



BRISBANE
TOURISM REGION

PERFECT

FOR

TOURISM
INVESTMENT



Queensland
Government
Australia

BRISBANE

Investment highlights

- 1. Brisbane 2032 Olympic and Paralympic Games** - Hosting the world's greatest sporting event will create a two-decade pipeline of opportunity for Queensland and benefit communities, sporting organisations, local business, and the visitor economy.
- 2. Diverse and memorable** - Brisbane is Australia's nature capital – a modern, sustainable, open-air city with room to breathe. Home to some of the world's largest sand islands and ancient heritage-listed rainforests, unique escapes and adventures call from the mountains, the city and the bay.
- 3. Business and leisure** - Brisbane has blended the best benefits for businesses, a perfect balance between living in an unmatched lifestyle all while working in an economy rich in growth and opportunity.
- 4. Potential to grow** - The region has the potential to deliver an additional \$6.5 billion in visitor expenditure by 2031 through growing signature experiences on offer.

Howard Smith Wharves
Richard Greenwood
Tourism & Events Queensland

Where business meets leisure

Brisbane is a dynamic and multicultural river city with world-class infrastructure. The region extends from the coastal communities of Moreton Bay and Redlands, through the cities of Brisbane, Ipswich and Logan, to the hinterland of the Scenic Rim and Somerset.

Brisbane is a city with an eye to the future. Globally renowned research institutes and innovation hubs make Brisbane a cutting-edge locale for medical, technical and scientific research, all driven by a vibrant collection of next generation talent that are shaping the future.

The region offers a range of entertainment and cultural experiences with an active events calendar to rival major cities around the world. Beyond the Brisbane capital, there are diverse landscapes all within a one-hour drive, from mountains and valleys, bays and islands and everything in between. Brisbane has much to showcase from its river to sports and adventure activities, to history and culture, wildlife and nature, to world class food and wine offerings. Together, Brisbane and its surrounds offer a wonderful variety of sights and sounds to visitors and residents alike.

Recent significant investment from both government and private investors is invigorating the Brisbane City visitor economy. With a \$15 billion infrastructure pipeline and momentum building, now is the perfect time for new tourism investments.



Mulgumpin (Moreton Island)
Brisbane Economic Development Agency

Visitation and economic growth

The Brisbane region is a magnet for new residents, businesses and international students to its sunny, subtropical climate, and has seen strong economic and population growth over the past 10 years.

Brisbane is a destination with unstoppable momentum. It's a city of growth, rich in opportunity. As Australia's fastest growing capital, Brisbane has a projected economy set to be worth \$217 billion by 2031. Brisbane's growth environment supports businesses across the board, from small business support to enterprise business development.

Whilst the tourism industry has been affected by travel restrictions imposed in response to the COVID-19 pandemic, Deloitte Access Economics reports Brisbane's tourism industry recovery tracking ahead of the national average, suffering a smaller loss in domestic air arrivals throughout the pandemic.

Deloitte Access Economics, Tourism and Hotel Market Outlook, Ed 2, 2021.



2,554,703 population in 2020

Queensland Government Statisticians Office

Visitors to Brisbane (Year ending December 2019)



9.65M domestic & international overnight visitors

OVERNIGHT

International 5.9% growth p/a

1.48M

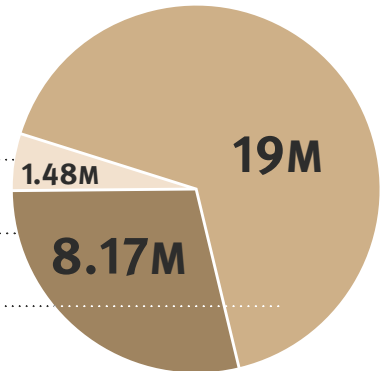
19M

Domestic 11.7% growth p/a

8.17M

DOMESTIC DAY TRIP

Tourism Research Australia (TRA)



Scenic Rim Eat Local Week at Rosewood Estate
Tourism & Events Queensland



Brisbane accommodation market growth

Thanks to the region’s year-round sun, impressive natural attributes and enviable lifestyle, Brisbane is a well-established holiday destination, consistently attracting new high-value investment. This has included several new, premium hotels over the past five years, with more in the pipeline. Among these are international hotel brands such as W Hotels and The Westin, mixed with luxury boutique offerings including The Calile Hotel, The Crystalbrook Vincent, and the Ovolo properties, which have helped to further raise the bar of offerings in Queensland’s capital.

Brisbane’s holiday appeal has somewhat buffered the region’s exposure to the downturn in business travel from the COVID-19 pandemic. Intrastate travel to Brisbane is nearly back at 2019 levels and room rates recovered well throughout 2021 to exceed those before the pandemic, however, a strong return in interstate, international and particularly business travel will be important for Brisbane’s hotel recovery in 2022 and 2023.



