



AIRPORT NORTH PRECINCT MASTER PLAN ECONOMIC ASSESSMENT

Prepared for Sunshine Coast Airport

August 2026

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Executive Summary

The analysis presented in this report has informed the following land use recommendations for the Airport North precinct. The scale and mix of land use options onsite are determined on the basis of demand attributable to local residents, visitors and workers, a review of local market conditions, and strategic drivers of demand/opportunity for specific land uses.

The distribution of land use options is generally aligned with that anticipated by the Development Scheme for the Airport North precinct. This reflects predominantly industrial land uses at the southern end of the precinct in Sub-precinct 5A, tourism related uses towards the northern end of the precinct in Sub-precinct 5B, and a concentration of retail and tourism services centrally located and effectively creating a 'transition zone'.

The following recommendations have been presented based on these three distinct areas. These recommendations highlight the land use opportunities within each area, including the scale of each opportunity and other relevant details related to colocation, land use conflicts, case study examples, and other factors.

SUB-PRECINCT 5A:

This area is expected to comprise a mix of industrial land uses.

Land use	Recommended	Analysis results
Industrial Uses	Approx. 25,000-30,000sqm GFA	The opportunity onsite is strong with the scale of opportunity likely to be informed by confirmation of the Jet Centre proposal and the location and scale of the retail centre and showroom centre. Industrial uses are expected to comprise the balance land area once these conditions are confirmed. Industrial opportunities onsite relate to the potential for aviation services and local business growth, with demand likely driven by a mix of retail warehouse, ecommerce, design and construct businesses, automotive services, and small-mid scale manufacturing. Based on market conditions, tenancy demand is expected to be stronger for 400sqm to 1,000sqm tenancies, with required lot sizes predominantly being from 1,000sqm to 2,000sqm.
Retail Showroom	~4,000sqm	There is a clear undersupply of retail showrooms in the local area and opportunity for a moderate sized centre/precinct that offers exposure and accessibility from David Low Way.
Industrial tourism/retail	~1,000sqm	While dependent on securing interest from a relevant and established operator, there is potential for specific retail entertainment use within the industrial precinct. This is envisaged as a brewery/taphouse which integrates manufacturing with a retail venue and function capacity. This use provides a response to retail entertainment (i.e. food and beverage) demand driven by local residents and visitors in the local area. It is noted that this land use is also highlighted as an opportunity within the Central Retail & Tourism area, but that only one is likely viable within the overall precinct. Relevant case study examples for this use include Balter Brewery (Gold Coast) and Stone and Wood Brewery (Byron Bay).
Indoor sport & recreation	~500-1,000sqm	There is market opportunity to establish an additional gym in the area and/or an indoor play/sports centre. These uses would predominantly target local residents and workers, are typically circa 500sqm each and if established onsite, would be located within or adjacent to the retail showroom space.

CENTRAL RETAIL & TOURISM

This area is expected to focus on a two sided main street centre that supports a concentration and critical mass of food and beverage and entertainment venues in order to establish a destination dining/tourism precinct. This area is expected to significantly enhance the overall tourism appeal and function of the overall precinct, benefitting related accommodation land use opportunities to the north, but will also absorb strong demand from local residents and from workers in the proximate surrounding area.

In addition to food and beverage retail uses, this centre is expected to support specific tourism services and entertainment uses which will further enhance the amenity and attraction of the area by creating an active day and night precinct.

Land use	Recommended	Analysis results
Retail	1,500 to 2,200sqm	Retail and tourism services form a critical mass of dining and retail entertainment uses to encourage a highly active and vibrant precinct that supports a day and night-time economy. The scale of opportunity is considered to include: - Food and drink outlets: 1,200sqm to 1,500sqm (mix of takeaway/cafes/restaurants) - General/convenience retail: 200sqm to 400sqm (such as 7-Eleven, NightOwl, EzyMart) - Retail services/tourism services: 200sqm to 400sqm (includes day spa, massage studio, tourism booking office) The uses onsite are expected to include some higher profile 'anchors' such as a signature restaurant/s and potential for a large tavern and/or brewery that supports regular events (indoor and outdoor) and live music.
Retail entertainment	500 to 1,000sqm	This land use is anticipated as one or more bars with the potential for a single larger tavern or brewery establishment. A larger tavern or brewery has the potential to incorporate indoor and/or outdoor entertainment space to support live music, functions, and events. Bars are expected to be integrated within the dining precinct while a tavern or brewery might be an adjacent use, particularly if the venue takes advantage of any open space area to the north. It is noted that a brewery within the industrial precinct (Sub-precinct 5A) will increase competition, though a strong

point of difference will maintain the opportunity for a tavern or brewery within this precinct.

The Sandstone Point Hotel is considered a relevant case study that demonstrates the integration of outdoor entertainment space with a tavern use.

SUB-PRECINCT 5B:

This precinct is expected to support a very strong tourism role and function, anchored by a resort hotel with potential for other short stay accommodation and major tourism attraction land uses. There is also strong market opportunity for retirement accommodation and moderate opportunity for build to rent residential onsite, based on a preliminary review of market conditions and land area capacity, however these options would need to be considered against the priority of other land uses including the potential for conflicts between land uses, which are indicated below.

Land use	Recommended	Analysis results
Resort Hotel	250 to 300 rooms	There is considered strong opportunity supported by the relatively limited supply of internationally branded hotels on the Sunshine Coast, forecast growth in visitor nights, and the amenity that the site offers for this type of land use. The scale of this facility is expected to support conferencing facilities and services onsite which will cater to business and MICE related guests. There is risk associated with the use, primarily because it is located away from any CBD or major tourism precinct/node, however, this risk is reduced somewhat by the convenience of being close to the airport which will appeal to some travellers. There is potential that the overall rooms capacity could be increased marginally if a mix of hotel rooms and separate villas are established under a single operator. This mix of accommodation types onsite would appeal to a wider consumer group and assist in capturing increased market share.
Serviced Apartments	Short term potential (to 2032): 200 rooms (high risk though) Long term potential (to 2042): Up to 300 rooms	While the site provides a high level of amenity for short stay accommodation uses, including serviced apartments, the demand for additional serviced apartments in the area is limited in the short term to 2032. The opportunity for this use in the short term is also reduced by the planned resort hotel onsite and the planned airport transit hotel within the Gateway precinct, with the collective supply increase from these two uses capturing much of the local growth potential. Extrapolated visitor growth projections over the longer term to 2042 indicate a stronger opportunity for serviced accommodation onsite, with up to 300 rooms support in total (inclusive of any supply established in the short term).

		It is recommended that any serviced apartments onsite are established by a known national/global operator and preferably include some form of integrated recreation/entertainment such as a beach club and/or water park. This is to create a point of a difference to redistribute market demand and reduce risk onsite. There is potential that serviced apartments could be delivered in conjunction with BTR apartments. The consolidation of uses within a mixed use model may improve the viability and/or timing opportunity for each use, though would need more detailed analysis and feasibility modelling to confirm.
BTR Residential	100-200 units (depending on colocation and timing)	The opportunity for BTR apartments is dependent on a combination of residential demand and key market conditions influencing project feasibility. Underlying residential demand conditions are projected to remain strong, with an average of 3,500 additional dwellings required per annum within the study area. A project comprising 100-200 units represents approximately 3% of projected overall residential demand over a 1-2 year period, which is considered an achievable market share onsite, given the positive locational attributes (assuming rental rates are competitive and delivered in conjunction with planned employment uses onsite).
Retirement Village	180 – 250 ILUs	The opportunity for retirement village accommodation onsite has been confirmed through a preliminary market assessment. This assessment demonstrates that there is projected demand for an average of 276 additional seniors living dwellings per annum throughout the Sunshine Coast. The recommended scale of opportunity is consistent with modern retirement villages and considered to provide efficiency in terms of operational costs and management. At 180-250 ILUs the recommendation represents 4.3% to 6.0% of projected demand between 2026 and 2041, or between 8 and 11 months' supply. Further, it is not uncommon for retirement villages to be established on a long term leasehold contract, such as what would be required onsite. This has been confirmed through engagement with relevant industry representatives. It is expected that any retirement accommodation onsite would be developed as premium product, with a resort hotel and the dining precinct contributing to positive amenity that would further support this land use opportunity.

		It is highlighted that there is also potential for land use conflicts, depending on the preferred land use mix and design. For example, a major attraction is likely to be a conflicting land use for retirement accommodation, even though it may be strongly positive for tourism focused land use within the precinct.
Major Attraction	Requires Discussion	There may be opportunity for additional land use to enhance the overall tourism and entertainment appeal for the precinct. This is considered beneficial if the serviced apartments are a preferred land use onsite. A major attraction onsite could create strong tourism and/or resident appeal, which would supplement demand for other uses such as short stay accommodation and food and drink outlets. The opportunity for a major attraction is largely dependent on the operational and viability benchmarks of individual operators rather than general market conditions and as such, would need to be informed through a due diligence process. The range of major attractions considered in this assessment as potential options onsite, dependent on site capacity, constraint conditions and conflict considerations, include a wave park, Top Golf, outdoor entertainment venue, indoor entertainment venue, indigenous centre, pickleball and padel courts. These uses vary in scale and in the volume of attraction they tend to attract. The opportunity for one or more of these uses needs to consider the land area available to support one or more uses, the compatibility of these uses with other planned land uses onsite, and the market viability for any preferred use.

This overall mix of land uses responds to local market conditions and opportunities, including a clear opportunity to establish a strong tourism character and precinct onsite including a new retail centre, and a local employment precinct focused on light industrial and aviation services. It is noted that the recommendations outlined above have also considered the scale and mix of land uses recommended within the Gateway precinct, so that the land uses within the Airport North precinct are primarily complimentary rather than competitive with the Gateway precinct.

1.0 Introduction

1.1 Scope & overview

This report has been prepared as the Market and Land Use Assessment for the Sunshine Coast Airport – Airport North Precinct. This assessment has been informed by market analysis for various land uses, consideration of relevant planning strategies and policies, commercial leasing enquiries relevant to the Sunshine Coast Airport site area, and engagement with project stakeholders including the Sunshine Coast Airport, Sunshine Coast Council, and Economic Development Queensland.

The analysis and findings presented in this report are intended to inform the Airport North Precinct Master Plan, including the scale, mix, and timing recommendations for specific land use options.

1.2 Study inputs

The market assessment has been informed by a range of existing reports, technical studies, and data inputs. This includes the analysis completed as part of this study, as well as a number of previous assessments commissioned for the Sunshine Coast Airport and for Sunshine Coast Council.

The various assessment and reporting inputs that have been reviewed and considered in preparing this market assessment include the following:

- Market Potential & Economic Impact Assessment – Location IQ (2020)
- Sunshine Coast Airport Freight Facility – Aurecon (2021)
- Proposed Self Storage Facility – Cushman & Wakefield (2022)
- Sunshine Coast Airport Hotel Assessment – THSA (2022)
- Sunshine Coast Hotel Market: 10 Year Outlook – THSA (2023)
- Sunshine Coast Airport Development Scheme – EDQ (2024)
- Airport Hotel Feasibility Assessment – The Mercurius Group (2025)
- Sunshine Coast Airport – Airport North Precinct Design Competition- RPS & Cox (2025)

- Sunshine Coast: Coastal Charm, Global Ambition - CBRE (2025)
- Sunshine Coast Market Overview – Colliers (2025)
- Sunshine Coast Airport Gateway Precinct Highest & Best Use Market Assessment - Think Economics (2025)

The Airport North Precinct Design Competition has been informed by many of the same land use objectives and locational attributes that are relevant to this study. Specifically, the conceptual land use plan reflects many of the land uses accepted within the Sunshine Coast Airport Development Scheme, as well as uses that are considered acceptable based on site based amenity and opportunity. This assessment did not consider or investigate any land uses considered 'prohibited' in the Development Scheme.

The market assessment presented in this report largely reflects the intent of the Development Scheme vision and analyses market conditions to inform the recommended scale, mix, character and integration opportunities for these various land uses.

Land Uses not explicitly stated as 'acceptable' within the Development Scheme have been considered where they are supported by site amenities and market conditions. This includes consideration of retail showroom uses (other than industrial showrooms) and build-to-rent (BTR) and/or retirement living uses which are acknowledged to operate within a leasehold arrangement. The market assessment has considered the scale of opportunity for these uses including the integration of these uses within the precinct to support the overall vision and without detrimentally impacting the commercial realities of the Sunshine Coast region.

2.0 Precinct & Land Use Review

The market assessment has considered the land use and functional intent outlined for the Airport North Precinct in the *Sunshine Coast Airport Priority Development Area Development Scheme* (September 2024).

While the market assessment presented in this report has taken a 'wide view' in terms of the scale and mix of land use potential within the Airport North Precinct, it is relevant to consider the planning vision, intent and objectives of the Development Scheme. This includes understanding the specific support for airport related services and operations.

There is strong opportunity for the Airport North Precinct to respond to the vision outlined in the Development Scheme (section 2.3), by supporting a mix of land use activities that are consistent with and support the following vision statements:

Development in the Sunshine Coast Airport PDA will:

- 2. provide for uses and activities that are compatible with the primary function of the Sunshine Coast Airport as a key regional and international airport and aviation precinct*
- 4. support an expanded range of aviation, aerospace, and complementary business and employment opportunities that promote the region, attract investment, support tourism on the Sunshine Coast.*
- 5. provide for airport related business uses and other related uses to be co-located to maximise urban efficiency and contribute to an integrated land use outcome.*
- 7. provide a high level of amenity and effectively manage the potential for land use conflict with existing and likely future surrounding development*
- 13. deliver high-quality built form and urban design outcomes and be an exemplar of sustainable and innovative development.*

The precinct intent and outcomes for the Airport North Precinct are presented in Section 2.6.5 *Precinct 5: Airport North* within the Development Scheme. An extract of this section of the Development Scheme is presented below:

Precinct Intent

This precinct includes land intended to provide for a diverse mix of land uses compatible with wider airport operations which capitalises on its location to surrounding residential and tourist areas. It will provide a level of economic activity

and diversification to serve passengers and visitors, in addition to employment opportunities which are compatible with the wider community.

The precinct may include short-term residential activities that support the airport or provide community benefit to the region.

Preferred land uses

The following land uses are considered to be consistent with the Precinct Intent, subject to meeting relevant PDA-wide criteria and development outcomes:

- | | |
|------------------------------------|----------------------------|
| • Sub-precinct A: | • Sub-precinct B: |
| • low-impact industry | • short-term accommodation |
| • research and technology industry | • food and drink outlet |
| • service industry | • shop and |
| • office | • office |
| • indoor sport and recreation | |
| • tourist activity | |
| • warehouse and | |
| • showroom | |

Both the *precinct intent* and the *preferred land uses* indicate clear support to serve passengers and visitors as well as the wider community. This has informed the demand analysis which considers the quantum of demand (for various land uses) attributed to local residents, tourists/visitors, and workers within the surrounding local area and internally within the Airport North precinct.

While the above outlines preferred land uses, it is noted that the Development Scheme does support other 'permissible' uses. 'Prohibited' uses have not been considered as part of this assessment.

The Development Scheme also provides an outline of the maximum GFA/scale for various land uses within Precinct 2 and 5 combined (presented as Figure 2.1 below).

Figure 2.1 Maximum Standard and Planned GFA – Precinct 2 and 5

Use	Maximum GFA / Scale
Retail (including shop, food & drink outlet, supermarket, showroom)	Maximum tenancy size: 1,000m² GFA Showroom: limited to aviation or airport related use Maximum total: 6,000m² GFA (excluding retail within the Airport terminal)
Service station	One service station including max. 240m² GFA convenience retail floorspace (convenience retail floorspace not included in GFA cap if integrated with fuel retailing) Dedicated fast food outlets may be included within an integrated service station (would be included in the max retail GFA)
Car wash	One stand-alone multi-bay car wash facility
Long day care centre	One child care centre
Commercial office	Maximum total 5,000m ² GFA
Short term accommodation	One overnight / transfer airport hotel: max 250 rooms One tourist hotel: max 300 rooms
Other uses	One medical centre: max 250m² GFA One indoor recreation (worker amenity related, e.g. gym): max 500m² GFA One educational facility (aviation and aerospace related)

Source: Sunshine Coast Airport PDA Development Scheme (September 2024)

These maximum GFA limits act as a potential planning constraint for land use opportunities within the Airport North precinct, particularly considering that scale and mix of uses supported by the approved Gateway Precinct Master Plan. These GFA limits have not informed the market analysis or recommendations presented in this report, with the analysis taking a wider view of land use options based on market conditions and the opportunity to contribute to the overall vision and intent for the Airport North Precinct. The parameters of the Development Scheme, if taken explicitly, has the potential to constrain development of Airport North, particularly where the precinct cannot be fully developed due to GFA and/or land use constraints.

