

Invest in Murray

Accommodation Investment Prospectus





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Acknowledgment of Traditional Custodians

The Shire of Murray acknowledges the Bindjareb and Wilman Noongar people as the Traditional Owners of the lands and waters where the Shire of Murray is situated today and on whose land we meet, share and work. The Shire of Murray pays its respect to Elders past, present and emerging.

♀ PINJARRA FESTIVAL, PINJARRA

Disclaimer

This document is provided as a general overview and for information purposes only. While care has been taken to ensure the information is as correct and accurate as possible, the Shire of Murray does not guarantee, and accepts no legal liability whatsoever arising from or connected to information provided.

Destination Murray

Nestled in the heart of Western Australia's Peel region and just an hour from Perth, the Murray Region is a vibrant and diverse destination known for its forest landscapes, river experiences and relaxed country appeal.

Set between the Darling Ranges, the Murray River and the Peel-Harvey Estuary, it offers year-round opportunities for hiking, mountain biking, kayaking and nature-based adventure.

The towns of Dwellingup and Pinjarra each bring their own character — Dwellingup with its award-winning trails and forest attractions, and Pinjarra with its heritage streetscapes, riverside dining and authentic country hospitality. Murray is where Western Australia's spirit of adventure is most alive, offering accessible, high-quality outdoor and nature experiences for a wide and growing visitor market.

With visitation continuing to rise, the region presents strong opportunities for strategic investment in high-quality short-stay accommodation that complements the region's unique character and expanding tourism profile.



ADVENTURE AWAITS
FOR THE
WILD@HEART

♀ TOMS CROSSING, DWELLINGUP

Shire of Murray | Invest in Murray Accommodation Investment Prospectus

With increasing demand and limited short-stay supply, **Murray represents one of Western Australia's most compelling opportunities** for accommodation investment.

♀ PERTH

♀ MANDURAH

Shire of Murray

♀ PINJARRA

♀ DWELLINGUP

♀ BUNBURY

♀ BUSSELTON

♀ MARGARET RIVER



Why invest in Murray?



Strategic proximity to Perth

Only 85km south of Perth and 100km from Bunbury with direct access via the Kwinana Freeway, Forrest Highway and South Western Highway.



Rapidly growing visitor market

Strong increases in both day-trip and overnight visitation, driven by nature-based, adventure and heritage tourism.



World-class trail network

More than 300km of adventure trails, including 100km of mountain bike, 100km of hiking, 12km of paddle, 17km of bridle and 105km of 4WD trails.



Award-winning destination

Dwellingup was named Australia's Top Tiny Tourism Town in 2023 and is one of only two accredited Trail Towns in Western Australia.



Award-winning heritage and cultural assets

including the revitalised Exchange Hotel and the Edenvale Heritage Precinct in Pinjarra.



A strong and diverse local economy

Underpinned by manufacturing, mining, tourism and agriculture, supporting a stable investment environment.



Investment-ready opportunities

with priority sites and land parcels suitable for short-stay and accommodation development.



A proactive local government

The Shire of Murray actively works with industry to enable sustainable economic and tourism growth.

Murray Snapshot



Visitors and nights 2024

650,000+ total visitors	180,000 overnight visitors
430,000 day-trippers	360,000 visitor nights



Visitation drivers

- > **Outdoor recreation**
- > **Water-based activities**
- > **Cultural and heritage experiences**
- > **Major events**
- > **Short rural getaways**



Primary markets

Perth Metropolitan approx. 70%

Peel and Regional Western Australia and a growing number of interstate leisure, adventure and nature-based travellers.



Visitor growth

Visitation is projected to increase by **102%** by 2032 driven by continued interest in nature-based and adventure tourism.



Visitor spending

\$150 million
in total expenditure



Growing accommodation demand

Murray's accommodation is forecast to reach the supply-constraint threshold of **85%** occupancy by 2029, signalling a clear need for additional short-stay capacity.



Peak seasons

Autumn and Spring

attract the highest visitation, with increasing Winter visitation driven by adventure tourism and the Hotham Valley Tourist Railway.



