

Southern Gold Coast in focus

New tourism figures prompt interest from developers in Tweed region

THE full-house sign has gone up for the fourth consecutive year in the beachside resort accommodation region of Tweed Heads and Coolangatta — and with it has come a newfound level of interest from developers wanting to meet the new demand for accommodation in what is emerging as one of Australia's fastest-growing holiday locations.

Latest research from the region's tourism body, Tweed Tourism Incorporated (TACTIC), shows that visitor numbers to the Tweed region have surged in the past three years from 390,000 in 2003 to 469,000 last year.

TACTIC conservatively predicts that 600,000 or more people will visit the region by 2008, yet only two new developments are currently under way to meet this new level of demand. Understandably, despite the soft market, their sales have been strong.

Harbour Tower, a 197-apartment

development adjoining Australia's largest services club, Twin Towns Services Club, is six months away from completion of construction and is 70 per cent sold.

Similarly, Niecon Developments is putting the finishing touches on its Reflections on the Sea development, on the Coolangatta beachfront, which is all sold except for penthouses and sky homes.

Niecon is also planning another high rise apartment project targeted on the Kirra beachfront — a beachfront which in the coming years will see a major hotel re-development, luxury boutique apartments for end-users and a multi-million dollar foreshore and street scaping injection from local authorities.

"Buyers see the exponential growth of this region and recognise that there is a limit to how much resort accommodation can be built in the future to meet current and projected demand," says Tony Holland, of PRDnationwide's



The entire Jack Evans Boat Harbour is due for a makeover that will complement what is becoming one of Australia's fastest-growing holiday destinations

Gold Coast corporate office.

"In addition, the growth of the tourism sector prompts the need for all types of accommodation. Consequently, smart developers are actively scouring for site amalgamations in this relatively forgotten, yet naturally beautiful beachfront location, which arguably offers more from a lifestyle and investment perspective than many other parts of the Gold Coast.

"The northern beachside suburbs like Surfers Paradise, Main Beach and Broadbeach are very well developed, but the southern end of the Gold Coast is very much a sleeping giant priming for an awakening," he says.

"There's real competition within the development community to get in on the ground in an area with so much future potential when other areas have run their race."