



City of  
Joondalup

# Investing for tomorrow

## Hotel and short stay accommodation and tourism experiences

### The opportunity

The City of Joondalup is actively seeking investment partners to deliver hotel and short stay accommodation along with tourism experiences, attractions and iconic events.

Joondalup is a recognised destination for Perth's northern metropolitan region, within the Sunset Coast. There is an undersupply of business accommodation in the City Centre and beachside marina accommodation options and opportunities for supporting tourism experiences and attractions.

# Why Joondalup



**1,194,667**

visitor nights



**11%**

increase in average  
daily room rate

from 2024 to 2025



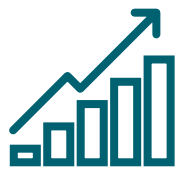
**6,291**

tourism jobs



**\$382**

million in direct sales



**+35%**

average daily visitor spend

during Bloom Joondalup 2025 event.



Aligns with State Government's  
Diversify WA Strategy and Federal  
Government's THRIVE 2030 strategy.

## Reducing investment risk

The City of Joondalup takes a proactive, partnership-driven approach to attract private capital by de-risking projects that meet this critical need.

- Land available within the City Centre, tourism precincts and marinas. The City will work with developers and operators to secure a long-term asset at the heart of these precincts.
- Flexible planning frameworks to accelerate and simplify the development process in the City Centre.
- Events and place activations provide partnership opportunities and attract more visitors.
- Destination marketing supports local businesses.

## Invest in a guaranteed demand pipeline

Joondalup's unique value lies in its hybrid identity – a City Centre with easy access to 17km of beaches, two marinas and biodiverse wetlands of Yellagonga Regional Park. This mix is an advantage, positioning Joondalup as Perth's premier northern escape destination.

As a gateway to Rottnest Island, with an attractive natural and urban setting and only 30 minutes from Perth International Airport, future demand for sustainable accommodation providers and tourism operators is guaranteed in the booming northern corridor of Perth.

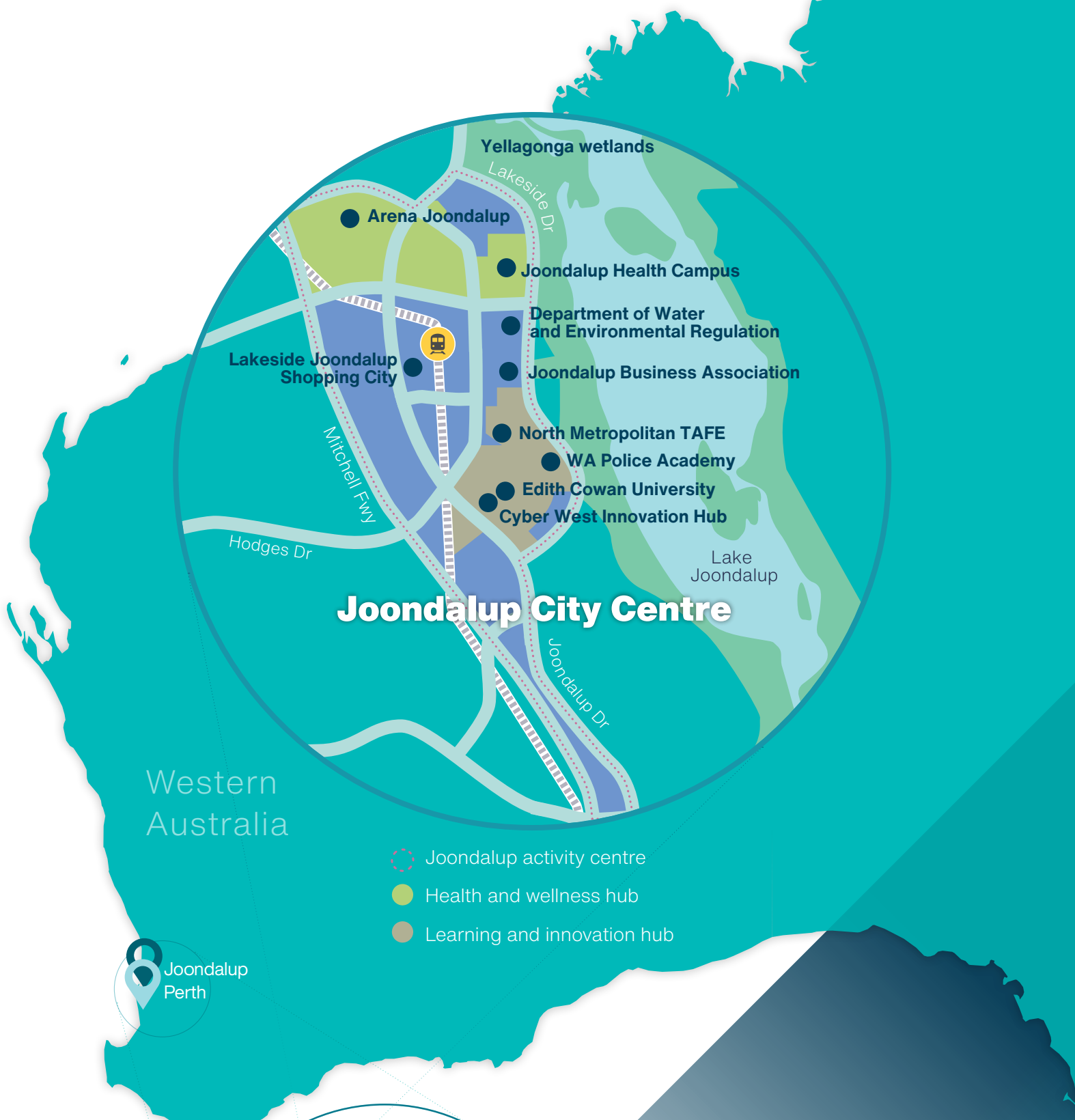
Development of accommodation in the City Centre is supported by the co-location of the Joondalup Health Campus and medical precinct, Edith Cowan University, State Government agency and the high level of VFR (visiting friends and relatives).