Destination Murray

Tourism Investment Overview

The Murray Region is one of Western Australia’s most accessible and diverse nature-based tourism destinations, offering world-class trails, riverside recreation and rich cultural heritage.

Anchored by Dwellingup, one of only two Accredited Trail Towns in Western Australia and winner of Australia’s Top Tiny Tourism Town, and Pinjarra, a vibrant riverside village steeped in history, the region blends forest, river and heritage landscapes with a year-round calendar of events, festivals and cultural experiences.

Attracting more than **650,000 visitors** annually and generating \$150 million in economic activity, the Murray Region draws nature-seeking, eco-conscious and experience-driven travellers and families motivated by trail adventure, forest immersion, water-based recreation, heritage, arts, culture, food and major events. For a diverse peri-urban destination, this represents exceptional market strength.

With most visits currently centred on Dwellingup and still dominated by day trips, demand for short-stay accommodation and experience-based tourism is now outpacing supply, creating one of Western Australia’s strongest growth opportunities in nature-based and adventure tourism.

In Dwellingup, accommodation occupancy is projected to reach 85% by 2029, signalling an urgent need for new investment to meet its growing demand. Just 20 minutes away, Pinjarra offers a complementary visitor experience as a heritage, arts and cultural

hub, with the Edenvale Heritage Precinct, the Exchange Hotel redevelopment, an expanding arts scene and a strong program of festivals and cultural events.

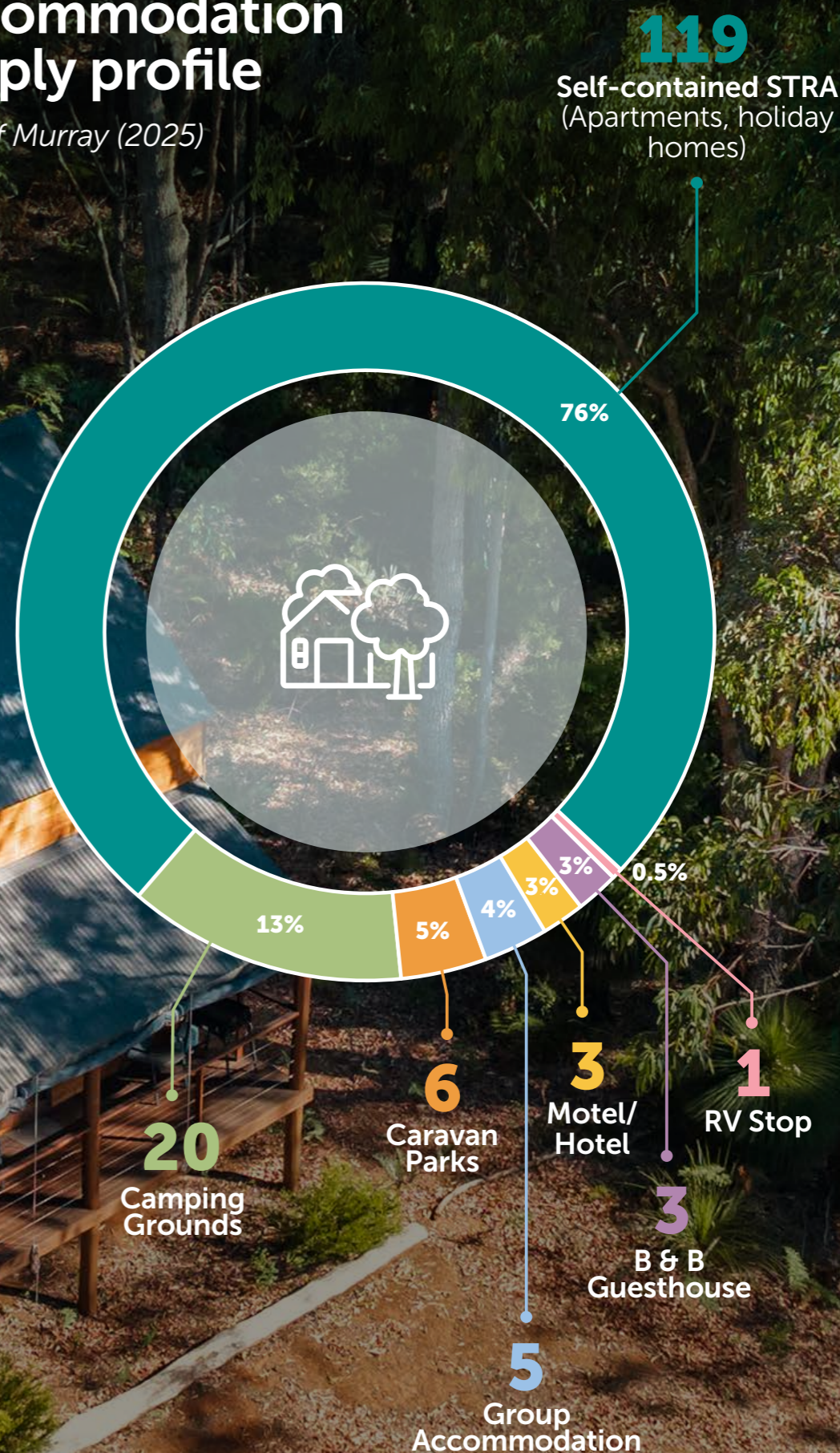
Across the Shire, day trip dominance remains a major constraint. In Pinjarra, 82% of visitors are day-trippers, while even Dwellingup, despite its national profile, sees only 40% overnight visitation. This reveals a clear investment gap; visitors want to stay longer, but the accommodation capacity is not keeping pace.