Gateway Precinct vs Airport North Precinct

While the Gateway Precinct and Airport North Precinct have different planning roles, it is expected that there will be some overlap in the sources of demand for several land uses (particularly food & beverage, short-term accommodation, convenience retail, and some service-based commercial uses).

The Gateway Precinct is expected to draw demand primarily from:

- Airport passengers and visitors
- Airport and terminal workers
- Workers from surrounding industrial and commercial precincts
- Passing regional traffic via David Low Way
- A smaller share of nearby residents, particularly for convenience-based services

Airport North Precinct is expected to draw demand from:

- Tourist and visitors from the local area (including onsite within 5B), with some regional inflow
- Surrounding residential catchment
- Onsite workers within sub-precincts 5A and 5B

In summary, the Gateway Precinct is a highly active, airport focused environment with uses directly aligned with passengers, airport workers, and operational needs. Meanwhile, the Airport North Precinct has the capacity to serve a much larger tourism role and function (sub-precinct 5B) and light industry function (sub-precinct 5A) relevant to the Sunshine Coast region, as well as naturally serve a convenience and amenity function for local residents given the exposure and accessibility from David Low Way.

Figure 2.2 Approved Sunshine Coast Airport Precinct Plan



Source: Sunshine Coast Airport Priority Development Area Development Scheme (September 2024)

3.0 Short Term Accommodation

This section provides an assessment of the market conditions relevant to short stay accommodation opportunities onsite. The assessment considers input from various reports that have been completed for the Sunshine Coast Airport and the Sunshine Coast tourist and accommodation market.

This assessment focuses on identifying those market conditions and drivers that are expected to influence short stay opportunities onsite, including resort hotel and other short stay accommodation options. This includes assessing market conditions at a Sunshine Coast tourism region level as well as understanding the local market conditions within Marcoola and the surrounding area.

3.1 Relevant Context

Multiple independent market reports point to a current and emerging shortfall in short term accommodation across the Sunshine Coast, particularly in the lead-up to the 2032 Olympic Games. Forecast demand significantly exceeds the current and committed supply pipeline, with only limited new stock planned or under construction.

The following provides a review of the key findings and implications determined within the market assessments and hotel studies relevant to the Sunshine Coast market and the Sunshine Coast Airport specifically.

1. Market Demand, Opportunity Assessment and 5-Year Trading Forecasts for Two Hotels at the Sunshine Coast Airport - THSA (2022)

This assessment provides strong conclusive statements supporting the establishment of two hotels at the SCA, including an 'airport adjacent hotel' and an internationally branded resort hotel at the Airport North precinct. This is outlined in the following statement from the executive summary:

The opportunity to develop two new-build hotels at Sunshine Coast Airport is unmatched anywhere else on the Sunshine Coast or Noosa region. The scarcity of sites for development, high pent-up demand for hotel accommodation, and the exceptional location attributes of the airport with direct access to the terminal, future aviation precincts, the beach – in fact the ONLY beachfront site on the

Sunshine Coast – represent all the hallmarks of an unprecedented hotel investment opportunity.

This 2022 report highlights that hotel accommodation is limited, with 13 separate hotels comprising 966 rooms of which 55% is contained within two hotels; Novotel Twin Waters (361 rooms) and Sofitel Pacific Resort Noosa (176 rooms). Other accommodation supply includes 13 motels (218 rooms) and 79 serviced or self-catering apartments (3,938 rooms).

The THSA 2022 report recommends a 220 room airport hotel, including supporting food and beverage and guest service offerings. The report also recommends a 285 room resort hotel, incorporating food and beverage facilities, function and event space (approximately 1,190sqm), and a range of leisure and guest amenities.

The hotel recommendations presented in the THSA 2022 report are supported by detailed financial and performance analysis, including profit and loss projections and associated feasibility metrics.

It is noted that this report was completed at a time when the Bonza airline was still operating from the Sunshine Coast Airport. While the closure of this airline initially reduced passenger numbers, recent trends indicate that passenger volumes have recovered and are now approaching pre-Bonza levels. Accordingly, while the change in airline operations may have had short-term impacts, the underlying demand drivers for hotel accommodation at the airport remain broadly consistent with those identified in the THSA 2022 report.

2. Sunshine Coast hotel market 10-year outlook - THSA-(2023)

The *Sunshine Coast hotel market 10-year outlook* determines that there is a clear and growing need for additional hotel accommodation on the Sunshine Coast to meet forecast visitor demand. The study determines that an “*additional 2,150 new hotel rooms across nine properties and a further 300 boutique hotel rooms across six properties*” are required between 2023 and 2032 based on anticipated visitor demand conditions.

The report provides direct indications of what type of visitor accommodation is and isn't required for the Sunshine Coast. This advice states that the type of accommodation that is required includes internationally branded hotels from 3.5 to 4.5 star, business oriented hotels, leisure/lifestyle/boutique hotels, and large format hotels that support conference, leisure, spa and wellness facilities.

This advice indicates that there is limited requirement for additional strata titled limited service apartments, serviced apartments, unbranded operators, properties without substantive guest facilities. The main reasons for this are the existing quantum of supply of serviced apartments and limited demand from business travellers and leisure travellers, with the limited services contributing to a sense of 'it doesn't feel like a holiday' from these travellers.

This advice considers the current quantum and balance of accommodation supply in the region, which includes 10 hotels (946 rooms), 4 boutique hotels (62 rooms), 14 motels (236 rooms), and 57 serviced apartments (2,345 rooms). The Avani Mooloolaba hotel (180 rooms) has since added to this supply. It is noted that branded hotel stock represents just 34% of supply in the region, compared to a national average of approximately 62%.

According to the report, the need for new hotel rooms is not solely the result of baseline population and visitor growth but also reflects evolving traveller preferences. Higher-yield segments such as business and MICE (meetings, incentives, conferences and exhibitions) are noted as emerging contributors to overall demand, with an expectation that growth in these cohorts will place additional pressure on quality hotel stock.

3. Sunshine Coast: Coastal Charm, Global Ambition - CBRE (2025)

The report provides a snapshot of various market conditions for the Sunshine Coast including tourism and accommodation market conditions. The Sunshine Coast accommodation market has benefited significantly from the surge in domestic travel following the COVID-19 pandemic. The natural amenity of the region is attributed as the reason for capturing elevated domestic visitation, resulting in sustained demand for hotel and short-stay accommodation across the market.

Over the 12 months to August 2025, average occupancy levels were approximately 65.6%, representing a normalisation of trading conditions to slightly below pre-COVID benchmarks. Importantly, average daily room rates increased by 34.5% above 2019 levels, indicating continued pricing strength.

In the context of forecast visitation growth and the approach of the Brisbane 2032 Olympic and Paralympic Games, the report identifies a likely shortfall in quality hotel accommodation and Sunshine Coast Council's recognition of this undersupply by introducing a Temporary Local Planning Instrument (TLPI) to encourage additional quality hotel developments and expansions by supporting increased height allowances, reduced

car parking requirements, expedited approvals and discounted fees to incentivise timely development.

4. Airport Hotel Feasibility Study - The Mercurius Group (2025)

This assessment was recently completed for the SCA and focuses on assessing the feasibility for an airport hotel within the Gateway precinct. The report determines that an airport hotel at the SCA is feasible and recommends an upper mid-scale hotel comprising 172 rooms including a mix of standard hotel rooms and small studio/suites. The report also recommends that capacity is provided to expand the hotel by 60-100 rooms which may be required in the 2040s.

The assessment included a strengths, weaknesses, opportunities, and threats (SWOT) assessment based on site conditions, local and regional market conditions, and other relevant factors. While this assessment is specific to the planned airport hotel within the Gateway Precinct, there are several factors that are also relevant to short stay accommodation opportunities within the Airport North precinct based on location proximity and regional market conditions.

Strengths • High domestic and international visibility from the airport precinct. • Easy access to the Sunshine Motorway via Nth Sore Connection Road (1.5km). • Within 1.5 hour drive time from Brisbane, which allows the capture of the domestic drive market. • 5-minute drive to Marcoola beach and Mudjimba Beach. • Presence of public transport network to the city. • Potential beachfront views on higher floors.	Weaknesses • Limited late-night/early-morning flights at the airport. • Located out of the city centre (Maroochydore) compared to the market competitors. • Potential aircraft noise and disturbance.
Opportunities • Potential airline crew/delayed or cancelled flights market. • Limited number of branded hotels. • Multiple project developments including the Sunshine Coast Airport Masterplan 2040 likely to generate airport demand. • Government initiatives such as the international broadband cable attracting new businesses and likely to bring corporate demand.	Threats • Strong Airbnb, STRs and serviced apartments competition. • Multiple hotels addition to supply coming in the next few years. • Failure for new commercial and city project developments to eventuate.

The SWOT assessment highlights threats related to planned increases in hotel supply throughout the Sunshine Coast. The assessment identifies a total of 14 potential hotel projects comprising 2,034 rooms, however, has assessed the likelihood of each project being developed and concludes that less than half (855) are expected to eventuate.

FORECAST ADDITIONS TO SUPPLY								
PROPOSED SUPPLY ADDITIONS	SUBURB	STREET ADDRESS	REPORTED NUMBER OF ROOMS	PROJECT PHASE	PROJECT STATUS	LIKELIHOOD OF OPENING	WEIGHTED NUMBER OF ROOMS	PROJECTED OPENING DATE
Avani Mooloolaba Beach Hotel	Mooloolaba	10-16 Brisbane Road and 7 & 9 First Avenue	180	Under Construction	In Progress	100%	180	Apr 2026
The Esplanade Hotel	Maroochydore	13&15 The Esplanade	151	DA Approved	In Progress	25%	38	Jul 2027
Meridan Plains Serviced Apartments	Meridan Plains	17 Westaway Road	93	DA Approved	In Progress	25%	23	Jan 2028
Noosa Springs Golf & Spa Boutique Hotel	Noosa Heads	Links Dr	109	DA Approved	In Progress	50%	55	Jan 2028
The Esplanade - Aria Mooloolaba Luxury Hotel	Mooloolaba	1 Mooloolaba Esplanade	201	DA Approved	In Progress	50%	101	Jan 2028
Califfe Noosa	Noosa Heads	3-7 Serenity Close	186	DA Approved	In Progress	50%	93	Jan 2028
Caloundra Water Front Hotel - Bulcock Beach Hotel	Caloundra	31 Esplanade Bulcock Beach	77	DA Applied	In Progress	0%	0	Jan 2029

FORECAST ADDITIONS TO SUPPLY								
PROPOSED SUPPLY ADDITIONS	SUBURB	STREET ADDRESS	REPORTED NUMBER OF ROOMS	PROJECT PHASE	PROJECT STATUS	LIKELIHOOD OF OPENING	WEIGHTED NUMBER OF ROOMS	PROJECTED OPENING DATE
Crowne Plaza Maroochydore	Maroochydore	15-17 Ocean Street	180	DA Approved	In Progress	50%	90	Jan 2029
Holiday Inn & Suites Caloundra Sunshine Coast	Caloundra	51-55 Bulcock Street & 45-47 Bombala Toe	160	DA Approved	In Progress	50%	80	Jan 2030
Pacific Paradise Mixed Use Development	Pacific Paradise	698-706 David Low Way and 11-13 Menzies	52	DA Applied	In Progress	0%	0	Jan 2030
Triple-Tower Caloundra Mixed Use Luxury Hotel	Caloundra	126-140 Bulcock Street	81	Project announced	In Progress	0%	0	Sep 2030

SCA has since progressed the Airport Hotel opportunity by taking the site (located within the Gateway Precinct) to market through an expression of interest campaign. It has been advised that this has resulted in strong investor/developer interested with the expectation that a preferred proponent will be chosen by SCA to deliver the hotel prior to 2032.

Summary of Findings

There is consensus across these various reports that there are strong opportunity and need for additional hotel supply on the Sunshine Coast. This specifically includes internationally branded hotels that will trade to growing demand leisure, business and MICE related visitation.

Based on the findings of these reports, there is approximately 2,150 additional hotel rooms required on the Sunshine Coast before 2032. In response, there are up to 14 planned, proposed and mooted hotel projects, however, only few of these are underway and the most recent study by The Mercurius Group estimates that only 855 rooms will be delivered based on the expected likelihood of projects proceeding.

While the likelihood of several of these proposed hotel projects is currently uncertain, they do pose a competitive threat to hotel opportunities within the SCA PDA area, including the Airport North precinct, particularly those projects located in higher order activity centres and tourism precincts such as Maroochydore, Mooloolaba, and Noosa.

The various assessments support two hotels within the SCA PDA, including an airport hotel (172 rooms based on most recent study) and a 285 room resort hotel. This comprises a total of 457 rooms onsite which represents approximately 21% of the indicated future hotel room requirement. SCA has received strong interest from investors/developers with respect to development of the Terminal Hotel.

The following tourism market assessment reviews trends and performance at both the regional and local levels, drawing on historical and recent data to inform the assessment of short-term accommodation opportunities within the Airport North Precinct.

3.2 Sunshine Coast Tourism Market Review

Visitor trends for the Sunshine Coast have been affected over the 2020 to 2022 period by the Covid pandemic, which had a severe negative impact on international visitation and some, although a less, impact on domestic visitation. The sector has however recovered and has performed well with visitor nights in 2023 exceeding pre-Covid visitation levels.

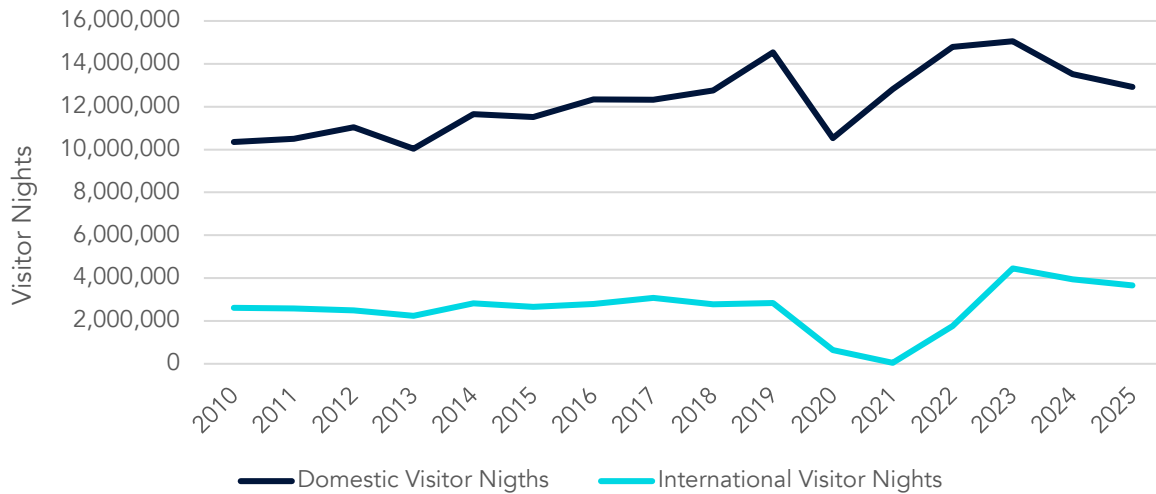
The surge in visitor nights to 2023 was assisted by a desire for people to travel domestically in the post-Covid years, encouraged by tourism campaigns and incentives, and supported by a period of low interest rates providing people with higher disposable incomes for a period. However, various factors have contributed to a recent decline in visitor nights.

