansion or assist with your relocation needs.

## CONTACT OUR INVESTMENT ATTRACTION TEAM



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## HOTEL INVESTMENT GUIDE



Piñata Farms