Joondalup boasts considerable strengths, including major attractions such as Hillary's Boat Harbour, AQWA (the Aquarium of WA), Yellagonga Regional Park and Lakeside Joondalup. The Ocean Reef Marina, currently under development, is set to be a game-changing waterfront precinct. These attractions are complemented by vibrant cultural and community events including the home-grown Joondalup Festival.

The landmark Ocean Reef Marina precinct will become a world-class recreational and tourism precinct attracting marine based tourism businesses (boating, fishing, diving, eco-tourism), luxury hotel and short-stay accommodation providers and hospitality operators. The capacity for super yachts and Perth's first coastal pool will attract local, national and international visitors. The precinct includes over 1,000 residential dwellings, 550 boat pens and 200+ boat stackers, as well as retail, food and beverage, and accommodation options, creating a new icon on WA's coastline.

**“Joondalup's events series has excited the community and positioned Joondalup as a leading event destination. These opportunities not only benefit tourists, but the community as well. When you create really good tourism destinations from the ground up, local residents benefit from the increased amenity and beautification of the place and visitors want to come and support local businesses, so it's a win-win for everyone.”**

Destination Perth Chief Executive Officer, Sonja Mitchell



Yellagonga wetlands

Lakeside Dr

Arena Joondalup

Joondalup Health Campus

Department of Water and Environmental Regulation

Lakeside Joondalup Shopping City

Joondalup Business Association

Mitchell Fwy

North Metropolitan TAFE

WA Police Academy

Edith Cowan University

Cyber West Innovation Hub

Hodges Dr

Lake Joondalup

# Joondalup City Centre

Joondalup Dr

Western Australia

- Joondalup activity centre
- Health and wellness hub
- Learning and innovation hub



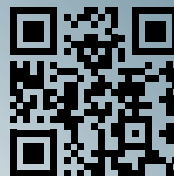
Joondalup  
Perth



Joondalup

Perth CBD  
25 minutes

Perth International Airport  
30 minutes



For more information scan the QR code, call **08 9400 4000**, email [business@joondalup.wa.gov.au](mailto:business@joondalup.wa.gov.au) or visit [joondalup.wa.gov.au/invest](http://joondalup.wa.gov.au/invest)