The increase in interest rates has contributed to higher living costs for many Australians which has reduced the overall number of people travelling for holidays. Further, of those people that are still traveling for holidays, a greater proportion are choosing to take overseas holidays.

From Q4 2023 to Q4 2025, the number of domestic visitor nights to the Sunshine Coast region declined by 14% from 15.1 million nights to 12.9 million nights¹. Similarly, international visitor nights declined by 17.6% from Q4 2023 to Q4 2025, from 4.4 million nights to 3.6 million visitor nights.

¹ It is noted that Tourism Research Australia (TRA) produced the National Visitor Survey (NVS) between 1998 and 2024, with this report being replaced by the Domestic Tourism Statistics (DoTS) from January 2025. Therefore, the decrease in domestic visitor nights between Q4 2024 and Q4 2025 might be a reflection of the new data collection approach and methodology adopted by TRA.

Figure 3.1 Annual Sunshine Coast Region Visitor Nights

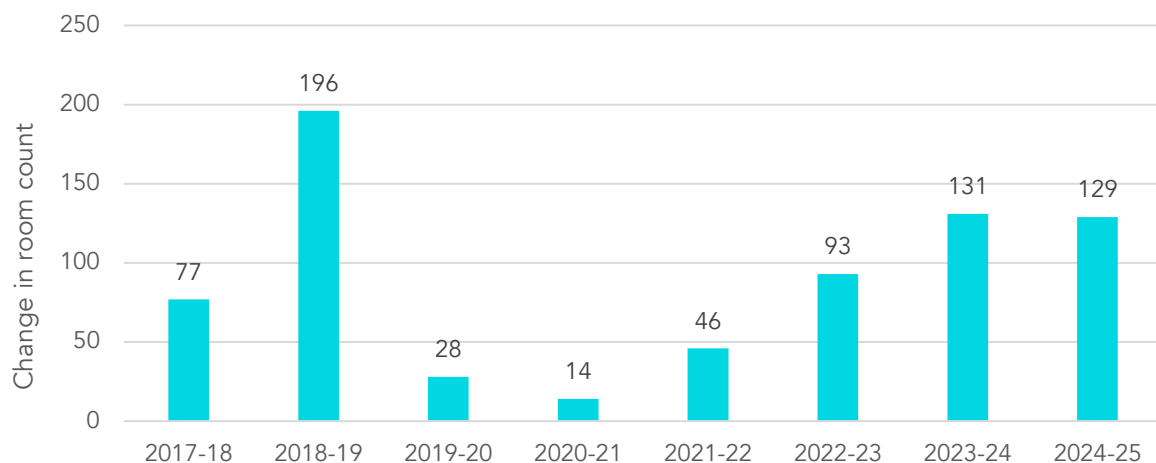


Source: Tourism and Event Queensland

As a result of this decline in visitor nights, as well as an increase in accommodation capacity (increasing from 291 properties with 9,572 rooms to 294 properties with 9,701 rooms), the STR Australian Accommodation Monitor indicates that the average occupancy rate for the Sunshine Coast region was 65.7% for 2024/25, which was a 2.6% reduction compared to 2023/24, and a 1.0% reduction compared to 2022/23.

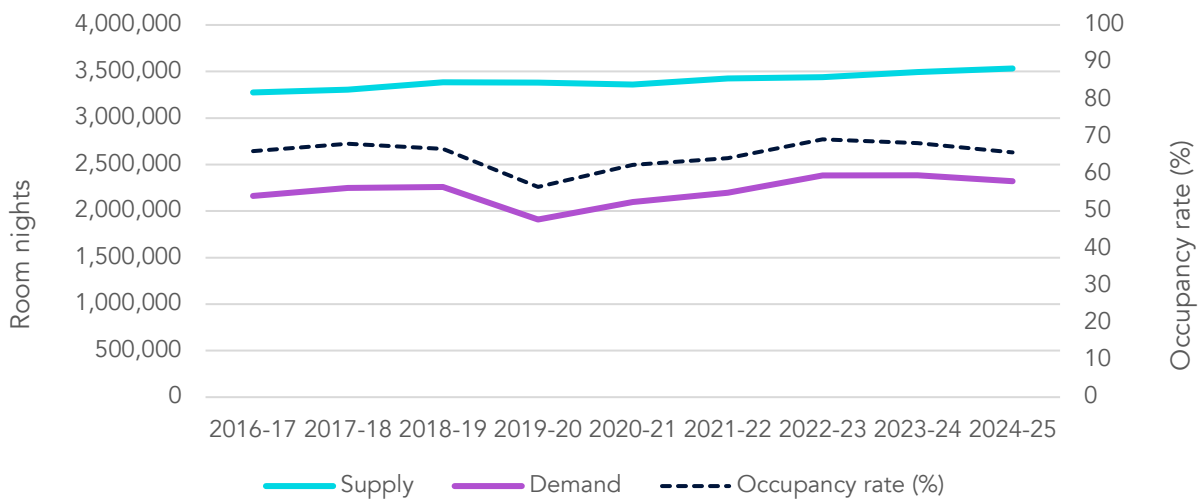
Figure 3.2 illustrates recent growth in commercial accommodation supply across the Sunshine Coast, which has averaged 100 additional rooms per annum over the past four years.

Figure 3.2 Commercial accommodation supply – Room additions per year



Source: STR Australia Accommodation Monitor, Think Economics 2026

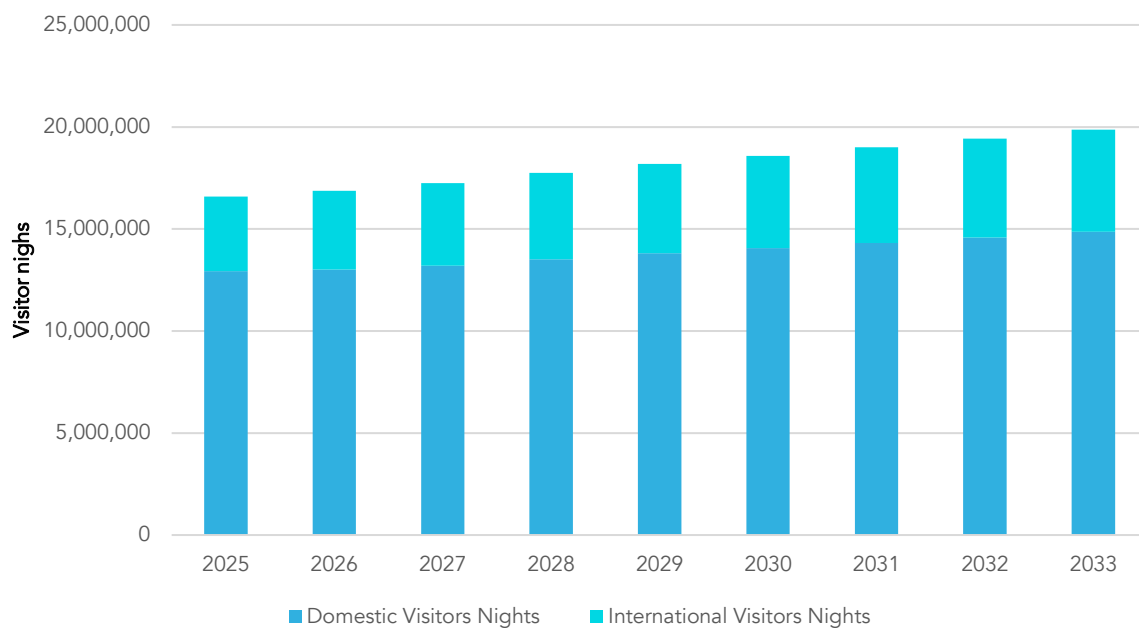
Figure 3.3 Commercial accommodation: Supply, demand and occupancy rate



Source: STR Australia Accommodation Monitor, Think Economics 2026

Visitor night projections produced by Tourism Research Australia at a state level have been used to inform projections for the Sunshine Coast region. Visitor nights are projected to increase from 16.6M in 2025 to 19.9M in 2033, an increase of 3.3M or 19.7%, or 2.3% per annum over eight years.

Figure 3.4 Sunshine Coast Visitor Night Forecasts



Source: TRA, Think Economics 2026

The forecasts illustrated above are informed by statewide trends and anticipated drivers of demand, which are predominantly relevant to the Sunshine Coast region as a major tourism region within Queensland. However, the forecast growth for the Sunshine Coast region will somewhat be dependent on growth in accommodation supply to provide sufficient capacity.

Not all visitor nights are spent in commercial accommodation, though if demand for commercial accommodation grows at the same rate as visitor nights, rooms demand will increase to approximately 11,617 rooms by 2033, representing an increase of 1,916 rooms. However, this is considered a conservative forecast with new hotel accommodation supply likely to result in room nights demand increasing as a proportion of visitor nights, therefore increasing overall rooms demand to in excess of 2,000 rooms by 2033.

3.3 Local Market Conditions

The opportunity for additional accommodation supply will be influenced by how the local market responds to projected tourism growth throughout the region.

There are 14 commercial accommodation facilities within the defined trade catchment area (refer to Figure 3.1) comprising a total of 975 rooms. This includes 489 hotel rooms, 454 serviced apartments, and 32 motel rooms. This accommodation profile demonstrates a higher proportion of hotels compared to the wider Sunshine Coast region, with 50% hotel supply, 46.6% serviced apartments, and 1.2% motel rooms in the trade area compared to 26% hotels, 65% serviced apartments, and 7% motels throughout the wider Sunshine Coast tourist region.

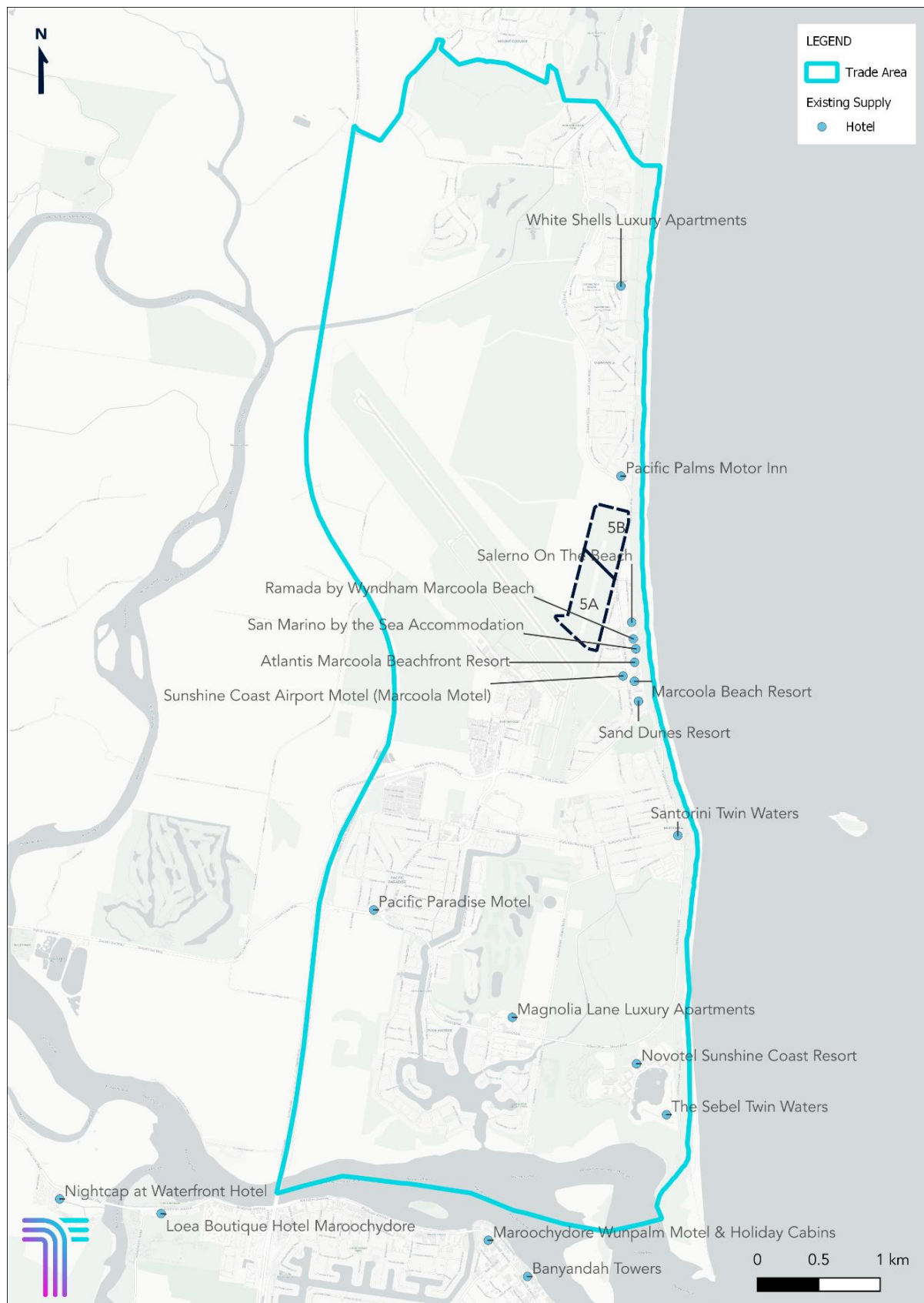
Table 3.1 Supply in the Catchment

Name	Type	Star Rating	No. Rooms
Ramada by Wyndham Marcoola Beach	Hotel	4	128
Novotel Sunshine Coast Resort	Hotel	4	361
Marcoola Beach Resort	Apartments	4	125
Sand Dunes Resort	Apartments	4	75
Atlantis Marcoola Beachfront Resort	Apartments	4	72
San Marino by the Sea Accommodation	Apartments	4.5	35
Salerno On The Beach	Apartments	4	32
White Shells Luxury Apartments	Apartments	4	48
The Sebel Twin Waters	Apartments	4	38
Magnolia Lane Luxury Apartments	Apartments	4	18
Santorini Twin Waters	Apartments	4	11
Pacific Paradise Motel	Motel	3.5	12
Pacific Palms Motor Inn	Motel	3.5	10
Sunshine Coast Airport Motel (Marcoola Motel)	Motel	3.5	10
Total			975

Source: Booking.com, Expedia, Think Economics

Local accommodation supply represents 10.1% of regional supply (9,701 rooms). If this market share were to be maintained, then projected growth in visitor nights and rooms demand will increase local demand to 1,171 rooms by 2033 which will require an additional 200 rooms. However, the existing market share is considered modest and not necessarily reflective of the tourism related amenity and advantages in the local area. If the local area was to grow market share modestly to 12.5% (considered achievable given local amenities), the opportunity for additional rooms increases to approximately 475 rooms by 2033. This upper figure would represent approximately 22% of the regional additional accommodation requirements, which is not considered unreasonable for the area.

Figure 3.5 Trade Catchment Accommodation Supply



3.4 Short Term Accommodation Use Findings

Multiple studies completed for Sunshine Coast Council and the SCA have all consistently determined that there are strong need conditions supporting additional short stay accommodation throughout the Sunshine Coast region, with THSA indicating that 2,150 hotel rooms are required across nine new hotels. This indicates an average of 240 additional rooms for each of the nine recommended hotels.

There has been some response to this requirement, and the related TLPI that Council has introduced, already. There have been 14 hotel projects with a total of 2,034 rooms proposed, however, a review of this planned supply by The Mercurius Group estimates that approximately 855 of these rooms is expected to eventuate. This highlights the opportunity for more than 1,000 hotel rooms in additional new projects that have a high likelihood of proceeding.

It is understood that an airport hotel will be established within the Gateway Precinct, with the most recent study by The Mercurius Group recommending that this hotel is 172 rooms. This hotel represents some of the growth potential for the local area, though there is considered potential for additional accommodation supply. As previously stated, SCA has gone to market to seek expressions of interest for development of the first hotel within the PDA, being the Terminal Hotel.

Based on the various recent reporting for the area as well as the analysis presented, there is considered strong opportunity for an internationally branded resort hotel of at least 4 star within the Airport North precinct. It is expected that the scale of this facility would be 250 to 300 rooms, with this considered necessary to support onsite conferencing and event related visitation. Establishing conferencing facilities and capacity onsite, combined with the accessibility to the airport, will provide a point of difference that improves competitiveness with other existing and planned hotels in the region by targeting key growth markets.

