

The **Jamberoo Resort** has hit the market after seeing an extensive facelift.

Exclusive agency **Tourism Property** is offering the resort as a freehold going concern. **Matt Davidson** explains some of the history of the property, including his own.

“Jamberoo Resort started life as Uncle Tom’s Hut in the 1960’s and was re-named Jamberoo Valley Lodge. We understand that the original Uncle Tom’s Hut, effectively a German restaurant and beer house, was the first venue in Australia to hold an OktoberFest celebration.

“The huge 25 metre swimming pool is said to have been built in the 1970’s for the Australian Olympic swimming team”.

It seems everyone has a story to tell about the property, which has a colourful history indeed.

“We were actually contacted by some folks involved in the original construction and swapped stories with some locals on the various FaceBook local history sites. There were quite a few snickers about some of the less publicized activities of days gone by.

“Kellie and I were married there in 2002 and our families booked all the motel rooms – it was fantastic to have the place to ourselves and enjoy breakfast together the next morning.

The property was last sold in 2013 by the mortgagee and the current owners have invested heavily in giving the resort a fresh new look. Sitting on 9 acres, the recent upgrades have seen the swimming pool, tennis court, leisure facilities and wedding gardens all upgraded, plus all the guest rooms treated to a full renovation.

“There’s a real opportunity here for a savvy operator to commence some simple sales and marketing and re-invigorate the business, particularly with weddings and conferences - once the mainstay of the business. It’s very rare south of Sydney to find such a private retreat with large restaurant, plus six function rooms and a formal wedding garden, matched with motel rooms and leisure facilities. Essentially it’s a Southern Highlands style venue without the price tag.

Being the closest accommodation to both Jamberoo Action Park and Illawarra Fly, the 43 room resort is set for a strong Summer in the leisure market. The property caters to coach groups and has a long-standing relationship with adventure tour operators and private schools from Sydney.

“We’re seeing some interest from non-profit organisations looking for a private retreat, but mainly it’s accommodation and functions operators who can see the business upside, said Mr Davidson

Offers close Friday 2<sup>nd</sup> December and inspections are strictly by appointment.

***High res images are available, please request***

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**About the agency:**

Tourism Property is the brainchild of Matt Davidson, former chairman of Destination Wollongong and long term hospitality management professional.

Based in Wollongong and operating throughout NSW, plus in conjunction with partner agencies in QLD, VIC and New Zealand, Tourism Property is a boutique agency specializing in the sale of substantial tourism assets.

"We've been lucky enough to get started on two substantial deals in our own backyard with Sebel Kiama and Comfort Inn Fairways – both quite complex matters and with great results achieved in both cases. The business is just 12 months old and is growing quickly. We're working closely with partners interstate and overseas and taking a fresh, collaborative approach to the property side of tourism.

"It's all built on the genuine hospitality service I've always known – purchasers are responding really well and vendors are impressed with the professional marketing and our tenacious commitment to succeed. There's no better motivation than starting a new business and having to really work hard to establish yourself and impress people".

Matt was awarded the prestigious ACES Award for Excellence in Accommodation Management in 2011. During his more than 10 years running a very successful hotel management and consultancy firm, Matt came to identify a gap in the market for transaction services, particularly for regional tourism assets.

"Tourism asset transactions are so completely different to typical real estate work", says Matt. "Successful sales campaigns take planning and persistence. Tourism assets are often among the most valuable businesses in any city - these are complex transactions that require skill, diplomacy, commitment and dedication. Properly understanding the business is the only way to be able to portray it's true worth and potential to buyers".

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