Current accommodation supply is dominated by small-scale and self-contained operators, with 81% of the market made up of Short Term Rental Accommodation properties and very limited hotel, motel or mid-scale commercial product. This constrained mix limits the region’s ability to capture overnight and high-yield visitor markets, reinforcing the strong case for new, purpose-built short-stay investment.

Expanding short-stay accommodation supply **represents one of the Peel region’s and Western Australia’s immediate and high-value opportunities**, enabling the region to capture longer stays, broaden visitor markets, increase year-round yield and support continued growth in its tourism industries.

Accommodation supply profile

Shire of Murray (2025)



Destination Murray

Dwellingup Profile

Western Australia's Accredited Trail Town

Dwellingup is where adventure and serenity meet.

Surrounded by jarrah forest, rivers and one of Australia's best trail networks, it offers a relaxed village atmosphere, cafés, events and a strong creative spirit. Families and nature lovers are drawn here for the outdoor living, diversity of trails and adventure and close-knit community life. As Western Australia's accredited and Australia Top Tiny Tourism Town 2023 Trail Town, Dwellingup is attracting more visitors than ever, reinforcing its reputation as a destination with growing vitality.

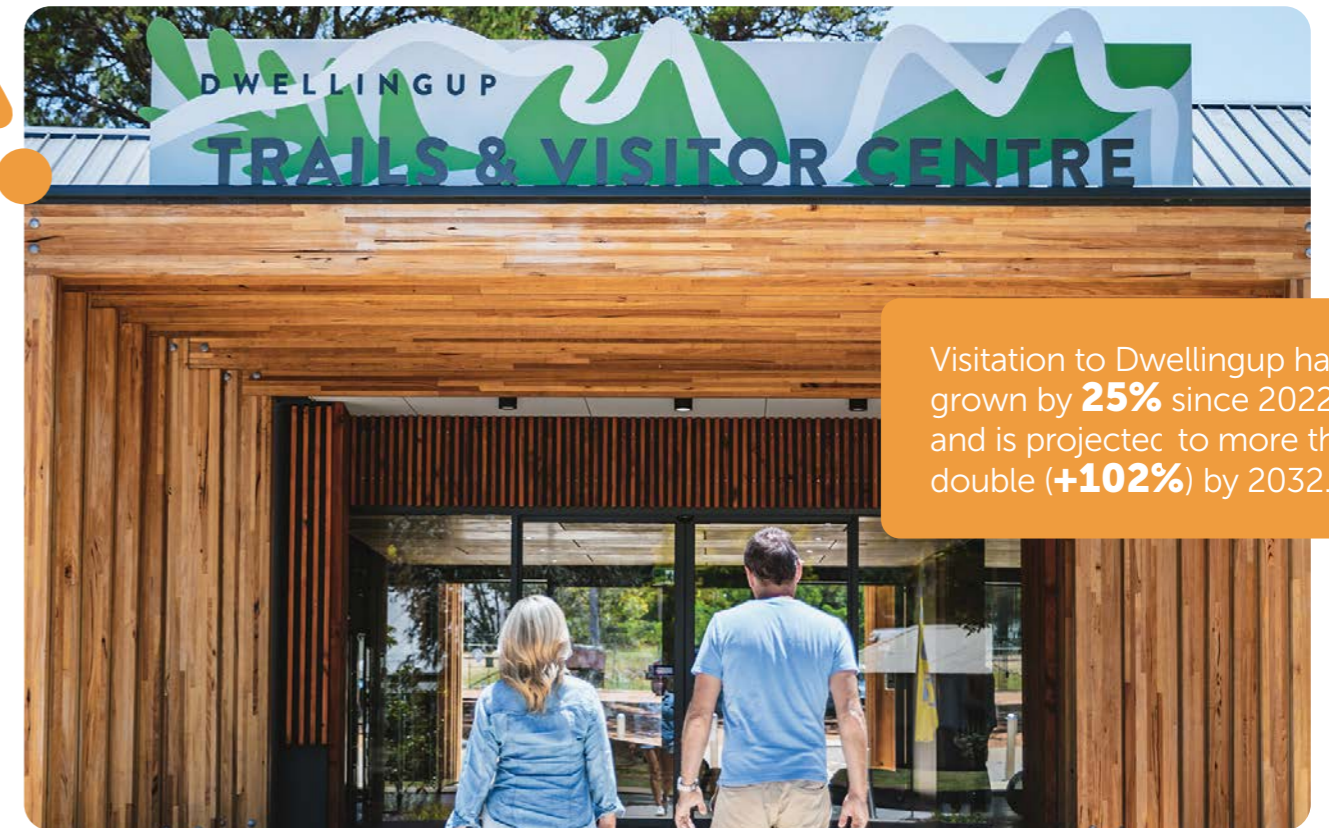
Destination Murray

Dwellingup offers access to more than **300km of trails** and is the point where two of Western Australia's most iconic trail experiences meet - the Bibbulmun Track and the Munda Biddi Trail - drawing visitors from across Australia and around the world.

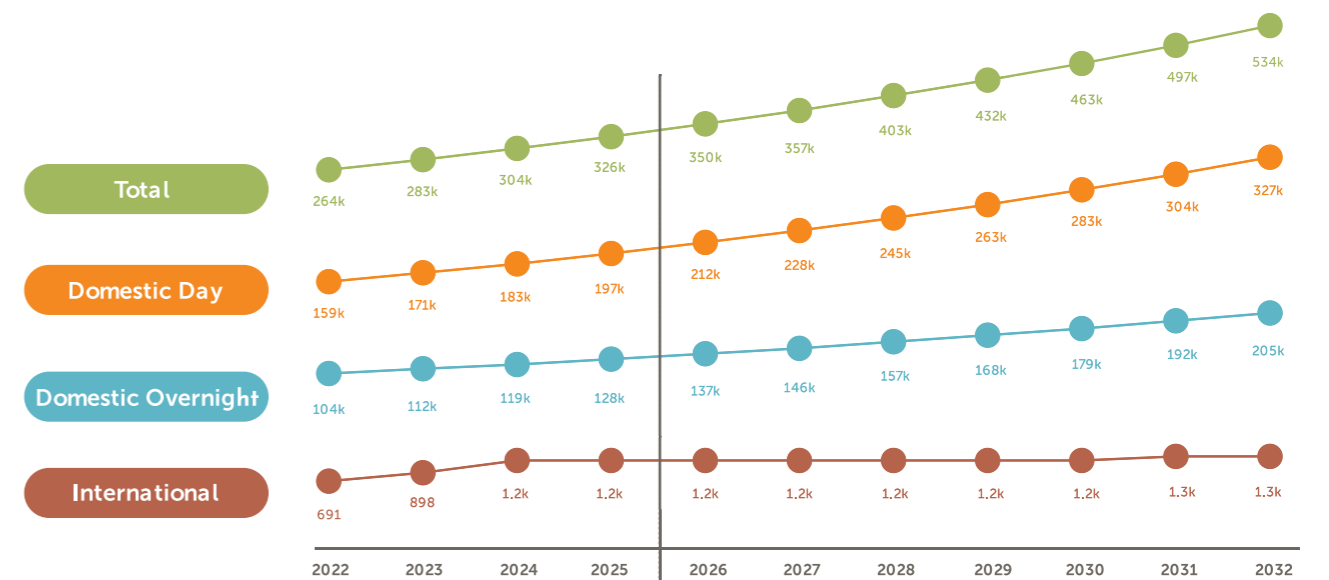
More than **330,000 visitors** are estimated to travel to Dwellingup each year, however more than 60% are domestic day trippers. A major reason is the limited supply of accommodation within the town and surrounds.