ADR Average Daily Rate

2018/19	\$156
2019/20	\$153
2020/21	\$166



RevPAR Revenue Per Available Room

\$110 in 2018/19



Occupancy

70.3% in 2018/19

*2019 data shown to demonstrate a benchmark year, considering the impact of COVID-19.

STR Australian Accommodation Monitor, TRA Deloitte Access Economics



World-class entertainment precincts such as Howard Smith Wharves and Queen's Wharf Brisbane are a catalyst for growth, raising Brisbane's profile as a contemporary, global city.

Reinvestments into established icons such as South Bank and the creation of new precincts are part of the Queensland Government and Brisbane City Council's plans to further activate the Brisbane River turning it into a vibrant, activity-filled corridor and creating new landmarks and entertainment options in the city centre.

Queen's Wharf Brisbane will see the city transformed with a variety of bars, cafés and restaurants, a world-class casino, new luxury hotel product, a sky deck, residential accommodation and a new pedestrian bridge across the river to South Bank.

This extensive development is currently in progress, with completion happening in stages between 2022 and 2024.

Queen's Wharf Brisbane

 **\$3.6B** total investment

 **1.39M** additional visitors

 **\$1.69B** annual increase in tourism



A new **cross-river** pedestrian bridge

5 new premium hotel brands

50 new restaurants, bars and cafés



Perfect for vibrant precincts

Queen's Wharf Brisbane
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Artist's impression. Subject to planning approvals.



Cross River Rail
concept image only

Development of the transport network

The Queensland Government's most significant infrastructure project, Brisbane's Cross River Rail, will see a \$5.4 billion transport network developed across the city. The underground transport network will add five new high-capacity stations across Brisbane's inner city; each developed into their own precinct, generating unique opportunities for urban renewal and revitalisation, economic development and employment growth.

In addition, Brisbane's new high capacity, high frequency Metro bus services will further improve connectivity and access to inner city precincts, allowing 33,000 passengers to be moved per hour.

Cross River Rail –
a new \$5.4B transport
network for Brisbane.



A perfectly connected city

Supporting the demand-driving precinct development is significant investment in Brisbane's access infrastructure.

As the closest eastern seaboard capital city to Asia, with a world-class airport having capacity on par with Hong Kong and Singapore, and a container port, Brisbane offers unparalleled shipping and transport opportunities. Recent infrastructure developments at the Port of Brisbane and the Brisbane Airport have increased the capacity for logistics growth. This is ushering in 24/7 operations to connect Brisbane to the world and increase annual trade opportunities from its current value of more than \$50 billion at the Port of Brisbane.

Brisbane is also the port of departure for a number of major cruise ships travelling to Asia and the Pacific. The new \$158 million international cruise terminal completed in 2020 will allow more than double the number of ships to be accommodated, creating greater demand for hotels and attractions around Brisbane's north-eastern reaches.

Brisbane's transport improvements will grow access to the region, whilst projects like the Cross River Rail and Brisbane Metro will make it easier to travel across the city. This improved connectivity will foster new opportunities for attractions and hotels in currently underutilised areas of the region.



Brisbane Airport passenger movements



2.5%

growth p/a in total arrivals 2008–2018



4.5%

growth p/a in international arrivals 2008–2018

Brisbane's New Runway delivered in 2020



\$1.1B

investment in the second runway



×2

airport arrival capacity to double

Brisbane's New Runway
Brisbane Airport Corporation



Perfect island escapes

Outside of Brisbane's bustling city precincts are a number of islands just off the region's coastline. Minjerribah (North Stradbroke Island), Mulgumpin (Moreton Island) and Bribie Island each offer visitors their own spin on paradise through unique attractions and experiences.

For investors, there are opportunities to unlock a projected \$1 billion per year in visitor spend across Brisbane's bay, islands and beaches through increased access, and the development of nature-based attractions, accommodation, marine tourism and Indigenous sea country experiences.

Minjerribah (North Stradbroke Island)
Brisbane Economic Development Agency

Scenic Rim

A destination of spectacular natural beauty, the Scenic Rim features world-heritage rainforests, varied landscapes and abundant wildlife. As Brisbane's food bowl, it is renowned for its produce and emerging gourmet food experiences and is also home to a number of heritage pubs and villages set amongst mountainous terrain.

Potential for an additional



\$1.2B in visitor spend
each year by 2031

by bringing the hinterland and food bowl
experiences closer to the city.



Scenic Rim Brewery
Tourism & Events Queensland





Artist impression of the Brisbane Cricket Ground during the Brisbane 2032 Olympic and Paralympic Games

Brisbane 2032 Olympic and Paralympic Games

In July 2021 Queensland, Australia, was announced as the host city of the Brisbane 2032 Olympic and Paralympic Games. The opportunity will create a two-decade pipeline of opportunity for Queensland, delivering benefits including:

- Collaboration between federal, state and local governments to bring investment forward and improve transport connectivity throughout South East Queensland.
- An expected 50 per cent of international travellers dispersing to Queensland's regions, stimulating an increase in overnight-visitor expenditure and generating an uplift of around \$20.2 billion in international visitor expenditure across Queensland between 2020 and 2036.
- A predicted \$8.1 billion in economic and social benefits to Queensland including a \$4.6 billion economic boost to tourism and trade and \$3.5 billion in social improvements such as health, community connectedness and civic pride.