There are risks associated with a resort hotel onsite, particularly given that the site is situated well outside the Maroochydore CBD and primary tourism precincts within the Sunshine Coast region. Other uses onsite should be curated in order to enhance tourism appeal, attraction and amenity to support any hotel proposal.

The opportunity for serviced apartments within the Airport North precinct is considered limited. Assuming an airport hotel (172 rooms) is established within the Gateway precinct, and a resort hotel is established onsite (circa 250 rooms), there is limited growth potential remaining for serviced apartments in the short term (to 2032). While the site location is highly favourable, there is considered a higher level of risk for serviced apartments onsite.

If a serviced apartment project were to be pursued in the short term, it is recommended that it should be internationally branded and ideally collocated with a high level of amenities and/or attraction in order to generate stronger appeal to the leisure holiday market and establish a competitive point of difference with existing serviced apartment supply in the region, including the proximate supply at Marcoola. This could include a beach club and/or water park within a resort setting, which would assist in redistributing existing market demand, therefore reducing risk.

Over the longer term, the strong site amenity and ongoing growth in the tourist visitation is expected to support additional serviced apartment opportunities onsite. Projected growth in accommodation demand to 2032 supports an average of 260 additional short stay accommodation rooms per annum, with the large majority of this anticipated as hotel supply. Post 2032, it is expected that accommodation supply additions will be more balanced between predominantly hotels and serviced apartments, with smaller proportions of growth distributed to holiday parks and other short stay accommodation.

Over the ten years from 2032 to 2042, assuming that short stay accommodation continues to grow at approximately 260 rooms per annum, it is estimated that 800 to 1,000 additional serviced apartment rooms could be delivered throughout the region. It is considered that the subject site could comfortably absorb 200 rooms of this demand and up to 300 rooms assuming a higher quality of product onsite (i.e. increased service level and/or with integrated recreation/entertainment facilities). If any serviced apartments are delivered pre 2032, the performance of this supply would need to be reviewed to determine the strength of the opportunity between 2032 and 2042.

However, it is highlighted that projecting tourism visitation and accommodation demand over a longer term such as this, should be considered speculative as the sector can be influenced by a range of factors such as national and global economic stability, cost of living pressures, political stability, health pandemics, and other sector related impacts. Any one of these conditions has the potential to impact visitation and therefore accommodation demand, either positively or negatively, which may impact the opportunity onsite.

4.0 Retail Assessment

The retail analysis has considered the opportunity for a range of retail typologies within the Airport North Precinct, including general retail uses (i.e. shop uses), food and drink outlets, and retail showrooms.

4.1 Trade Area Delineation

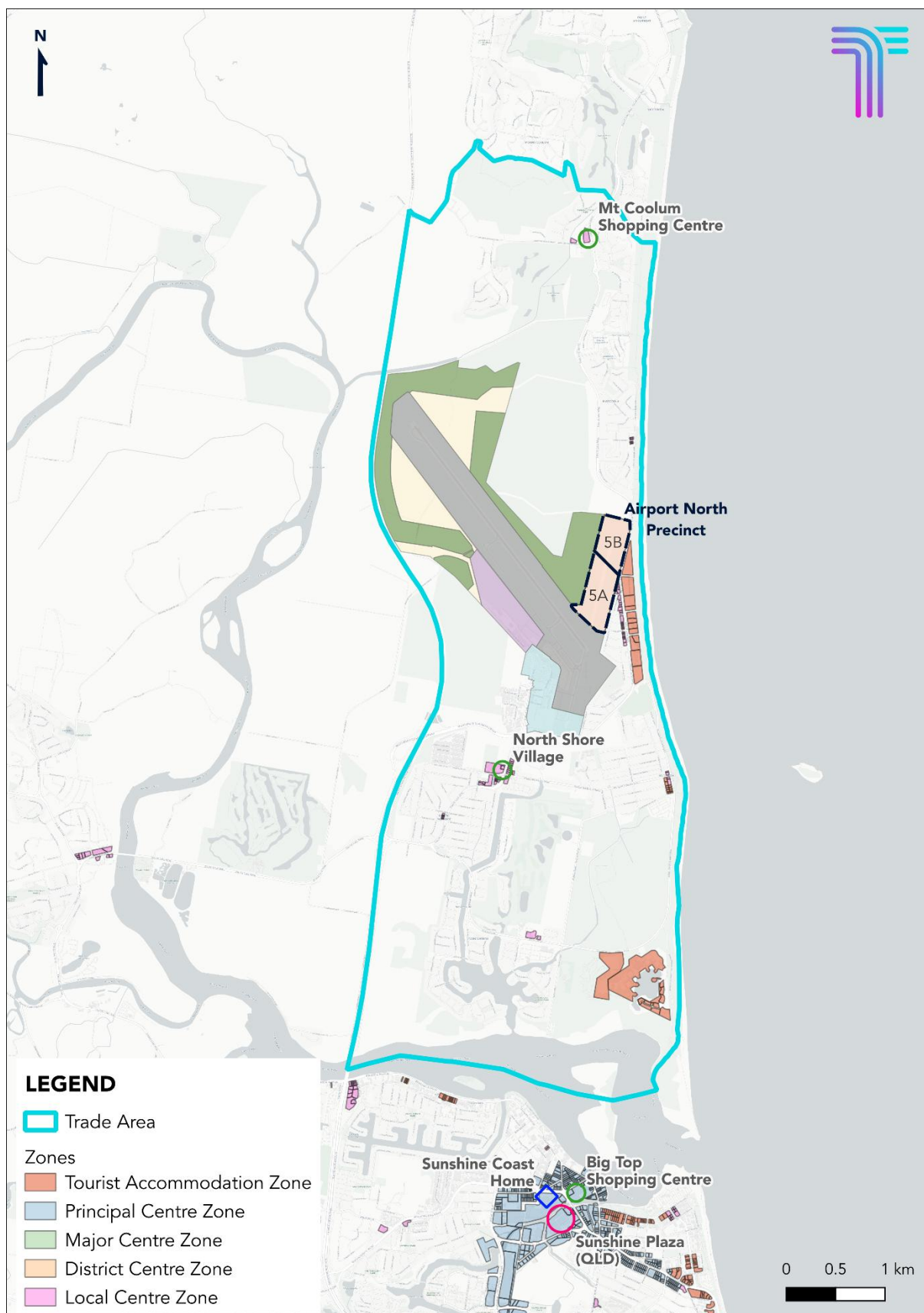
The likely trade area has been defined on the basis of the site location and characteristics, consideration of the surrounding centres network, and the character of retail that is anticipated onsite. Overall, retail within the Airport North precinct is anticipated to serve a strong local tourism and visitor catchment, as well as local residents and workers (primarily within the Airport North precinct).

The expected trade area comprises the coastal area extending from the Maroochy River north to Mount Coolum and is bound by the Sunshine Motorway. This is considered a local catchment which is consistent with the role and functional intent for retail uses as defined in the Development Scheme.

This trade area has been used to assess demand for the various retail uses onsite, noting that inflow demand from external sources are likely and have been considered throughout the assessment also.

The trade area is illustrated in Figure 4.1 over the page.

Figure 4.1 Airport North Precinct Trade Area



4.2 Existing Supply

Retail supply throughout the defined trade area is characterized by several small scale shopping centres and smaller main street or strip retail centres. North Shore Village, anchored by a Coles supermarket is the largest centre in the trade area. No other centre has a similar anchor use, with supply primarily being small scale, convenience retail uses (including food and drink outlets) focused on serving local resident and visitor needs.

Table 4.1 Trade Area Existing Supply (sqm)

Precinct	Food and Drink	General Retail	Non-retail	Total
North Shore Village + 648 David Low Way	1,658	4,202	2,080	7,940
Twin Waters Shopping Village	213	238	600	1,050
Mudjimba Beach Retail Strip	503	128	40	670
Marcoola Retail Strip	1,132	938	1,430	3,500
Lorraine Ave Retail Strip	63	288	150	500
Mount Coolum Shopping Centre	516	1,374	215	2,105
TOTAL	4,085	7,165	4,515	15,765

The Marcoola retail centre is adjacent the Airport North precinct. It is a single sided strip centre which is considered to be of relatively poor quality based on the age of the centre, the general appearance of the centre, and the undefined tenant mix and character of the centre.

Further details of the existing retail supply and character throughout the trade area are presented below.

North Shore Village

North Shore Village is the largest Local Centre within the immediate trade area. The precinct comprises the North Shore Village Shopping Centre and surrounding retail and service tenancies along Menzies Drive and Timari Street. The shopping centre is anchored by a full-line Coles supermarket and supported by approximately 13 specialty tenancies, including Domino's Pizza and a Discount Chemist.

Adjacent and complementary uses include the Mudjimba Point, Milestones Early Learning Centre, North Shore Medical Centre, and the North Shore Tavern. The overall precinct is well presented with plenty of car parking and offers a cohesive mix of convenient and community-oriented uses.



An additional small retail strip is located approximately 700m to the south at 648 David Low Way. This strip comprises a mix of small-scale tenancies including a real estate agency, tattoo studio, cafés, bottle shop, hairdresser, massage service, and auto mechanic. These uses are largely service-based and convenience-oriented, with limited draw beyond the immediate residential catchment.

While this North Shore Village is the largest centre in the local area, there has been minimal investment in the centre during the past several years. As a result, the centre presents as aged and provides limited to no opportunity for retail growth in the local area.

Twin Waters Shopping Village

Twin Waters Shopping Village is a small neighbourhood centre anchored by a Foodworks supermarket. Supporting tenancies including real estate agencies, pharmacy, medical centre, café, and restaurant. The centre primarily serves the established Twin Waters residential community.



Its location adjacent to the Twin Waters Golf Club and the Magnolia Lane Luxury Apartments provides some exposure to visitors and short-term residents. However, the overall scale of retail provision remains limited and convenience-based, with minimal

specialty or destination retail. The centre functions primarily as a local service node rather than a broader retail centre.

Mudjimba Beach Retail Strip

The Mudjimba Beach retail strip comprises a mix of small tenancies along Mudjimba Esplanade, opposite the Mudjimba Surf Life Saving Club and on ground level below the Santorini Twin Waters hotel. Existing uses include a newsagency, bakery, hairdresser, cafés and casual dining restaurants.

The precinct benefits from strong coastal character and pedestrian activity associated with the beach frontage. Retail uses are predominantly food and beverage focused, catering to beachgoers, local residents, and short-term visitors. While the strip offers lifestyle appeal, tenancy scale is small and fragmented, with limited capacity for larger-format retail or broader commercial uses.



Marcoola Retail Strip

The Marcoola retail strip, located along David Low Way within a Local Centre zoning, comprises a diverse mix of retail and commercial tenancies. Uses include Chemist Warehouse, fish and chip shop, Thai massage, cafés and restaurants, bottle shop, and various small commercial and service businesses.

The precinct comprises a broad range of casual food and drink outlets offering fish and chips, burgers, Asian cuisine, and Mexican food. However, despite its proximity to several large coastal resorts, the strip does not currently include any signature restaurant or higher-end dining offer. The retail environment appears fragmented, with inconsistent presentation and a dispersed mix of uses that do not collectively establish a strong identity or clear functional role. As a result, while it provides essential local services, it lacks cohesive positioning as either a destination dining precinct or a structured neighbourhood centre.



Lorraine Ave Retail Strip

This small retail cluster is located south of the Marcoola Surf Club and comprises a small mix of service-oriented tenancies including a newsagency, hairdresser, yoga studio, Pilates studio, and a restaurant. The precinct plays a limited convenience role for nearby residents and visitors.

The area also hosts the Marcoola Twilight Market on Friday evenings, featuring food trucks and live music. While the market contributes to periodic activation and community engagement, permanent retail activity remains small in scale and primarily local serving.

Mount Coolum Shopping Centre

Mount Coolum Shopping Centre is anchored by an IGA supermarket and supported by approximately 14 specialty tenancies. These include a hairdresser, medical centre, pharmacy, newsagency, bakery, butcher, bottle shop, and some cafés and restaurants.

The centre functions as a traditional neighbourhood shopping centre, providing day-to-day retail and service needs for the Mount Coolum residential catchment. The tenancy mix is convenience-oriented, with limited discretionary shopping offer.



Planned Retail Supply

The Gateway precinct within the SCA PDA will deliver additional supply, with the previous recommendations provided by Think Economics anticipating 6,000sqm of retail uses onsite including a limited-line supermarket of up to 1,500sqm and food and drink outlets primarily targeting onsite workers and airport passengers.

Figure 4.2 Trade Area Retail Supply



4.3 Demand Drivers

Retail demand within the trade area will be attributed to a combination of local residents, tourists/visitors, and workers. The demand from each group will vary based on the specific expenditure habits of each. The following provides an assessment of this expenditure and demand, based on the existing and projected 'population' for each group.

Local Residents

Local residents represent the most diverse retail demand profile based on expenditure habits and overall retail needs. However, land uses are likely to be convenience focused and generally small scale (in terms of individual tenancies), and therefore significantly influenced by existing competition within centres and precincts within the catchment and outside the catchment.

The population across the trade area has increased moderately over the past few years as a result of residential developments, in particular over 50s lifestyle resorts, with an average growth rate of 1.2% per annum over the period between 2016 to 2024. However, the growth rate within the trade area is expected to decrease over time with limited anticipated residential developments. Based on the latest population projections produced by the Queensland Government Statisticians Office (QGSO), the resident population is projected to increase from 15,513 people in 2024 to 16,083 people in 2041 representing an average growth rate of 0.2% per annum. It is noted that these projections are considered conservative based on expected development in the area, including Twin Waters West which is expected to deliver 450 new homes.

Table 4.2 Population Projections

	2016	2021	2024	2026	2031	2036	2041
Trade Area Population	14,067	14,800	15,513	15,787	15,941	16,002	16,083
		2016-21	2021-24	2024-26	2026-31	2031-36	2036-41
Average Annual Growth (No.)		147	238	137	31	12	16
Average Annual Growth (%)		1.0%	1.6%	0.9%	0.2%	0.1%	0.1%

Source: ABS ERP, QGSO population projections (2023 edition) & Think Economics

Local Tourists/Visitors

The existing commercial accommodation supply within the trade area comprises a total of 975 rooms, with 487 rooms situated in close walkable proximity to the precinct.

Future growth in visitation within the trade area is primarily attributed to the hotel development potential within the SCA PDA. This is expected to include a 172 room airport hotel within the Gateway precinct and a 250 room resort hotel onsite. Additional supplementary visitation from the wider region will likely occur if a consolidation of tourism and entertainment amenities are established onsite.

The following table quantifies the average daily visitor population within the trade area and within the walkable catchment of the subject site based on existing accommodation supply and potential future supply.

Table 4.3 Visitor population: Existing and potential

	Trade Area - Current	Trade Area - +Airport North	Walkable Catchment - Current	Walkable Catchment - +Airport North
Total Rooms (no.)	975	1,397	487	737
Avg. guest per room (persons)	1.5	1.5	1.5	1.5
Avg. occupancy rate (%)	70%	70%	70%	70%
Avg. visitors per day (persons)	1,024	1,467	511	774

Source: Think Economics

Workers

Worker related demand will primarily be driven by those employees associated with the industrial land uses onsite (i.e. sub-precinct 5A) and with the planned resort hotel use onsite (i.e. within sub-precinct 5B).

Some additional inflow demand will likely be generated by other workers throughout the trade area, however, the needs of these existing workers are generally driven by proximity and are therefore predominantly catered for within established centres. Further, the planned retail, including food and drink outlets, within the Gateway precinct will also serve demand for existing and forecast workers at the SCA and adjacent industrial precinct.

Based on average employment densities/ratios associated with industrial precincts and hotel uses, the onsite worker capacity is estimated 550 to 650 workers, based on 150 to 200 hotel workers and 400 to 450 industrial, office, and retail workers. The ultimate ratio will be dependent on the exact scale and mix of land uses established over time.