While trails are the anchor, the world's best trail destinations also offer a complementary mix of attractions, dining and accommodation, supporting both trail users and those who travel with them. In Dwellingup, four core visitor markets dominate: active lifestyle mountain bikers, leisure riders, active lifestyle hikers and holiday walkers. Together, these segments represent approximately 70% of all visitors.

Current accommodation is largely camping or small-scale, with a limited supply of bookable rooms and units or higher end accommodation. Visitation is forecast to continue growing year-on-year, and Dwellingup is projected to reach an 85% occupancy threshold by 2029, the level at which new capacity becomes commercially critical.



Visitation to Dwellingup has grown by **25%** since 2022 and is projected to more than double (**+102%**) by 2032.



Opportunities

- ✓ Destination Holiday Park with family friendly amenities
- ✓ Immersive Eco-Stays such as eco-lodges, glamping and pod
- ✓ Wellness retreat located amongst the Jarrah Forrest
- ✓ Low impact and off grid accommodation

The opportunity ahead is clear

To support continuing visitor growth and fully leverage Dwellingup's Trail Town status, new accommodation stock and complementary product will be required.¹

¹Dwellingup Trails Town Short Stay Accommodation Study

Pinjarra Profile

Peel's Secondary Centre

Pinjarra is one of Western Australia's oldest towns, set along the Murray River and characterised by heritage streetscapes, natural amenity and village charm.

As the Shire's largest town and also the designated Secondary Activity Centre for the Peel Region, the town is where population growth, community life, employment, services and regional activity all converge. With cafes, pubs, shops and easy access to river and estuary recreation, Pinjarra offers lifestyle appeal alongside strong commercial anchors and everyday convenience.



Pinjarra's strategic location places it between forest, river and coast, a **natural pause point** for visitors travelling between Perth, Mandurah and Dwellingup.

Its close proximity to Dwellingup means Pinjarra is also well positioned to service trail visitors, providing dining, entertainment and everyday services that complement trail experiences and retain visitor spend within the region.

More than **280,000 visitors** are estimated to travel to Pinjarra each year, driven by water recreation, events, heritage attractions and family recreation. Yet commercial short-stay accommodation supply remains limited. Many visitors rely on day trips, friends and family networks, or stay in Mandurah.

Pinjarra is a primary gateway destination and as population and visitation continue to grow, the need for new, centrally located short-stay product is becoming more pronounced.

Current short-stay options are limited in number, scale and format. Demand drivers include the nature-based visitor economy, events, family travel, the regional workforce, and the growth of the surrounding residential areas.

Opportunities

- ✓ Town centre boutique accommodation
- ✓ Apartment style short-stay units
- ✓ Conference and business accommodation
- ✓ Mixed-use development with short-stay integrated
- ✓ Revitalisation of existing caravan park stock



Accommodation Investment Opportunities



Immersive eco-stays

Nature-based accommodation focused on sustainability, low impact and experiential design, such as eco-cabins, luxury tents, pod accommodation and off-grid lodges. These stays provide immersive forest, river or wilderness settings that support trail-based tourism and wellness-driven travel trends.



