

Cervantes and Leeman Accommodation Pre-feasibility Study



Pracsys was commissioned by Tourism WA to conduct a pre-feasibility study into tourism accommodation development opportunities in Cervantes and Leeman on the Turquoise Coast. The studies explored the potential for tourist accommodation development at two Landbank sites in Cervantes and Leeman. The two small coastal towns are located 245km and 300km north of Perth and have

recently seen a jump in their tourism industry due to pristine coastlines and choice of outdoor activities. The aim of the study was to determine which type of tourist accommodation would be suitable for each site and which would be most likely to provide the best return on investment for the client. The study included research into relevant WA tourism statistics, trends and projections for the Central Coast.

Outcomes

Pracsys studied the types of visitors to the regions to determine which style of accommodation would be most successful in each area. It was found that there was an undersupply of self contained accommodation, which was likely to become more urgent over time. There was a shortfall in four star plus hotels. While self contained apartments would be the most viable option, marketing conditions suggest that such a development concept may have difficulty attracting finance.

Client: Tourism WA

Pracsys team involved in this project: Michael Knight & Kaitlyn Scannell