

Discover Tourism Investment Opportunities

In The Shire of Dandaragan



Discover your big opportunities in tourism in the Shire of Dandaragan (Turquoise Coast)

The Turquoise Coast is already a popular tourism destination for the 600,000 visitors that come every year. Jurien Bay and Cervantes offer a pristine coastline and beaches as well as major attractions including the Lobster Shack, skydiving, sea lion tours and a diverse range of accommodation and amenity features. Additionally, the region boasts the iconic Pinnacles Dessert at the Nambung National Park, the Lesueur National Park, the Badgingarra National Park and numerous State Forests. A great diversity of wildflowers provides an everchanging backdrop that provides another popular attraction throughout the year.

The Shire has been investing millions into the community to create a variety of infrastructure that will also support future visitation, including:

- Jurien Bay Foreshore Redevelopment
- Cervantes Foreshore Redevelopment
- Turquoise Way Path (coastal biking/walking/running trail between Jurien Bay and Cervantes)
- Jurien Bay Airport Masterplan

Investment opportunities include:

- New accommodation development (there are prime development sites already identified)
- New tour operators (to explore the coast or inland areas further)
- New cafes and restaurants

The Turquoise Coast is the ideal location for tourism investment as the region offers:

- Large existing tourism market (600,000 annual visitors) with various existing attractions
- Good transport connectivity and proximity to Perth
- More affordable land costs (compared to Perth)
- Government investment into tourism infrastructure

Strong Demand for Accommodation

Jurien Bay and Cervantes often become fully booked and there is demand for not only more accommodation, but a greater diversity and variety of accommodation. Specific sites around the Jurien Bay Marina have been identified for future tourism use and could become iconic accommodation sites.





Population (2021)

Source: ABS

3,262

Gross Regional Product (2020)

Source: Remplan

\$332 million

Unemployment Rate (Sept 2021)

Source: S&P/N

2.8%

Median House Price (2021)

Source: Reiva

Badgingarra \$195,000

Cervantes \$397,000

Dandaragan \$158,000

Jurien Bay \$400,000

The Shire of Dandaragan has a diverse economy with key industries, including agriculture, fishing, tourism, mining and renewable energy generation. The local rock lobster industry based in Cervantes and Jurien Bay provides a major export for the Shire. The Lobster Shack is a major tourism attraction generated off the back of the local lobster industry, which coupled with the Nambung National Park's Pinnacles Desert, Lesueur National Park and the Jurien Bay Marine Park, creates major tourism attractions for the region.

While traditional industries of beef cattle and sheep dominate the local agricultural sector, a wide variety of crops are grown in the Shire including olives, citrus, stone fruit and broad acre farming. Mineral sands mining at the Cooljarloo Mine (Tronox) and the Cataby Mine (Iluka) as well as the Yandin Wind Farm (largest in Western Australia) are additional key assets of the local economy and demonstrates its diversity.

Discover Dandaragan for your next investment



Perth