



MEDIA RELEASE
For Immediate Release
18 January 2006

SUBJECT: The changing profile of Hervey Bay's tourism industry

Hervey Bay is a city on the move. It is shrugging off its title as one of Australia's best kept secrets and is attracting national and international attention.

In recent years international resort chain Outrigger has established a resort overlooking the city's harbour. The Ramada group are the latest of the international hotel chains to express an interest in the city and are about to embark on a building program.

In the past year there has been an unprecedented building program with the completion of the city's first five-star resort, the Bay Apartments on the Esplanade, and the start of the \$80million Peppers Pier Resort overlooking the historic Urangan Pier. The opening of the \$13million Hervey Bay Airport Fraser Coast on July 29 has encouraged work to start on other resorts and up-market apartment developments.

The building activity includes:

Peppers Pier Resort Esplanade, Urangan,
opposite famous pier with views over the bay, 5 Star \$80million
waterfront development;
121 Apartments and 11 Penthouses;
Conference facilities, retails shops, tavern and landscaped pool
areas.
Construction underway, due to open late 2006

Whale Cove Apartments, Urangan
Close to Marina Precinct
138 Apartments and 10 Townhouses
Tropical gardens and 35 metre Resort Pool
Construction about to start.

Sea Scape, 657 Esplanade, Urangan.
Close to Marina Precinct
73 apartments 1, 2 and 3 Bedroom options over 4 buildings
Central pool and BBQ area with entertainment atrium area.
Construction about to start

Allegra on Shelley, Esplanade, Torquay
Opposite beach.
47 Units – 5 Star standard – Fully managed with room service
Landscaped gardens, resort pool and private plunge pools.
Boutique shops on ground floor
Construction started Sept 2005

Pier One, Esplanade, Urangan
180 degree Bay views
17 apartments – 5 storeys
Pool, gymnasium, BBQ area in gardens
Alfresco dining – coffee shop
Opened October 2005

The Bay, Esplanade, Torquay
Opposite Beach – 36X 2 and 3 bedroom units
Resort pool, tennis court, spa and sauna
Barbecue entertainment area in landscaped gardens
Fully managed
Opened September 2005

Other Developments on the drawing Board

Eden on the Bay, Esplanade, Torquay
Opposite beach and park.
28 x 1, 2, and 3 bedroom units all 3 bedroom (x 5) are dual key.
Swimming pool, sauna and spa/gym.
Two restaurants
Fully managed
Building started

Ebbtide Esplanade Pialba
9 x 2 bedroom, 11 x 3 bedroom, 4 x penthouses with own pool
Lap pool, car, van and boat parking
Fully managed

Akama, Esplanade, Marina Precinct
Two and three bedroom apartments,
Three luxury penthouses.
Pool, spa and views of marina, Sandy Strait and Fraser Island.

Beach House Hotel, The Esplanade, Scarness, two six-storey
accommodation blocks with hotel bars, restaurant, retail, meeting
rooms and 70 units .
Development plan lodged with council

Pialba Hotel redevelopment
Overlooking beach and views of the Bay
Hotel with 84 units.

Anchorage Caravan Park site, Urangan
Three stage 4 and ½ star leisure based development.
Approved under previous developer.
Potential Novotel Resort.

Latitude the Esplanade, 40 to 50 apartments, six to eight retail shops

Ramada Resort Hervey Bay – redevelopment of the Hervey Bay Hotel and Resort. Total redevelopment of site Development Application lodged.

Changing visitor profile:

Hervey Bay-Fraser Coast is now the sixth most popular destination for international visitors heading to Queensland.

Figures released by Tourism Queensland show that 205,104 international visitors arrived in Hervey Bay-Fraser Coast in the year ending September 2005.

That equates to 987,157 visitor nights, a growth of 4.8% on the year before.

The top spots are Brisbane, the Tropical North, the Gold Coast, the Sunshine Coast, the Whitsundays and Hervey Bay-Fraser Coast. Hervey Bay is 7,056 visitors behind its nearest rival, the Whitsundays.

Where they come from: Europe (other) 25%, Germany 14%, United Kingdom 31%, New Zealand 9%, USA 8% and Other 15%.

\$74 million joint venture for industrial estate

The first lots in the \$75million Hervey Bay Airport Industrial Estate are on the market.

All up 79 lots, averaging 4000 square metres each, will be created in the 40-hectare industrial estate which is beside the Hervey Bay Airport Fraser Coast.

The Council is developing the estate in conjunction with Seashift Properties Pty Ltd.

Demand for land has been overwhelming and there is an expression of interest on every block in stages one to four.

The remaining stages will come on line during 2006.

The project has a number of unique characteristics. The master planned estate is divided into seven precincts so business groups can be clustered together to enhance individual businesses. There is potential for a childcare centre, service station, retail showroom, fast food outlet and indoor recreation facilities.

Who is expanding?

Three of Hervey Bay's shopping centres are planning major expansions in the next 12 months and a third \$65million centre has been proposed for the Pialba CBD.

Student accommodation is proposed to be built in the Pialba CBD to cater for the growing number of students attending the University of Southern Queensland Wide Bay Campus in Hervey Bay.

A significant number of applications have been received to build or extend retail shopping centres in Hervey Bay including Harvey Norman, Pialba Place (Coles), Woolworths, Aldi, Centro and Benchmark Supercentre.

This equates to a total of 19,634.5 square metres of new retail floorspace approved and applications pending for a further 57,361 square metres of new retail floorspace.

In addition to the large scale developments the Council has a steady stream of applications for smaller commercial and residential developments.

Figures from the Council's planning department show that the number of applications processed has gone up by 237% in the past five years.

In 2000 there were 154 development applications. In 2002-2003 there were 283 applications and in 2003-2004 there were 329 applications.

At the end of June 2005 the planning department had dealt with 408 applications for the financial year.

Million Dollar Properties

Hervey Bay has entered the Prestige Property market, as recorded by the Real Estate Institute of Queensland In the Market Monitor Property Research Bulletin it notes there were three sales in the million dollar plus category in 2005.

Compared to other centres the city is holding its own: Townsville had seven, Cairns six, Port Douglas five and the Whitsundays recorded four.

Lady Elliot Island Revamp

Former surf lifesaving champion Grant Kenny plans to spend \$3 million upgrading the resort on Queensland's Lady Elliot Island.

Kenny and two of his business partners have taken out a long-term lease on the island, which is accessed by air from Hervey Bay. He says the renovations will be done without interrupting the island's environmental value.

"We're going to concentrate a fair bit of our resources on upgrading to the latest best practices and the most economic and environmentally sensitive processes for producing our own water, for example," he said.

"Because we're an island, we generate our own electricity and from that we create our own drinking water and process our own waste."

ENDS

For media inquiries contact Hervey Bay City Council Media and Communications Advisor Kevin Corcoran on 4197 4444.