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### Strong Demand Expected for Gold Coast Holiday Park

The Gold Coast Holiday Park at Helensvale on the Gold Coast is on the market.

The prominent 32.48 acre park is located alongside the M1 Motorway within close proximity to the popular theme park attractions of Dreamworld, Movieworld and Wet 'n' Wild – about 15km from Surfers Paradise.

The park currently comprises a 301 site tourist and permanent caravan park and manufactured home operation offering a variety of accommodation types, plus a 29-room motel.

Guest facilities include tennis courts, swimming pool complex, volleyball court and children's jumping mat area plus a conference room and kiosk.

The sales campaign is being handled by Andrew Jackson and Mark Witheriff of CB Richard Ellis on the Gold Coast.

Mr Jackson believes the strong consistent cash flows will attract strong interest in this offering from both investors and owner occupiers seeking solid returns.

"The park and motel operations both provide high cash flow businesses, underpinned by the proportion of permanent residents in this quality caravan park, providing consistent revenues" he said.

"There is also the opportunity to achieve revenue growth through further development of the permanent portion of the park, plus annual tariff and rental increases" he said.

Mr Witheriff said the park sector was well placed to temper the effects of the economic downturn.

"There is no question that we are in challenging economic times, however I am optimistic about the park sector outlook for 2009 and beyond" he said.

"In these uncertain times we see less Australians holidaying overseas and more electing for more affordable domestic holiday options" he said.

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“Add to this a weakening Australian dollar, an ageing and more mobile population as well as the growth in the number of caravan registrations and the numbers start to stack in favour of drive holidays and a return to caravan park accommodation as an affordable family option”.

“And this park is located right in the theme park precinct of the Gold Coast just off the M1 Motorway, so it is ideally located to cater to both the visitor market and the strong and growing demand for permanent accommodation in such properties” he said.

“Add to this the additional potential for expansion of the permanent section of this property, by increasing the number of manufactured homes [subject to Council approval], and lack of supply for this style of accommodation in south east Queensland and you have a robust property asset” he said.

Mr Jackson said the purchaser group for this asset was likely to be broad in the current market, with strong interest expected from both the investor market as well as the manufactured home park sector.

“A few years ago institutional players dominated the demand for park assets. This increase in demand saw a sharpening of yields for quality and well located parks, however we expect that this asset will be more keenly sought by existing manufactured home park owners and private investors” he said.

“The property presents a rare opportunity to purchase a much-sought after accommodation asset, offering a variety of accommodation styles to cater to different markets – plus further expansion potential – located in Australia’s most iconic leisure destination [the Gold Coast]”.

The park is offered for sale by expressions of interest, closing 2nd July.

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