4.4 Retail Expenditure & Demand

Resident Demand

The retail demand profile for the trade area will be dependent on the retail expenditure characteristics of residents within the area. Think Economics estimates retail expenditure capacity generated by trade area residents based on the latest available Consumer Spend Potential (CSP) data sourced from Precisely.

Unlike other products on the market, CSP was designed using a top-down method which overcomes several biases in base data for household expenditure. The CSP data is considered to be an accurate and detailed measure of retail expenditure capacity and behaviour and is widely relied on in the retail industry. Total retail expenditure is detailed in a number of categories, as follows:

- Food and groceries – goods typically sold in supermarkets and specialty fresh food stores.
- Off Premise liquor – packaged beer, wine and spirits such as those purchased at bottle-shops and liquor outlets. The combination of take-home food and groceries and packaged liquor is referred to as FLG expenditure.
- Meals out and Fast Food – cafes, take-away outlets and restaurants, including liquor consumed on such premises.
- Apparel – clothing, footwear, fashion and accessories.
- Household goods – giftware, electrical, computers, furniture and homewares.
- Leisure – sporting goods, music, games, books, magazines and newspapers.
- General retail space – pharmaceutical goods, cosmetics, toys, florists and mobile phones.
- Retail Services – retail services such as key cutting, shoe repairs, hair and beauty.

Table 4.5 and 4.6 presents an estimate of the total retail expenditure by category, followed by retail floorspace demand by category, attributed to the resident population within the defined trade area over the forecast period to 2041. All spending forecasts include estimated real growth in retail expenditure, which is assumed to average 0.6% per annum across all retail categories.

Table 4.4 Trade Area Retail Expenditure by Category (\$M)

Year	Food and Grocery	Off Premise Liquor	Meals Out and Fast Food	Apparel	Household Goods	Leisure	General Retail	Retail Services	Total Retail
2024	91.9	17.0	23.6	18.3	57.6	17.7	21.8	3.8	251.6
2025	93.5	17.3	24.0	18.5	58.4	17.9	22.1	3.9	255.6
2026	95.1	17.6	24.5	18.7	59.2	18.1	22.4	3.9	259.5
2027	96.0	17.7	24.8	18.8	59.6	18.3	22.5	3.9	261.8
2028	97.0	17.9	25.2	18.9	60.0	18.4	22.7	4.0	264.0
2029	97.9	18.1	25.5	19.0	60.4	18.5	22.8	4.0	266.3
2030	98.9	18.3	25.8	19.1	60.9	18.6	23.0	4.1	268.6
2031	99.9	18.4	26.2	19.2	61.3	18.7	23.2	4.1	270.9
2036	104.3	19.3	27.7	19.6	63.1	19.1	23.8	4.3	281.2
2041	109.1	20.2	29.4	20.0	65.0	19.6	24.6	4.4	292.3
Average annual growth (\$M)									
2024-41	1.0	0.2	0.3	0.1	0.4	0.1	0.2	0.0	2.4
Average annual growth (%)									
2024-41	1.0%	1.0%	1.3%	0.5%	0.7%	0.6%	0.7%	0.9%	0.9%

Source: Consumer Spend Potential Precisely, Think Economics

Total available retail expenditure within the trade area is forecast to grow from \$251.6 million in 2024 to just over \$292 million in 2041, indicating an average increase of \$2.4M per annum. This growth in expenditure will be dispersed across all retail categories, though the highest rate of growth is anticipated within the 'Meals Out and Fast Food' category which is projected to increase by an average of 1.3% per annum or approximately \$0.34 million per year.

Table 4.5 Trade Area Retail Floorspace Demand by Category (sqm)

Year	Food and Grocery	Off Premise Liquor	Meals Out and Fast Food	Apparel	Household Goods	Leisure	General Retail	Retail Services	Total Retail
2024	9,973	1,326	2,708	2,552	9,373	2,303	2,362	494	31,091
2025	10,081	1,341	2,746	2,567	9,446	2,319	2,380	499	31,378
2026	10,190	1,355	2,783	2,582	9,520	2,334	2,399	504	31,666
2027	10,230	1,360	2,803	2,579	9,529	2,334	2,401	505	31,741
2028	10,270	1,366	2,822	2,576	9,538	2,334	2,403	507	31,816
2029	10,311	1,371	2,842	2,574	9,547	2,334	2,406	508	31,892
2030	10,351	1,377	2,861	2,571	9,556	2,334	2,408	510	31,967
2031	10,392	1,382	2,881	2,568	9,565	2,334	2,410	511	32,043
2036	10,536	1,401	2,965	2,540	9,554	2,319	2,407	516	32,238
2041	10,695	1,422	3,054	2,515	9,555	2,308	2,408	521	32,477

Source: Consumer Spend Potential Precisely, Think Economics

It is important to note that not all retail demand generated by local residents is expected to be retained locally. A proportion of spending will continue to flow toward established regional and sub-regional centres beyond the defined trade area. These include major retail and commercial destinations such as Maroochydore, Bli Bli, and Nambour, which provide a broader range of supermarkets, department stores, specialty retail, entertainment, and civic services.

Considering the existing retail supply within the trade area, as well as the established role of higher-order centres beyond the trade area, it is assumed that up to 60% of resident retail demand is retained locally, with the remaining demand being distributed across larger centres outside the trade area.

The following table provides a comparison of resident demand, including assumed local retention of resident demand, with existing retail supply in the trade area. The assessment takes into account that an estimated 60% of resident demand would typically be retained locally. This rate of retention reflects the existing scale, role and function of activity centres such as North Shore Village, Mount Coolum Shopping Centre and other centres, as well as the opportunity to provide an improved response to local and convenience retail needs.

Table 4.6 Resident demand and market gap

	2024	2026	2031	2036	2041
Trade area residents total retail demand (sqm)	31,091	31,666	32,043	32,238	32,477
Retention within trade area @60%	18,655	19,000	19,226	19,343	19,486
Trade area existing retail supply	11,250	11,250	11,250	11,250	11,250
GAP	-7,405	-7,750	-7,976	-8,093	-8,236

Source: Consumer Spend Potential Precisely, Think Economics

The market gap assessment demonstrates that there is an existing undersupply of approximately 7,750sqm within the trade area. While this is substantial and represents the opportunity for additional retail supply in the local area, a proportion of this opportunity is expected to be absorbed within the SCA Gateway precinct, with recommendations for 6,000sqm of retail uses onsite including a 1,500sqm supermarket. It is however noted that the scale of retail uses planned within the Gateway Precinct will respond to local resident demand, as well as workforce and airport passenger demand.

On this basis, the analysis demonstrates that there will remain a gap in retail supply provision serving local resident demand. This represents an opportunity for a supply

response across a range of retail categories within the Airport North precinct, noting an increased response to food and drink demand given the high growth rate in this category.

The retail demand conditions and opportunity related to local resident demand is largely consistent with the type of retail opportunities driven by visitor and worker demand (assessed in the following subsections). The overall opportunity within the precinct represents a potentially substantial dining precinct, which will be complimented by related entertainment uses such as a tavern.

The demand and opportunity for a tavern within the precinct is highlighted under resident demand as it also relates to the rate of provision of tavern supply throughout the trade area. The average rate of provision of taverns in urban areas throughout South East Queensland is approximately one per 7,000 people. In comparison, there is only one tavern (North Shore Tavern) within the trade area compared to a population of almost 15,800 people in 2026. This highlights the opportunity for a tavern within the Airport North precinct in response to resident demand (as well as visitor and worker demand) and to supplement the broader food and drink opportunity with an entertainment offer and function.

Visitors Demand

Data from Tourism Research Australia (TRA) National Visitor Survey (NVS) and Tourism Queensland shows tourists average expenditure per day across a range of categories. Relevant expenditure to the proposed uses onsite include takeaway and restaurant meals (\$49.5 per day), shopping/gifts/souvenirs (\$18.9 per day), groceries for self-catering (\$15.3 per day), and alcohol and drinks (\$13.6 per day).

The following table provides an estimation of retail expenditure and demand of visitors in within the trade area and within the walkable catchment, based on existing and potential accommodation capacity.

This assessment indicates that the main retail demand and opportunity associated with local visitors is for food and drink outlets, with existing demand for approximately 2,176sqm based visitors within the total trade area and 1,087sqm based on visitors within the walkable catchment. Based on potential supply additions within the SCA PDA, this could increase to 3,118sqm based on the trade area and 1,645sqm based on the walkable catchment.

It is noted that some of this expenditure, particularly food and drink associated expenditure, will be captured within hotel restaurants which will reduce demand somewhat

for standalone food and drink outlets. In addition, some demand will be lost to centres and precincts outside of the trade area (including Maroochy CBD, Coolumb, and Noosa), however, there remains significant scope for a local response to the indicated demand.

As noted under resident demand, the scale of food and drink outlet demand and opportunity represents a consolidated dining precinct that would benefit from a complimentary entertainment offer. This would typically be provided by a tavern within comparable precincts and is considered an appropriate and recommended addition to the Airport North precinct. A tavern would absorb a portion of the demand directed to food and drink outlets, as well as provide a positive response to the existing low provision of taverns within the defined trade area.

Table 4.7 Visitor retail expenditure and demand

	Trade Area - Current	Trade Area - +Airport North	Walkable Catchment - Current	Walkable Catchment - +Airport North
Avg. visitors per day (persons)	1,024	1,467	511	774
Takeaway and restaurant meals expenditure (\$M)	\$18.50	\$26.50	\$9.24	\$13.98
Shopping/gifts/souvenirs expenditure (\$M)	\$5.72	\$8.19	\$2.86	\$4.32
Alcohol and drinks expenditure (\$M)	\$5.08	\$7.28	\$2.54	\$3.84
Takeaway and restaurant meals demand (sqm)	2,176	3,118	1,087	1,645
Shopping/gifts/souvenirs demand (sqm)	635	910	317	480
Alcohol and drinks demand (sqm)	565	809	282	427

Collectively, this represents a substantial tourism-driven expenditure pool supporting the opportunity for food and beverage outlets and some specialty retail though limited grocery and general retail provision within the precinct.

Worker Demand

In addition to visitor-driven demand, the industrial, commercial and hotel uses anticipated within the precinct will also generate demand and opportunity based on typical day-to-day retail expenditure patterns. It is noted that worker and tourist expenditure behaviour is typically different. Worker expenditure is generally concentrated on convenience-based food and beverage, takeaway meals, coffee, and limited day-to-day retail purchases, with

minimal allocation toward alcohol, discretionary shopping, or souvenir-type purchases during work hours.

Consumer research indicates that workers typically spend an average of \$20 per day in the surrounding areas of their workplace. This figure accounts for variations in individual spending behaviours with some workers spending more, while others may spend very little or nothing at all.

It is acknowledged that the number of working days per week varies depending on each activity. For the purpose of this assessment, it is assumed that workers within the precinct average 250 working days per year. Based on the anticipated onsite workforce of 550 to 650 people, worker related retail expenditure is estimated at \$3.3 million to \$4.0 million per annum. This supports demand for approximately 400sqm to 500sqm, with most of this distributed to food and drink outlets and some to pure convenience retail offerings (i.e. 7-Eleven, EzyMart, Quikstop type convenience stores).

4.5 Retail Showroom Assessment

Retail showrooms, or large format retail (LFR) uses, relate to a wide range of retail products typically sold in larger store formats, generally exceeding 800sqm. These uses commonly include furniture, electronics and appliances, bedding, carpets and rugs, hardware, sporting and outdoor goods, automotive products, homemaker goods and other bulky merchandise categories. LFR floorspace may comprise standalone tenancies or form part of consolidated bulky goods precincts and homemaker centres.

LFR uses perform an important role within the retail hierarchy by supplying essential goods that are not typically accommodated within traditional neighbourhood or strip retail environments due to space, servicing and display requirements.

It is noted that there is currently no LFR supply within the local area, with all demand distributed to supply predominantly located throughout Maroochydore. This highlights a supply gap with many LFR tenancies providing a more localised function or response to demand drivers.

In order to estimate total LFR demand across the defined trade area, an average ratio of 30% of total retail floorspace demand has been applied. This ratio reflects the national proportion of total retail supply attributable to LFR or bulky goods retail.

It is noted that not all LFR could be retained within the trade area, with a large proportion of demand expected to be distributed to larger centres, precincts, and individual LFR stores that are located outside of the local area, with most supply being to the south at Maroochydore. It is estimated that up to 35% of total LFR demand could be retained locally, with inflow demand from trade related demand and external sources that will also contribute to local demand, estimated at a further 25% uplift.

Table 4.8 LFR demand and opportunity assessment (sqm)

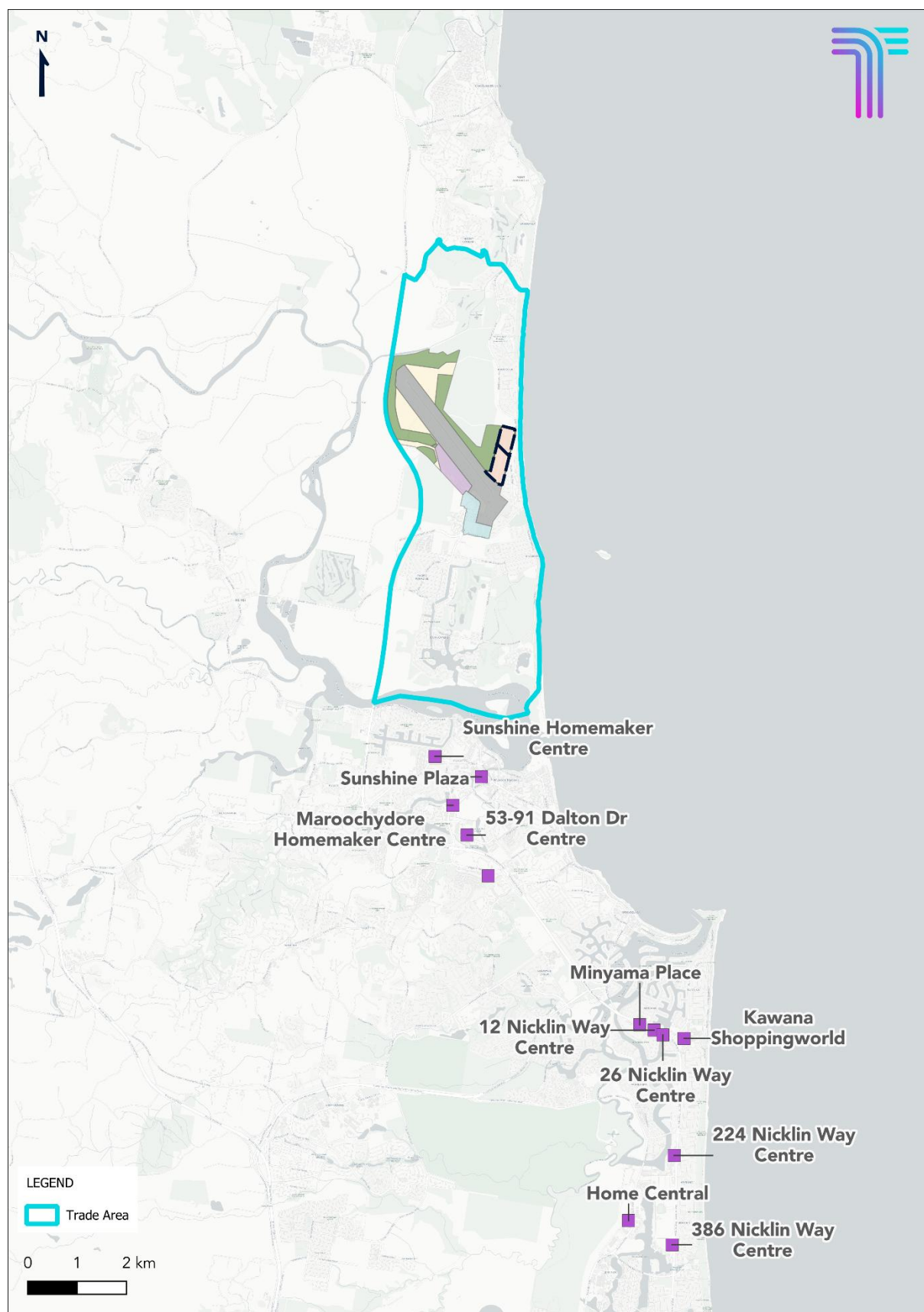
	2024	2026	2031	2036	2041
Trade area residents total retail demand (sqm)	31,091	31,666	32,043	32,238	32,477
Large format retail floorspace demand ratio (sqm) @30%	9,327	9,500	9,613	9,671	9,743
Airport North retention @35%	3,265	3,325	3,365	3,385	3,410
Inflow demand from trade and external sources @25%	816	831	841	846	853
Airport North LFR demand/opportunity (sqm)	4,081	4,156	4,206	4,231	4,263

Source: Consumer Spend Potential Precisely, LFRA, Think Economics

The assessment presented above indicates that there is demand and opportunity for approximately 4,000sqm of LFR uses within the Airport North precinct. This is considered a somewhat conservative estimate as the retention rate still assumes that the large majority of demand will continue to be directed to centres and precincts outside of the trade area.

