



DEVELOPMENT AIMS AT POTENTIAL FISHING TOURISTS

Innisfail
advocate

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A KEY feature of the \$450 million Hinchinbrook Harbour and Resort project is aligned to Tourism Australia's push to tap the country's huge fishing tourism potential. Plans for the development's \$45 million International Fishing Village are progressing just as Tourism Australia and the Queensland Government have recognised recreational fishing as a significant driver of tourism.

Developer The Passage Holdings has partnered with Michael Harris from the Marine Media Group to create and operate the village which will cater to a wide array of both domestic and international guests. Mr Harris said the sport had been identified as the "next big thing" for marketing Australia, with research showing it to be an area of "untapped tourism potential".

"This is directly on the back of the Queensland Government's introduction of net-free zones in Cairns, Mackay and Rockhampton which have been brought in as a result of acknowledging Queensland's fishing opportunities as a tourism attraction," he said. "While it is obvious to many, this reality has never been fully recognised," Mr Harris said the recent increase in international visitors to Australia going fishing was a result of a trend in tourism towards authentic experiences.

"There is probably nothing more authentically Australian than chucking a lure while on holidays," he said. "More than 40 million road trips are made annually by people in Australia pursuing their passion for angling, generating 28 million room nights and contributing \$10 billion into regional Australia.

"While demand from inter-national tourists is there, Australia has a product gap to fill as the vast majority of fishing tourism experiences is Australians doing what they have always done.

"The International Fishing Village at Hinchinbrook will deliver a world-class facility and scale of operation worthy of what Australia has to offer the world.

"The scale of this opportunity is significant, today there are 55 million anglers in North America and the Fishing Village will speak to directly to them as it will to the emerging middle class across Asia. "This is a testament to the capacity of fishing to transcend the class, language and cultural barriers around the world." The village is expected to complete by late 2017.

Hinchinbrook Harbour and Resort will be staged over a decade and also include a new marina, family resort, water theme park, 300-site motor-home park, camp grounds, backpacker accommodation and waterfront residential lots and apartments.

For more information contact

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