Ideal Locations

Dwellingup forest edge, Darling Scarp, along the Murray River corridor, or estuary lands.



Market Demand

High-value travellers, couples and families increasingly seeking authentic, environmentally responsible and experiential stays.



Destination holiday park

A high-quality caravan and cabin park with resort-style amenities, such as pools, camp kitchens, communal recreation areas, playgrounds and family-focused facilities.



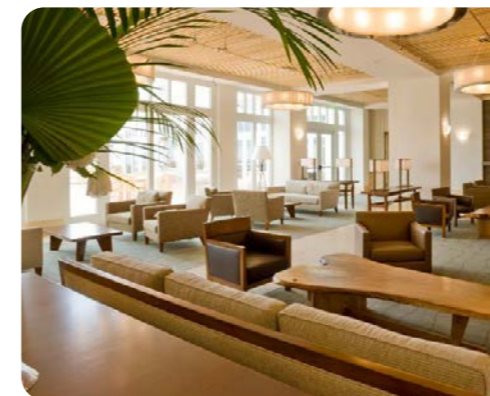
Ideal Locations

Dwellingup, close proximity to Pinjarra, Ravenswood, South Yunderup, or along the Murray River.



Market Demand

Growing domestic drive market, with strong interest from families and touring travellers seeking modern, quality and bookable holiday park experiences close to nature and trails and within easy reach of Perth and Urban Centres.



Boutique hotels

Stylish and small-scale hotels (10-20 rooms) that deliver premium comfort, strong architectural character and seamless visitor experience.



Ideal Locations

Pinjarra Town Centre or Dwellingup Town Centre.



Market Demand

Short-break visitors, couples, event attendees, business and conference travellers and travellers seeking unique, higher-end accommodation in heritage or natural environments.



Self-contained units

Standalone or cluster-style accommodation such as cabins, chalets or serviced apartments offering private amenities such as kitchens, living areas and outdoor spaces.



Ideal Locations

Pinjarra Town Centre or Dwellingup.



Market Demand

Short and longer stay visitors, couples, event attendees and travellers seeking unique, higher-end accommodation in heritage or natural environments.



Apartment-style short-stay units

Purpose-built, medium-density short-stay apartments located within town centres or mixed-use precincts. These provide contemporary, self-contained accommodation.



Ideal Locations

Pinjarra Town Centre or Dwellingup.



Market Demand

Short-break visitors, couples, event attendees, business and conference travellers and travellers seeking unique, higher-end accommodation in heritage or natural environments.



Backpacker / hostel accommodation

Affordable shared accommodation designed for adventure travellers, seasonal workers and backpackers.



Ideal Locations

Dwellingup Town Centre.



Market Demand

Trail users, adventure tourists and working-holiday visitors seeking affordable and social accommodation.



Farm Stay

Accommodation located on working farms or rural properties offering immersive agricultural experiences such as animal feeding, farm tours and local produce.



Ideal Locations

Coolup, Fairbridge, North Dandalup or rural hinterland areas.



Market Demand

Families and international tourists seeking authentic and experiential rural stays.



Caravan park expansion and redevelopment

Upgrading, expanding or modernising existing caravan parks to include improved amenities, upgraded cabins, enhanced landscaping and contemporary visitor facilities.



Ideal Locations

Pinjarra, South Yunderup or Ravenswood.



Market Demand

Families and international tourists seeking authentic and experiential rural stays.



Mixed-use development

Multipurpose buildings incorporating commercial or retail uses at ground level and short-stay accommodation above.