The opportunity for LFR uses onsite is expected to comprise a mix of lifestyle, leisure, and automotive related tenancies, with some other tenancies predominantly trade related within the home improvement category. The following provides an overview of the type of LFR tenancies, including consumer focused and trade focused uses, that are considered possible onsite within a consolidated strip centre setting.

Figure 4.3 Large Format Retail Precincts



4.6 Retail Recommendations

Market conditions support the opportunity for a range of retail land uses within the Airport North precinct. There are considered two specific retail themes and opportunities onsite, with details provided for each below.

Dining and entertainment retail precinct:

There is strong opportunity to establish a consolidated main street retail precinct centrally within the precinct, which should be predominantly characterised by food and drink outlets ranging from fast food and casual dining to more formalised restaurant dining. The main driver of demand for these uses are tourists/visitors as well as workers within the local area, however, the critical mass of new food and drink outlets onsite will be very competitive locally and likely attract a high level of demand from local residents also.

Based on the collective demand inputs from tourists, workers and residents, the retail opportunity onsite is recommended as comprising:

- Food and drink outlets: 1,200sqm to 1,500sqm (mix of takeaway/cafes/restaurants)
- Retail entertainment: 500sqm to 1,000sqm (dependant on anchor such as bar/tavern/brewery)
- General/convenience retail: 200sqm to 400sqm (such as 7-Eleven, NightOwl, EzyMart)
- Retail services/tourism services: 200sqm to 400sqm (includes day spa, massage studio, tourism booking office)

Overall, the retail centre is anticipated to be 2,000sqm to 3,000sqm, with the scale of retail entertainment uses having an influence on overall scale. It is expected that retail entertainment onsite would comprise one to two large scale uses that would act as a semi-anchor for weekend and evening entertainment and semi-regular events. The Sandstone Point Hotel is an example of a retail entertainment anchor and the type of function/amenity that could be established onsite to support the dining and entertainment focus for the centre.

Additional case study examples are provided following to add context to the type of dining and entertainment amenity and function that could be established onsite.

Retail showroom centre

It is recommended that a retail showroom centre of approximately 4,000sqm GFA be established onsite. Assuming an average tenancy size of 800sqm, this equates to approximately five tenancies onsite, which is considered very achievable and likely, particularly based on past tenant enquiries received by the SCA.

It is expected that the retail showroom centre will be located adjacent to the retail precinct, to encourage shared patronage between the two retail types. The retail showroom precinct also provides the potential for transitioning between the dining retail uses, which are high amenity tourist focused and fronting uses, and the light industrial precinct which will likely have a very different character, look and feel.

It is also noted that there is potential to increase the size of the retail showroom centre by incorporating complimentary land uses. For example, it has become common for various indoor sport and recreation uses to establish within retail showroom centres due to the suitability of tenancies (based on size and often height). These include gyms, fitness studios, indoor rock climbing centres, and indoor play centres. Given the location of the Airport North precinct and past analysis of indoor sport and recreation opportunities, there is considered strong opportunity for one to two tenancies to supplement and increase the scale of the retail showroom centre.

4.6.1 Case study inputs

The following presents several case studies that demonstrate a consolidation of food and drink, and entertainment retail uses in order to create an active and vibrant precinct. These precincts all serve a combination of resident, visitor and worker demand based on location.

Sandstone Point Hotel

The Sandstone Point Hotel is a hospitality and entertainment venue that operates as a destination food, beverage and events precinct. The development integrates multiple hospitality formats within a single, highly activated environment, including indoor dining spaces, expansive outdoor beer gardens, waterfront dining areas and large-scale event lawns.



A key feature of the venue is its capacity to host live music concerts, festivals and community events, attracting significant patronage from both local and regional catchments. This event capability materially elevates its role beyond day-to-day dining, positioning it as an entertainment destination with strong evening and weekend activation.



Future plans for the Sandstone Point Hotel precinct include expanding its role as a tourism and entertainment destination through additional accommodation and event infrastructure which includes a resort hotel including conferencing facilities, expanded food and drink offer, and expanded event infrastructure.

Sandstone Point Hotel (existing and planned)

F&B Tenancy Count

6+

Total Commercial (Including resort complex, shopping centre, tavern, and other commercial)

Circa 19,500 sqm

Source: Think Economics 2026

Howard Smith Wharves

Howard Smith Wharves is a large-scale mixed-use riverfront precinct located beneath the Story Bridge in Brisbane. The development integrates food and beverage venues, event spaces, public open space and a luxury hotel, creating a multi-functional destination that operates across daytime, evening and late-night periods supporting live music performances, cultural festivals, markets, corporate functions and large-scale public celebrations.

The tenant mix includes restaurants, bars, breweries, cafés, accommodation, and major event facilities. These include the Felons (Brewing and Café) this tenancy is estimated to have a floor space of circa 1,000sqm, with the Fellows Barrell Hall being circa the 1,600sqm. It is noted that not all of this floorspace is retail with manufacturing and storage also occurring onsite.

This precinct also includes a signature restaurant (Fellini's Trattoria) adjacent to the event space. Other smaller F&B tenancies are grouped together toward the west of the precinct with a combined floorspace of circa 1,000sqm. This mix includes Yoko Dining, Stan's Lounge, Mews Café, Greca and Stanley Restaurant. There is also a Betty's Burger in the precinct. Two iconic bars in the precinct include the Fiume Rooftop Bar as well as Mr Percival's. The presence of the Crystalbrook Vincent hotel adds an accommodation component that supports tourism and event visitation. Extensive landscaped public spaces and riverfront promenades provide areas for informal gathering and recreation.



Howard Smith Wharves

F&B Tenancy Count

12

Total Commercial (Including Hotel lobby and event spaces)

Circa 6,800 sqm

Source: Think Economics 2026

Fish Lane

Fish Lane is an inner-city laneway precinct in South Brisbane that has evolved into a vibrant cultural and dining destination. The precinct comprises a collection of small bars, restaurants, cafés, galleries and creative spaces within an urban laneway network adjacent to major cultural institutions.

The character of Fish Lane is distinctly urban and creative. The precinct is known for its street art, independent food and beverage operators, and strong connections to Brisbane’s arts and cultural sector. While the tenancy mix is dominated by hospitality venues, the presence of galleries, studios and cultural programming contributes to a distinctive identity that attracts locals and visitors.

Tenancies within the precinct generally range between 180sqm and 450sqm. There are approximately 30 F&B tenancies with a total floorspace of circa 5,000sqm, including the Saccharomyces Beer Café estimated at around 800sqm. Other F&B tenancies include speciality bars (i.e. retail entertainment uses) such as La Lune Wine Co, Maker Cocktail bar, Bar Brutus, Maeve Wine Bar and restaurants like Big Roddy’s Ripppen Rib Shack, PepperJack Sandwiches, Marlowe.

Fish Lane regularly hosts cultural activations including public art programs, street performances, live music, and community festivals such as the Brisbane Street Art Festival. These events reinforce the precinct’s reputation as a creative destination and contribute to strong evening and night-time activity.



Fish Lane

F&B Tenancy Count

30

Total Commercial F&B

Circa 5,500 sqm

Source: Think Economics 2026

The Wharf Mooloolaba

The Wharf Mooloolaba is a waterfront dining and tourism precinct located along the Mooloolah River on the Sunshine Coast. The precinct combines food and beverage venues, specialty retail, marine tourism operators and visitor experiences within a compact waterfront setting. The tenant mix is heavily weighted towards restaurants, casual dining and bars, supported by complementary uses such as boutique retail, tour operators and family-oriented attractions.

The character of the precinct is informal and leisure-focused, reflecting the Sunshine Coast’s tourism identity. Waterfront views, outdoor dining terraces and pedestrian connectivity contribute to a relaxed, holiday oriented atmosphere that attracts both tourists and local visitors. The Wharf also hosts a variety of small scale events and activations including live music, markets and community gatherings, which help to maintain activity throughout the day and evening.



The precinct includes larger signature F&B that encompass more floorspace like the Savvy Squire craft beer brewery (circa 1,000sqm) that is the largest tenancy in the precinct. Rice Boi (Asian street food) and Spero (Greek food) are larger signature restaurants (between 300-400sqm), with other smaller F&B tenancies including Sushi Kibou, Fudgees on the Wharf, Fior di latte Gelateria and Flo’s Creperie. There are approximately 16 F&B tenancies within the precinct which comprise approximately 50% of the overall retail/commercial floorspace onsite.

The Wharf Mooloolaba

F & B Tenancy Count	16
Total Precinct (Assumed 50% for F&B uses)	7,507

Source: Think Economics 2026

5.0 Industrial Assessment

Industrial opportunities within sub-precinct 5A are dependent on varied market conditions, with the primary influencing conditions being aviation related activities and low impact industrial market conditions throughout the Sunshine Coast market.

The aviation drivers of demand will be influenced by whether additional aviation uses are established within sub-precinct 5A, given the direct impact this facility will have on servicing, maintenance, provisioning and other related industrial activities. The implications of this are discussed in following subsections, however the overall assessment and consideration of industrial land use options may need to be revisited once the certainty of the Jet Centre is confirmed.

5.1 Industrial Market Overview

The Sunshine Coast industrial land market has experienced strong performance over the past few years as a result of a combination of increased demand activity and limited supply. CBRE Research reports that industrial land supply in the region is extremely constrained with demand pressures maintaining strong price growth for land sales and rental growth for existing industrial properties.

The Colliers '*Sunshine Coast Market Overview*' report highlights that substantial industrial land demand in the region has been driven by factors such as population growth and the rise of e-commerce, requiring additional warehousing space. Further, the report notes that there has been absorption of approximately 20ha per annum over the past five years which has resulted in a substantial shortage of industrial land across the Sunshine Coast.

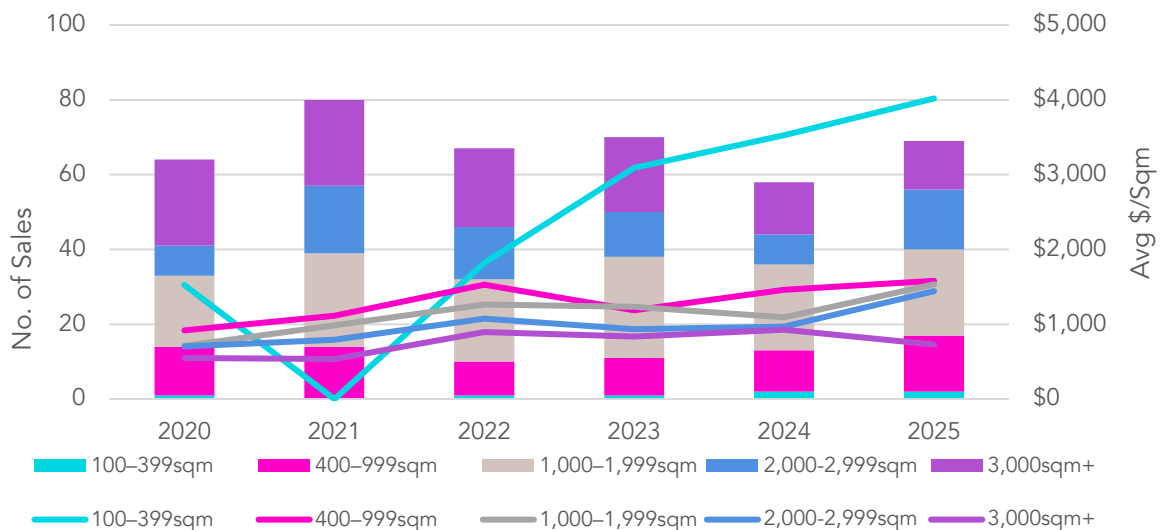
Within this market, the transport and logistics sector remains the dominant tenant group, however, online retailers, light manufacturers, and construction-related businesses have also contributed to recent take up of industrial land.

An example of the strong market performance conditions in the region has been the rapid take-up of the Stage 2 release at the Sunshine Coast Industrial Park in Caloundra. All properties within this stage were reportedly under contract within approximately six months, with several properties understood to have pre-committed leases to major tenants.

The most recent market commentary from Colliers indicates that the region continues to attract a diverse mix of industrial businesses, contributing to increased depth and resilience within local industrial precincts. National and global operators are expanding their footprint, particularly seeking larger freestanding warehouse facilities with supporting hardstand areas. At the same time, demand remains underpinned by a constrained supply environment, with developable industrial land across central Sunshine Coast precincts becoming increasingly limited.

Demand directed at Cooloom has been particularly strong for lots up to 2,000sqm, with strong demand from trade related businesses and freight and logistics operators. In terms of tenancy size, demand has been strongest for space between 400sqm to 1,000sqm, which typically require lot sizes of 1,000sqm to 2,000sqm. This is reflected in the following figure which demonstrates that 1,000sqm to 2,000sqm lots have increased as the dominant industrial product throughout the Sunshine Coast region, increasing from 30% to 33% of all industrial sales, with the average \$/sqm increasing by 116% for the same size category. Lots from 1,000sqm to 3,000sqm have collectively increased from representing 43% of sales to now representing 57% of sales.

Figure 5.1 Sunshine Coast industrial sales by size: 2020 - 2025



Source: Pricerfinder, Think Economics

Larger lot sizes of 3,000+sqm tend to be for specialised manufacturing and large scale freight and logistics operations, which would not be relevant to the Airport North precinct based on the lack of suitable heavy vehicle access.

There has been an increase in smaller tenancies of circa 150sqm throughout Cooloom and Noosaville, however, market commentary by Ray White Commercial considers this product

to be saturated with comparatively low levels of tenant demand, versus larger tenancies of 300sqm to 1,000sqm which are more aligned with business growth. The increase in smaller tenancies (i.e. <250sqm) has previously received positive response as an investment product, often through self-managed super funds (SMSFs) due to the lower entry point, however the product is not considered well aligned with actual business demand.

Think Economics has conducted a review of industrial tenancies established over the past five years to further understand the drivers of take up in new industrial precincts. This analysis is presented over the page and indicates that some of the consistent tenant types across these precincts include:

- Warehouses supporting builders/construction companies, retail wholesalers, ecommerce businesses, and manufacturers
- Retail showrooms (generally small scale)
- Population related services such as automotive services, pool services, and personal services (including hairdressers and barber shops)
- Photography studios

While there is some variability across the business types within these precincts, the built form product is predominantly consistent, comprising small to medium scale warehouse space that provides the necessary flexibility for a range of business types.

Further demand analysis related more specifically to the subject site is provided in the following sub-sections.

Figure 5.2 Industrial developments past five years

30-34 Service St, Maroochydore	Mar-20	Oct-25
Car tinting Home builder Flooring store Drainage services Electrical install. serv. Disability equip. supp. Roofing contractor Swimming pool supplies Garage door supplier		
2 Page St, Kunda Park	Mar-20	Oct-25
Business Park 26 tenancies (~200sqm each) Construction company Auto electrical services Billiards supply store Photography studio Auto parts store Hairdresser Machinery parts manuf.		
Lomandra Place, Coolum Beach	Mar-20	Oct-25
Camping store Barber shop Mattress store Swimming pool supply Used car dealer Cosmetic products manuf. Photography studio Clothing wholesaler Cosmetics wholesaler Auto electrical service		

5.2 Airport and Air-Related Opportunities

The Airport North Precinct presents a logical and strategically positioned location for airport and aviation-related industrial activities. Its proximity to the Sunshine Coast Airport terminal and airside operations creates natural synergies for businesses requiring close operational integration with airport infrastructure.