The Brisbane 2032 Master Plan includes:

- Sporting events during Brisbane 2032 will largely be hosted across three key zones in South East Queensland.
- 22 competition venues located in the Brisbane zone, six venues on the Gold Coast and four venues on the Sunshine Coast.
- Queensland's iconic Brisbane Cricket Ground will be the showpiece venue during Brisbane 2032, and will undergo a major redevelopment in time for hosting the athletics and opening and closing ceremonies.
- A world class arena will be developed to provide a new home of entertainment in Brisbane's CBD and during Brisbane 2032 will host Olympic and Paralympic swimming and water polo events.
- The Brisbane Athletes Village will be located in Northshore Hamilton to accommodate 10,700 athletes and officials during Brisbane 2032, and in legacy will provide around 1,700 permanent dwellings and a new hotel.



Perfect for unlocking potential

The economy of Brisbane and surrounding regions is thriving. As host of the Brisbane 2032 Olympic and Paralympic Games it's already the recipient of strong investment in demand-driving projects and world-class access infrastructure, positioning Brisbane as an emerging global city.

The addition of multiple new, major entertainment precincts and continued investment in accommodation product are contributing to the region's growth story. Areas in proximity to new infrastructure and transport projects offer excellent opportunities to bring commissionable built visitor attractions and hotels to untapped areas of the city.

Continued activation of Brisbane River access infrastructure is creating opportunities for investors in new and exciting marine-based attractions, including river-view bars and dining, on-water activities, river cruises, connections to the region's bay islands, and more.

Similarly, Moorgumpin (Moreton Bay), off Brisbane, offers a marine environment that is positioning itself as Brisbane's must-do nature-based visitor experience. The many islands and beaches offer endless opportunities for investment from high-thrill sports and adventure, to authentic cultural experiences in the Indigenous land and sea country.



Brisbane City Botanic Gardens
Tourism & Events Queensland

The region's Scenic Rim and hinterland build on its reputation as a food bowl. Gourmet food experiences, farm stays and other authentic food-based attractions offer opportunities for investors. With its varied natural surrounds, unprecedented investment in visitor infrastructure and improvements to transport accessibility, the Brisbane region is well positioned for significant visitor growth over the next decade, making it perfect for your next investment.

Brisbane Vision 2031

The Visitor Economy 2031: Vision for the Brisbane Region aims to build a globally recognised brand for the Brisbane region through remarkable experiences, giving visitors more reasons to stay and spend and create life-long connections. With the visitor economy supported at the state and local-level, there are exciting opportunities for investment in visitor attractions, experiences and accommodation in this fast-growing region.

Visitation opportunity

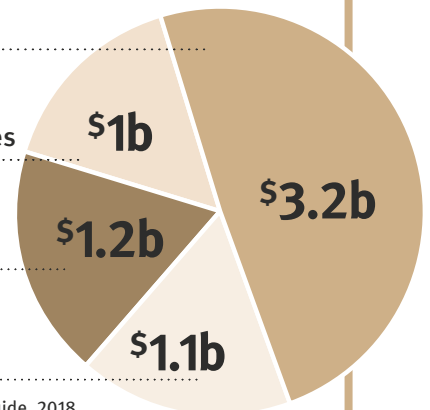


Brisbane City

Bay, Islands & Beaches

Hinterland

Brisbane River



Brisbane Tourism Investment Guide, 2018

An additional \$6.5 billion in visitor expenditure by 2031 can be achieved by growing key segments of Brisbane's leisure market.

Front: Brisbane City
Tourism & Events Queensland
Back: Shorncliffe Pier
Tourism & Events Queensland



The Queensland Government, through the Department of Tourism, Innovation and Sport, provides facilitation support to tourism investors.

Opportunities to invest in Queensland are celebrated and supported, providing a partnership approach for the future.

For more information contact:
Tourism Investment Attraction Unit
Department of Tourism, Innovation and Sport

+61 7 3333 5278
investment@dtis.qld.gov.au
qld.gov.au/tourism-investment

This snapshot is based on information available at the time of preparation, and it is acknowledged that successive data will be released. All figures and diagrams are indicative only and should be referred to as such. Forecasts or projections may be affected by a number of unforeseen variables, and as such no warranty is given that a particular set of results will in fact be achieved. The Queensland Government shall not accept liability for any reliance on the contents and suitability of this guide, for any purpose. The user accepts all responsibility and risk associated with the use of this guide. Data sources: Deloitte Access Economics, Australian Bureau of Statistics (ABS), Tourism Research Australia (TRA), STR Accommodation data.

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