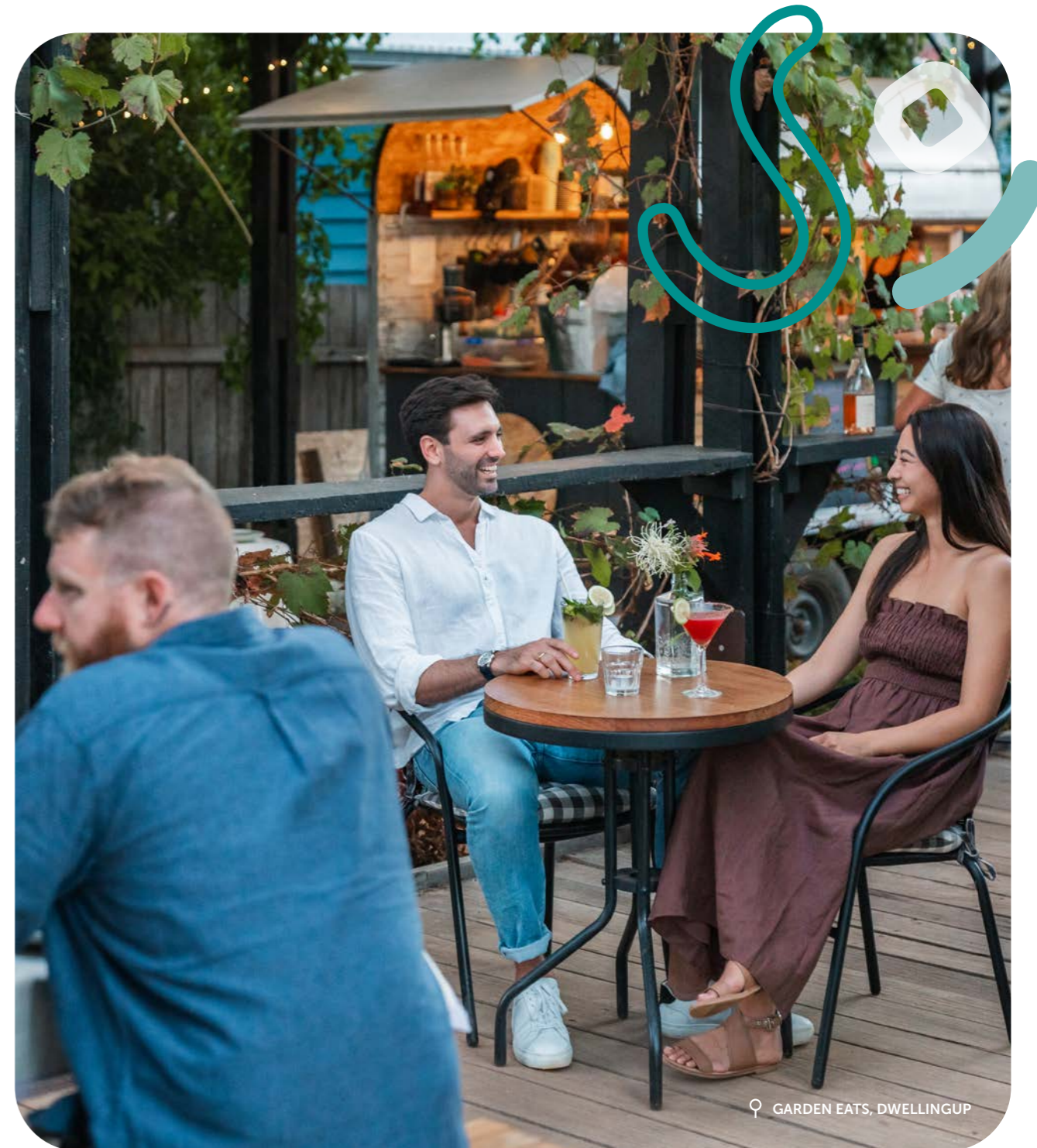
Ideal Locations

Pinjarra Town Centre or Dwellingup Town Centre.



Market Demand

Business and conference travellers, event attendees and visitors seeking centrally located accommodation linked to dining, services and active precincts.



GARDEN EATS, DWELLINGUP

Next Steps

The Shire of Murray welcomes interest from investors, developers and tourism operators keen to deliver high-quality accommodation experiences that enhance the region's tourism appeal.

Economic Development Team

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 PINJARRA