Potential aviation-support uses include aircraft catering services, cleaning and detailing operations, ground support equipment storage and servicing, light aircraft maintenance, aviation engineering, and aircraft parts storage and distribution. These uses benefit from reduced response times, operational efficiency, and proximity to runway and terminal facilities. In particular, businesses involved in time-sensitive activities such as aircraft turnaround services are typically well suited to locations immediately adjacent to airport operations.

There is also the potential for the southern portion of Sub-Precinct 5A to accommodate a private terminal facility (i.e. Jet Centre). Should this project proceed, it would likely augment demand for aviation-related services, including fixed-base operator (FBO) services, private aircraft maintenance, charter support operations, aviation fuel logistics, and premium passenger services. The introduction of a private terminal would strengthen the case for clustering compatible aviation-support businesses within the precinct, reinforcing its role as an extension of core airport operations.

Beyond direct aircraft servicing, the precinct may also support aviation-adjacent activities such as specialist logistics providers, aerospace technology firms, drone and unmanned aerial vehicle (UAV) operators, and training or simulation facilities. These activities align with the low-impact industry, and research and technology uses contemplated within Sub-Precinct 5A and would contribute to employment diversification within the broader airport precinct. The opportunity for these uses is however primarily driven by expression of interest from related companies rather than market conditions.

The following presents case studies of the Moorabbin and Essendon Fields airports in Melbourne to demonstrate the mix of airside industrial activities and land uses that could potentially be established within the Airport North precinct.

CASE STUDIES

Moorabbin Airport



Moorabbin Airport is one of Australia's busiest general aviation airports and functions primarily as a centre for pilot training, aircraft maintenance, charter services, and private aviation. Its operational model is strongly integrated with aviation-support industries.

The airport accommodates a substantial cluster of aviation-related businesses, including aircraft maintenance organisations (MROs), avionics specialists, charter operators, flight schools, aircraft parts suppliers, and aviation engineering services. In addition, Moorabbin Airport has evolved to include a broader business park environment incorporating light industrial, showroom, trade supply and service-based commercial uses.

The airport demonstrates how general aviation activity can anchor a diversified industrial precinct, where aviation-related tenants coexist with compatible non-aviation light industrial operators. The clustering effect reinforces operational efficiencies and creates a specialised employment node.

Essendon Fields Airport



Essendon Fields Airport operates as a corporate and general aviation airport servicing charter, freight, emergency services, and business aviation. Unlike Moorabbin, Essendon Fields has intentionally developed a mixed-use commercial and industrial precinct integrated with its aviation function.

The broader Essendon Fields development includes aviation maintenance and support services, freight and logistics operators, corporate offices, medical facilities, trade supply uses, homemaker retail, and business park-style industrial premises. The airport has

leveraged its proximity to central Melbourne and major arterial roads to attract both aviation-dependent and aviation-compatible tenants.

It demonstrates how airport-adjacent land can transition beyond purely aviation uses to support a diversified employment precinct, while still retaining strong aviation-related industrial clusters.

5.3 Industrial Opportunities

It is noted that the Airport North precinct has limited heavy vehicle access. This will constrain the suitability of certain large-scale freight or heavy logistics operations that rely on B-double or semi-trailer movements. This reaffirms that general industrial uses onsite will be focused on low impact and service industrial activities.

The opportunity for general industrial at the subject site is considered to be primarily for small to mid-sized warehouse space that caters to a range of business types.

It is acknowledged that there are several industrial properties available for lease within the Coolool Industrial Park, including new industrial tenancies, however, this precinct is developing quickly as it is one of the main contributors to industrial growth throughout the wider Sunshine Coast region. This precinct will likely be complete by the time the Airport North precinct is developed, which will reduce competition.

Further, low impact industrial space onsite will provide a point of difference to the Coolool Industrial Park (and other industrial precincts) as it provides a coastal lifestyle employment precinct opportunity. This will be a favourable attribute for many businesses, as will the increased accessibility to residents in the area. This is likely to attract increased demand from those observed growth drivers including wholesale warehouses, population services, indoor sport and recreation uses, and showrooms as well as specific uses such as self-storage.

The scale of the opportunity onsite is expected to be dictated by the remaining capacity once other land uses are incorporated into the precinct concept and plan. This includes the opportunity for retail uses, including retail showrooms, and the potential for a Jet Centre at the southern end of sub-precinct 5A.

Additional specific industrial use opportunities based on market conditions and land use trends include the following.

Self-storage

Demand for self-storage has increased nationally in recent years, driven by factors such as growth in apartment living, higher household consumption, and e-commerce generating business-related storage needs. As a result, the number of self-storage facilities in Australia has grown at an average rate of 2–3% per annum, with approximately 2,265 facilities recorded nationally in 2023. Strong demand conditions are reflected in high occupancy levels, with the national average currently around 87%.

Across the trade area, self-storage supply is limited to a single facility, the National Storage Marcoola at 8–10 Runway Drive. This multi-level facility provides approximately 2,450sqm of net lettable storage area across around 200 units. The limited local provision suggests reliance on facilities located outside the immediate catchment.

The Australian self-storage market is considered still evolving relative to more mature international markets. According to the Self-Storage Association of Australasia (SSAA), provision rates have increased from 0.19sqm per person in 2021 to 0.21sqm per person in 2023. However, this remains below New Zealand (0.25sqm per person) and significantly below the United States (0.56sqm per person), indicating continued growth potential in the Australian market.

The market assessment considers both population-driven and commercial demand within the defined trade area. On average, commercial demand occupies about 25% of self-storage capacity nationally, although this proportion varies by location and market conditions. Given the Airport North Precinct's proximity to established and emerging industrial areas, it is anticipated that commercial users, including trade-based businesses, aviation-related operators, and small enterprises, could generate significant demand for self-storage uses onsite representing approximately 50% of demand.

The following table provides an assessment of self-storage demand based on existing and forecast population growth, commercial demand, and a gradual increase in the rate of provision. The market gap analysis indicates an existing undersupply of approximately 6,000sqm in 2026, increasing to over 8,200sqm by 2041.

Table 5.1 Self-storage demand and market gap assessment

	2024	2026	2031	2036	2041
Trade area population	15,513	15,787	15,941	16,002	16,083
Population demand	3,413	3,789	4,145	4,481	4,825
Commercial demand	3,413	3,789	4,145	4,481	4,825
Total self-storage demand					
@ 100% occupancy	6,826	7,578	8,289	8,961	9,650
@ 90% occupancy	7,584	8,420	9,211	9,957	10,722
Existing supply	2,448	2,448	2,448	2,448	2,448
GAP	-5,136	-5,972	-6,763	-7,509	-8,274

Source: Self-Storage Association of Australasia, Think Economics

On this basis, there is considered to be a clear opportunity to establish additional self-storage provision within the Airport North Precinct. In line with recent development trends and land efficiency considerations, any facility onsite would most likely be delivered in a vertical, multi-storey format, consistent with the prevailing delivery model adopted by major national self-storage operators. This approach would minimise site coverage while maximising net lettable area, aligning with the precinct's land use framework and optimising development yield.

Indoor Sports and Recreation

Based on a review of market supply throughout the local area, there is considered opportunity for a gym and/or fitness studio/s onsite. The strongest demand is for a full service gym/health club and/or a 24 hour gym, with both formats not currently present within the local area.

There is an existing supply of Pilates and yoga studios in the area, however, a new offering onsite that is collocated with a dining and tourism precinct is likely to be strongly competitive and will also supplement and complement the tourism offer and amenity onsite.

Beyond traditional gym formats, there is also opportunity for indoor recreation and family-oriented entertainment uses. Operators such as Bounce Inc Australia, Chipmunks Playland & Café, and Jungle Adventure Play have potential to perform well in suburban and growth-area markets. These uses vary in size and typically occupy warehouse-style premises and align with low impact industrial zones, particularly where good vehicular access and on-site parking are available.

In addition, emerging participation in sports such as Padel and Pickleball represent growing recreation opportunities. Both Padel and Pickleball facilities can be delivered in a variety of formats, including fully indoor courts, outdoor courts, or hybrid arrangements combining both. The relatively compact court footprint and flexible delivery model make it particularly well suited to underutilised industrial land or adaptable warehouse buildings.

Overall, the precinct presents an opportunity to accommodate a mix indoor sport and recreation uses. Such facilities would diversify the employment base, increase activation beyond standard business hours, and enhance the precinct's attractiveness to both workers and the broader Sunshine Coast community.

5.4 Industrial Recommendations

Based on the assessment of the various industrial market conditions and land use opportunities, the following provides an outline for the recommended industrial land uses onsite.

- **Jet Centre:** The precinct provides a unique opportunity to establish a Jet Centre onsite which, if feasible, will be the catalyst for a range of related aviation services.
- **Aviation industrial:** It is likely that aviation uses will occur within the precinct, however, this opportunity is likely to significantly increase if the Jet Centre is established at the southern extent of the precinct.
- **Low impact industrial:** The opportunity for general industrial space onsite is considered strong, driven by small to mid-sized businesses including wholesalers, automotive services, manufacturing, design and construct businesses, showrooms, indoor sport and recreation. Tenancy demand is considered strongest within the 300sqm to 1,000sqm range, with recommended lot sizes within the precinct generally ranging from 1,000sqm to 2,000sqm.
- **Tourism related industrial:** Given the concentration of tourism activities in the local area (existing and planned), there is potential for specific tourism related industrial uses such as a micro/craft brewery with large tap room and function space.
- **Self-storage:** There are strong underlying market conditions, as well as expressions of interest from national operators, supporting the opportunity onsite. The multi storey format of modern self-storage facilities demonstrate that at a GFA of approximately

2,500sqm, a lot size of 1,500sqm to 2,000sqm is appropriate, which aligns with lot size recommendations for 'general industrial' uses.

It is noted that the overall scale of industrial land uses onsite will be informed by decisions related to other land use opportunities, including whether the Jet Centre is to proceed and the confirmed scale and location of retail and retail showroom uses within the precinct.

6.0 Residential Assessment

This section assesses the potential for residential land uses within the Airport North Precinct, with specific consideration given to residential Build to Rent (BTR) apartments and retirement accommodation given the site's leasehold tenure, which aligns more readily with institutional ownership and long-term management models than traditional freehold residential development. The assessment considers the underlying population and dwelling demand across the broader market before reviewing the suitability and opportunity for each residential land use within the context of the Airport North Precinct.

6.1 Population Growth and Dwelling Demand

A study area comprising the Sunshine Coast LGA and the Noosa LGA has been adopted for this assessment. Given the proximity of these two local government areas and their similar demographic and socio-economic characteristics, they are considered to operate as a closely integrated residential and housing market, noting that there is substantial variability throughout this market. The study area is illustrated in Figure 6.1.

Over the past decade between 2015 and 2025, the Sunshine Coast has experienced one of the strongest rates of population growth in South East Queensland. The resident population increased at an average annual rate of approximately 2.6%, representing the third highest growth rate among SEQ LGAs behind Ipswich and Logan. This exceeds the growth experienced across the Gold Coast (2.1%), Brisbane (1.7%) and Australia overall (1.5%). Over the same period, the Noosa LGA recorded a more moderate average annual population growth rate of 1.1%.

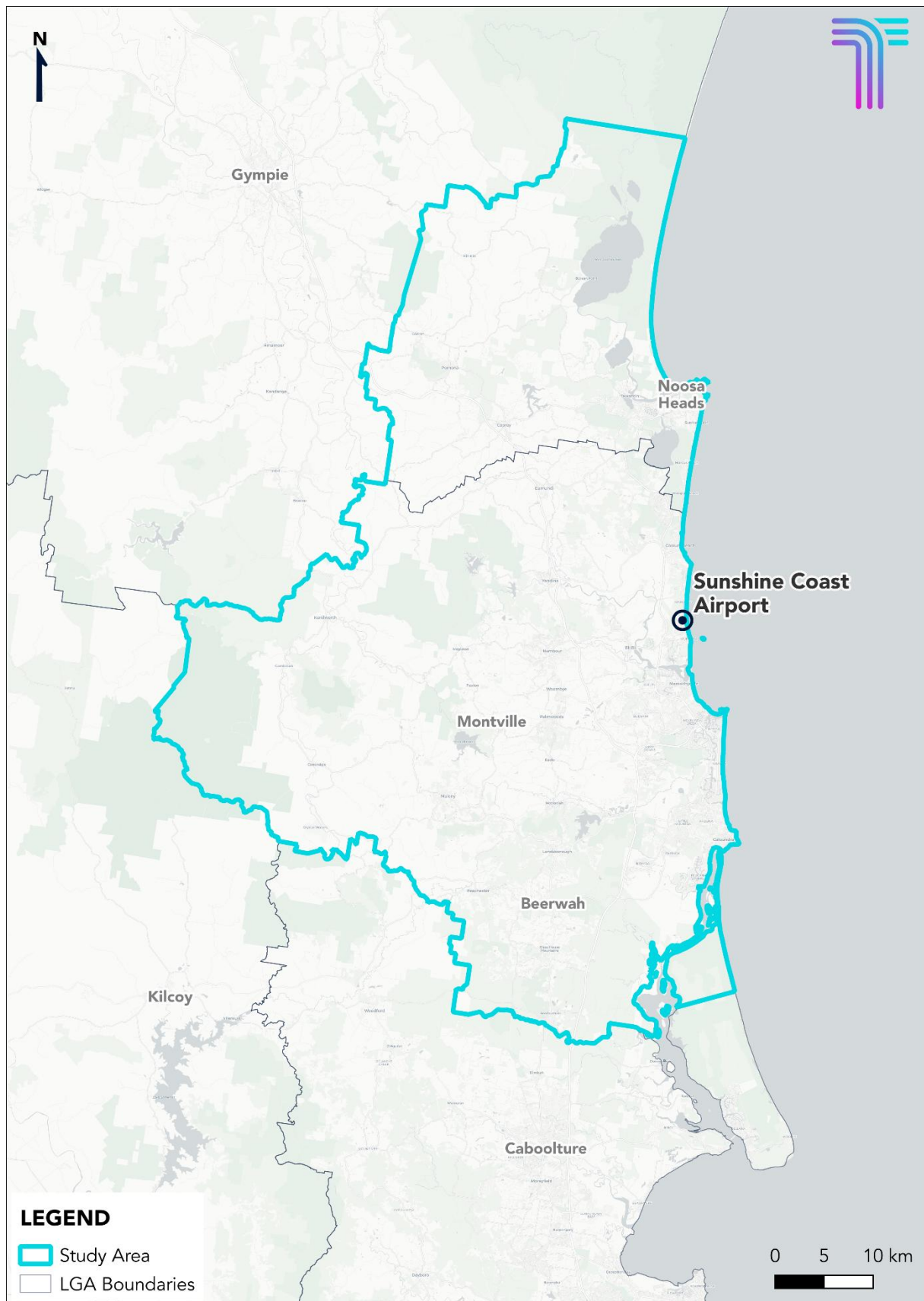
Population growth across the study area is expected to remain strong over the forecast period. The study area population is projected to increase from approximately 455,289 people in 2026 to approximately 576,182 people by 2041. This increase of 120,893 people will require an estimated 52,562 dwellings or an average of 3,504 additional dwellings per annum over the next 15 years.

