

Boundless Opportunities for Tourism and Events



Invest in South West Queensland

Nowhere quite captures the spirit of the Australian Outback like South West Queensland, with its wide open spaces, panoramic landscapes and vast skies. However, the region offers more than just the quintessential outback experience, with unique stories, history, indigenous heritage, as well as a range of visitor experiences.

The tourism potential of the region is huge and largely untapped, providing a wealth of opportunity for a variety of investors and tour operators.

Investment opportunities:

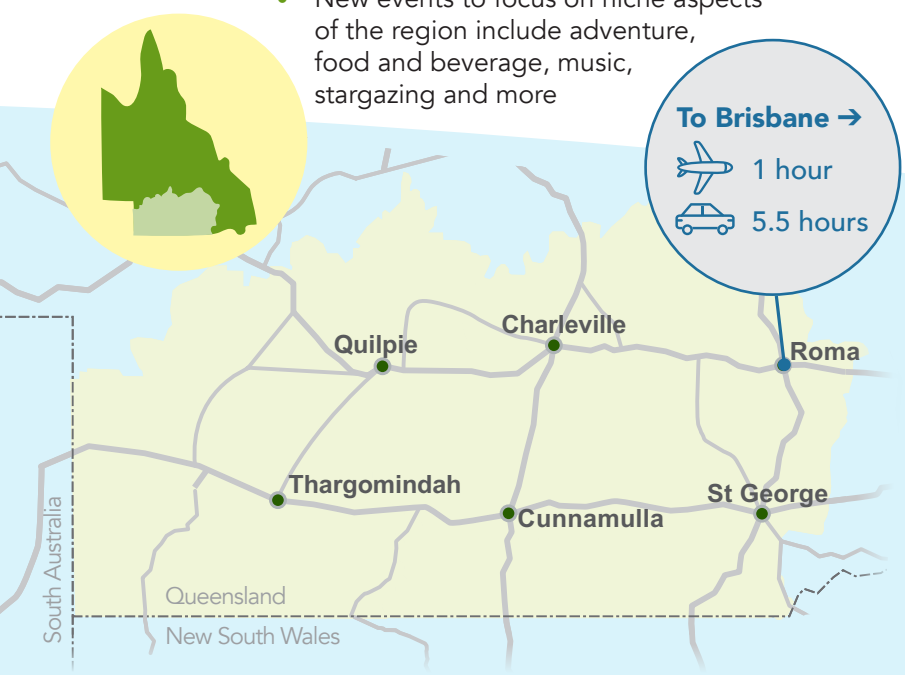
- New accommodation developments including eco-resorts, glamping as well as traditional hotel accommodation
- River based tours and visitor activities
- Range of distinct outback tours including 4X4, hiking, chartered flights and more
- Health and wellbeing experiences (spas, hot springs, mud baths, retreats)
- Stargazing
- New events to focus on niche aspects of the region include adventure, food and beverage, music, stargazing and more

Significant assets:

- Industrial and cultural heritage – The Big Rig, WW2 Secret Base & Tour, Royal Flying Doctor Service Visitor Centre, Dig Tree Visitor Experience and the Cunnamulla Fella
- Health and wellness – mud springs, Balonne Baths, Great Artesian Spa in Mitchell and the planned Cunnamulla Hot Springs and Riverwalk
- Natural history and environment – Eromanga Natural History Museum, Carnarvon Gorge, Charleville Cosmos Centre, Baldy Top Lookout and numerous National Parks, State Forests, inland waterways and lakes

Competitive advantages:

- Over 1 million visitors per year (and growing)
- Growing interest in the Outback and more Australians vacationing at home
- Untapped and undisturbed natural beauty and amenity
- Strong accessibility via road, rail and air



Contact for More Information

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CASE STUDY: Warrego Riverside Tourist Park

Drawn to the untapped potential of an idyllic spot by the water, Warrego Riverside Tourist Park was established by Judy Roberts nearly ten years ago. Covering an area of 32 acres, the park caters for caravaners and campers with 30 powered sites and endless space by the side of the river.

A typical season sees the park welcoming 3,500 vans with many returning year on year. The favoured spot is now a destination in its own right with scores of loyal visitors making it their end point on epic trips from either the east or the west.



“There’s endless opportunity here for the tourism industry, with unmet demand for larger tour groups and great potential for more product that taps into health and wellness.”

**Judy Roberts, Manager,
Warrego Riverside Tourist Park**



Boundless Opportunities in South West Queensland:

Discover our Accessibility:

- 3,000 km of sealed road
- 6 major highways
- 6 municipal airports
- 2 major rail lines

Discover our Affordability:

- Industrial land is 75% less than South East Queensland
- Commercial rents are 66% lower than South East Queensland
- Housing is half the cost of South East Queensland

Discover our Adventure Lifestyle:

- Dozens of National Parks and State Forests
- Dozens of Inland lakes, rivers and gorges
- Some of the best fishing and camping in Queensland