Table 6.1 Study Area Population Projections

Sunshine Coast	2011	2016	2021	2024	2026	2031	2036	2041
Population (No.)								
0 to 49	166,309	183,751	204,470	220,810	230,017	250,254	267,658	284,416
50+	100,932	119,090	142,164	154,518	164,744	183,865	205,265	226,044
Total	267,241	302,841	346,634	375,328	394,761	434,119	472,923	510,461
AAGR (No.)		2011-16	2016-21	2021-24	2024-26	2026-31	2031-36	2036-41
0 to 49		3,488	4,144	5,447	4,604	4,047	3,481	3,352
50+		3,632	4,615	4,118	5,113	3,824	4,280	4,156
Total		7,120	8,759	9,565	9,717	7,872	7,761	7,507
AAGR (%)								
0 to 49		2.0%	2.2%	2.6%	2.1%	1.7%	1.4%	1.2%
50+		3.4%	3.6%	2.8%	3.3%	2.2%	2.2%	1.9%
Total		2.5%	2.7%	2.7%	2.6%	1.9%	1.7%	1.5%
Noosa	2011	2016	2021	2024	2026	2031	2036	2041
Population (No.)								
0 to 49	29,066	28,594	28,065	28,762	28,921	29,428	29,507	29,526
50+	21,972	25,328	28,809	30,512	31,606	33,166	34,817	36,196
Total	51,038	53,922	56,874	59,274	60,528	62,594	64,325	65,722
AAGR (No.)		2011-16	2016-21	2021-24	2024-26	2026-31	2031-36	2036-41
0 to 49		-94	-106	232	80	101	16	4
50+		671	696	568	547	312	330	276
Total		577	590	800	627	413	346	279
AAGR (%)								
0 to 49		-0.3%	-0.4%	0.8%	0.3%	0.3%	0.1%	0.0%
50+		2.9%	2.6%	1.9%	1.8%	1.0%	1.0%	0.8%
Total		1.1%	1.1%	1.4%	1.1%	0.7%	0.5%	0.4%
Study Area	2011	2016	2021	2024	2026	2031	2036	2041
Population (No.)								
0 to 49	195,375	212,345	232,535	249,572	258,938	279,682	297,165	313,943
50+	122,904	144,418	170,973	185,030	196,350	217,031	240,083	262,240
Total	318,279	356,763	403,508	434,602	455,289	496,713	537,248	576,182
AAGR (No.)		2011-16	2016-21	2021-24	2024-26	2026-31	2031-36	2036-41
0 to 49		3,394	4,038	5,679	4,683	4,149	3,496	3,356
50+		4,303	5,311	4,686	5,660	4,136	4,610	4,431
Total		7,697	9,349	10,365	10,343	8,285	8,107	7,787
AAGR (%)								
0 to 49		1.7%	1.8%	2.4%	1.9%	1.6%	1.2%	1.1%
50+		3.3%	3.4%	2.7%	3.0%	2.0%	2.0%	1.8%
Total		2.3%	2.5%	2.5%	2.4%	1.8%	1.6%	1.4%
Estimated dwelling requirement	138,382	155,114	175,438	188,957	197,952	215,962	233,586	250,514

Source: ABS ERP, QGSO population projections (2023 edition) & Think Economics

Figure 6.1 Residential Market Study Area



6.2 Build to Rent

BTR represents a potential residential land use option within the Airport North Precinct, particularly given the leasehold characteristics of the site. Unlike traditional apartment developments where dwellings are individually sold, BTR developments are retained under single ownership and professionally managed over the long term. As a result, leasehold arrangements are generally more compatible with the BTR operating model than conventional build-to-sell residential development.

The Australian BTR sector remains relatively small, representing approximately 1.15% of the rental housing market. This compares with significantly higher penetration in more established markets such as the United States (approximately 12%) and the United Kingdom (approximately 6%). The comparatively low level of market penetration in Australia indicates considerable capacity for future sector expansion, with significant growth experienced over recent years.

The '*Q1 2026 BDO Australian Build to Rent (BtR) report*' indicates that nearly 51,000 BTR apartments are either operational, under construction, or planned nationally, reflecting strong institutional interest despite ongoing feasibility challenges. Approximately 11.7% of this supply is located in Queensland and includes 2,634 units already operating, 1,904 units under construction, and 1,763 units planned.

The number of BTR units that are under construction (17,311) and planned (17,761) is significantly more than those already operating (15,904) nationally and demonstrates the current pace at which the sector is growing. While the sector has historically grown at a slower pace, with an average of 580 units added per annum between 2018 and 2023, growth accelerated sharply in 2024 with 5,200 units delivered that year with a little over 4,500 units delivered in 2025.

The sector is increasingly recognised as an important contributor to improving housing supply, increasing housing diversity and providing greater security for renters. It is noted that, typically BTR has catered for younger renters with more than 80% of BTR residents under the age of 35 and generally characterised by full-time professionals and single or couple occupants. However, recent industry reports highlight that operators are increasingly diversifying their tenant mix to include downsizers, families and key workers, reflecting the maturation of the sector and its role in addressing broader housing needs.

An example of a recently completed BTR project in Brisbane is WeAreLiving Brunswick in Fortitude Valley. This project comprises 366 apartments including studio, one, and two bedroom configurations, that are available either furnished or unfurnished. Onsite amenities include a rooftop retreat, work-from-home spaces, a games room, and a gym.

Within the Sunshine Coast market, Pellicano Group has a mixed use development planned within the Maroochydore PDA. The current proposal is for a 16 storey, two tower development on a 5,157sqm site at 46-49 Plaza Parade. The project is to include a multi level podium that includes 825sqm of retail and commercial space, and two towers comprising 258 one, two, and three bedroom units, of which 196 are planned as BTR units and the remaining 62 units are planned as short term accommodation.

Based on current market trends, it is very likely that there will be continued growth and investment in BTR residential supply. As per current trends, the strongest growth is likely to occur in those markets that offer a combination of scale (in terms of rental demand) combined with rental rates that provide an acceptable level of return.

BTR represents a potential long-term residential outcome that aligns well with the leasehold tenure of the site, while contributing towards future housing supply and increasing residential product diversity within the study area.

6.3 Retirement Village

The demographic profile of the study area indicates strong long-term demand drivers for retirement living. Across the Sunshine Coast and Noosa LGAs, the population aged 50 years and over is forecast to increase at an average annual rate of approximately 2.1% between 2024 and 2041, compared with 1.4% per annum for residents aged under 50 years. Proportion of 50+ population within the study area has increased from 38.6% in 2011 to 42.6% in 2024 and is projected to represent 45.5% of the population by 2041.

The Sunshine Coast already represents one of the most mature seniors living markets nationally. The current seniors living penetration rate, measured as the proportion of the population aged 50+ living within retirement villages and land lease communities, is estimated at 8.6% across the Sunshine Coast. Across the defined study area, the penetration rate is estimated at approximately 8.0%, with approximately 10,800 existing retirement village and land lease community dwellings in 2026.

Based on the current penetration rate, demand is estimated at approximately 12,358 seniors living dwellings by 2031, increasing to almost 15,000 dwellings by 2041. This represents demand for an additional 4,145 dwellings over the 2026-2041 period, equivalent to approximately 276 new dwellings per annum. These projections indicate that substantial additional retirement accommodation will be required simply to maintain current levels of provision as the population continues to age.

These local demand conditions are consistent with broader national trends. The Australian retirement living sector continues to demonstrate strong underlying fundamentals, supported by increasing life expectancy, population ageing and growing consumer preference for purpose-built communities that promote independent living, social connection and wellbeing.

The latest '2025 PwC–Retirement Living Council (RLC) Retirement Census' indicate that operators continue to report high occupancy levels, growing waitlists and a substantial national development pipeline, highlighting continued investor confidence in the sector.

The characteristics of the Airport North Precinct align with a number of contemporary retirement living trends. The leasehold tenure is compatible with the retirement village ownership model, while the precinct offers convenient access to Sunshine Coast Airport, major transport corridors, retail services, recreation opportunities and future health-related facilities.

Based on projected growth in seniors living demand from 2026 to 2041, a retirement village comprising 180 to 250 independent living units (ILUs) would represent 4.3% to 6.0% of total demand (4,145 dwellings), or an equivalent of between 8 and 11 months of supply. These projected demand conditions, combined with the positive location attributes of the site and surrounding local area, are considered to provide strong support for retirement village accommodation as a land use opportunity onsite.

On this basis, there is considered to be a sound strategic basis for the future development of a retirement village within the Airport North Precinct. Such a development would diversify housing choice across the Sunshine Coast, respond to the region's ageing population and complement the broader vision of the precinct as a mixed-use destination supporting tourism, employment and residential activity.

7.0 Major Attraction Assessment

The opportunity onsite, based on the analysis of other land use options, indicates strong potential for a concentration of tourism related infrastructure, services and amenity. This existing tourism related amenity and offer, which includes local National Parks and active tourism attractions on the Sunshine Coast, could be further enhanced by the inclusion and colocation of one or more major attractions onsite.

It is expected that a 'major attraction' would be some form of active entertainment, preferably supported by an established and known brand, that would create another driver of attraction and visitation for the precinct. This would then benefit other land uses onsite, such as hotel accommodation and food and drink outlets, that would likely achieve increased revenue performance based on the additional visitation to the precinct.

While location has a direct influence on the opportunity for major attraction land uses, the ultimate opportunity and viability for singular major attractions is typically determined by the specific operational requirements and performance benchmarks of the individual businesses.

The Airport North precinct is considered a viable location for a range of major attraction options, based on the proximity to the airport, the coastal amenity, and the colocation with existing tourism accommodation and activities at Marcoola and those additional tourism related land uses anticipated onsite. It is however noted that the opportunity for some major attractions is likely to be constrained by height and/or lighting restrictions due to the airport operations and regulations.

The overall capacity of the Sunshine Coast tourism sector, based on visitation and visitor profile, is also considered favourable for a range of major attraction land use opportunities, noting that there are already several major attractions throughout the city and in various locations.

Determining the market depth, opportunity and viability for specific major attraction land uses within the Airport North precinct is, however, very difficult. As such, the following provides an overview of the type of major attractions that could be considered onsite, noting that determining the viability and potential of any of these options would likely require a due diligence process with an identified operator.

Skypark by AJ Hackett (or similar)

It is acknowledged that this option may be ruled out due to height restrictions, however, it is presented based on the alignment with tourism focused land uses onsite and the potential as a fixed duration land use, allowing for alternative permanent land uses when supported by market conditions.

Skypark Cairns is operated by AJ Hackett which is a company with several similar facilities globally. The attraction operates from a 50 metre tower, supporting bungee jumping and viewing platform, with additional retail uses and function space integrated onsite. The venue also provides package options, allowing customers to book multiple tourism activities as a single package, thereby supporting other tourism activities and businesses in the region.



This use tends to generate higher levels of demand from tourists to the region, rather than local residents, although 'locals discounts' are offered to incentivise local visitation too.

Integrated Surf Park

Surf parks are becoming more popular major attractions in major urban centres. Urbnsurf Melbourne is the longest established surf park in Australia and comprises a 2.2Ha wave pool on a 5.8Ha site area, with this site area accommodating parking, F&B, amenities, back of house operations and landscaping.



It is noted that there has been a wave park approved in the Sunshine Coast region, at 2652 Steve Irwin Way as part of a larger integrated tourism development.

Outdoor Entertainment Venue

An outdoor entertainment venue, either integrated with other retail entertainment use or as a standalone venue, could support the opportunity for a calendar of events onsite.

A well designed venue could cater for functions of various sizes from private events to large scale public events, included ticketed concerts (depending on sound and lighting constraints).

The HOTA outdoor stage (at Bundall on the Gold Coast) provides a relevant example of this type of use.



Top Golf

Top Golf is a recognised global brand that has effectively gamified the driving range experience, creating appeal across a wide demographic profile. The venue generates significant revenue from F&B sales, including alcohol sales.

Top Golf customers are often predominantly residents from the local region and therefore are not necessarily a tourist focused use.

The Top Golf venue at Oxenford on the Gold Coast occupies a site area of approximately 4Ha, with the actual building and driving range area occupying approximately 2Ha (the balance area is predominantly parking).



Indoor Entertainment Venue

There are a range of indoor entertainment options that vary based on the type of activities involved and the user groups that are targeted. Options include bowling, mini golf, arcades, escape rooms, karaoke bars, axe throwing, and others.

Funlab is a multinational company that owns several brands within the indoor entertainment sector, including Strike Bowling, Holey Moley, Hijinx Hotel, La Di Darts, Archie Brothers, and B.Lucky and Sons. It is noted that there are existing Strike Bowling, Holey Moley, and Archie Brothers venues on the Sunshine Coast, all located at Maroochydore.



An indoor entertainment venue could be integrated with the dining precinct to offer an enhanced onsite experience for either families or adults, depending on the type of indoor entertainment targeted. While these venues tend to be in highly trafficked major centres, the scale of the dining precinct and concentration of tourism accommodation and amenities onsite and in the proximate surrounding area may be sufficient to support the necessary attraction benchmarks of relevant operators.

Indigenous Experience

While the venue closed in 2021 as a result of Covid related impacts, the Tjapukai Aboriginal Cultural Park in Cairns provides an example of an indigenous experience land use that was in operation for approximately 30 years. The venue provided cultural performances and theatre with onsite dining, retail, and gallery space.



Pickleball / Padel Venue

Pickleball and Padel have significantly increased in popularity globally over the past several years, cited as the fastest growing sport in Australia. There has been an equally significant response to this growth in new venues, including both indoor and outdoor courts.

Indoor courts tend to be established in warehouse space that is converted to accommodate several courts. Outdoor venues tend to be purpose built and often integrate landscaping and other design elements.

There are many examples of where dining and bars are integrated into venues to create an enhanced entertainment offer. These facilities attract a greater variety of customers, including one off and 'party participants' versus court only venues which typically attract regular social players.

This land use option does provide a benefit to the precinct in that it does not need to be capital intensive and therefore provides the potential to be a fixed term land use option which could be replaced by an alternative land use when supported by market conditions.



The following requires consideration to determine the overall alignment and/or constraints between potential major attraction opportunities, existing airport operations, and other land use opportunities onsite:

- Building height: There are existing height restrictions within and surrounding the airport precinct that will likely constrain the opportunity for some specific land use opportunities that require additional height (i.e. bungy tower).
- Lighting restrictions: The Lighting Restriction Zone Plan presented in the Development Scheme demonstrates that there may be some lighting related constraints for specific uses (i.e. resort hotel, retirement village). This could be more applicable for attractions that are focused on outdoor activities and tend to attract a greater number of customers during evenings (i.e. Top Golf, wave park).
- Conflicting user groups: Some major attractions may attract a customer profile that is in contrast to the expected visitor profile for the hotel resort onsite. For example, some attractions are likely to have a visitor profile comprising mostly local young families with children, while the hotel resort is more likely to attract a greater proportion of leisure and business travellers. This may be mitigated through design to separate land uses, though it deserves consideration to ensure that the performance of any land use onsite is not negatively impacted by another.
- Operational conflicts: The potential for operational conflicts can be related to operating hours, lighting, sound and other conditions. This may also be mitigated through design by separating conflicting land uses.
- Permanent versus temporary uses: While most major attractions require significant investment and are therefore likely to be considered permanent land uses onsite, some other uses may provide the opportunity for a defined shorter use period due to a lower required capital investment. This provides the potential for interim opportunities, allowing permanent land use opportunities to progress when supported by market conditions.

It is expected that any major attraction use/s would be positioned within Sub-precinct 5B, between the dining precinct and resort hotel. The specific location should be influenced by those considerations outlined above including mitigating impacts with other land uses as well as maximising any colocation opportunities and benefits.

Disclaimers

Inherent Limitations

This report provides a summary of Think Economics research during the course of the work undertaken for Sunshine Coast Airport under the terms of the engagement contract dated January 2025.

The services provided in connection with this engagement comprise a market research and advisory engagement, and consequently no opinions or conclusions intended to convey assurance have been expressed. Think Economics have indicated within this report the sources of the information provided. We have not sought to independently verify those sources unless otherwise noted within the report.

Think Economics is under no obligation in any circumstance to update this report, in either oral or written form, for events occurring after the report has been issued in final form. The findings in this report have been formed on the above basis.

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This report is solely for the purpose defined in the contract and for Sunshine Coast Airport information and is not to be used for any other purpose or distributed to any other party without Think Economics prior written consent.

This report has been prepared at the request of Sunshine Coast Airport in accordance with the terms of Think Economics engagement letter/contract dated January 2025. Other than our responsibility to Sunshine Coast Airport, neither Think Economics nor any member or employee of Think Economics undertakes responsibility arising in any way from reliance placed by a third party on this report. Any reliance placed is that party's sole responsibility.

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