

Woollamia House on the market at \$2.2m

Boutique agency **Tourism Property** has listed for sale Woollamia House, hot on the heels of their \$5.2m sale of the nearby Jervis Bay Motel in Huskisson.

The 19 acre estate has been established as a highly profitable holiday letting venue and has been extremely popular for private weddings.

“This is quite an amazing business – with annual occupancy better than 50% and nightly rates above \$1,350, plus cleaning fees on top of that. Solid proof, if anyone needed it, of the strength of the visitor economy in the Jervis Bay region.

The fully renovated and private home features a stunning fitout and décor and it's all included in the sale.

Real estate in the Jervis Bay region has long been at a premium and agent Matt Davidson expects Woollamia House to attract strong interest.

“There aren't too many regional locations that see the sort of demand for visitor accommodation that we see around Huskisson. Considering the total of just 78 motel rooms in the area, holiday letting is very lucrative. In fact, many property buyers in this market are purchasing specifically for holiday letting opportunities. Woollamia House offers one of the strongest incomes we've seen – making it a genuine business, not just a home with income.

With it's Hamptons style décor, Woollamia House sleeps over 25 people in style. According to website reviews, guests enjoy the exceptional privacy and the 5 minute drive to the Huskisson CBD and beaches.

The property has mains power, yet also benefits from the 28 solar panels providing free electricity and according to the owners, a regular opportunity to sell excess power back to the grid. The Rural Landscape (RU2) zoning permits expansion into holiday cabins, camping, eco-tourism or glamping, all subject to council approval.

Mr Davidson adds, “Everything is included here – the purchaser can take ownership and benefit from the very strong forward bookings. There is a cleaning and maintenance contractor in place and a keybox system to allow guests to self check in. The website and marketing is top quality and there are payment systems to ensure guests have paid prior to arriving. You could absolutely live onsite 4 to 5 nights per week outside of the peak holiday periods and still enjoy the substantial income.

There is a quirky “outdoor photo booth” area, plus a sports field and games area with giant versions of Jenga and Chess, plus croquet and much more.

“We can see Huskisson going from strength to strength. The whale and dolphin experiences are world class and international demand is growing all the time. Demand far outstrips supply all year round now and it's not just Sydney families – hundreds of international visitors to the Jervis Bay Marine Park are accommodated every night in Nowra, Jamberoo and Wollongong due to the lack of local commercial visitor accommodation.

The sale includes all indoor and outdoor furnishings, cutlery, crockery, cookware and operating equipment, plus the BBQ and pizza oven, even two miniature ponies.

Images are attached at 800 x 600. Higher resolution versions available, please request

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About the agency:

Tourism Property is the brainchild of Matt Davidson, former chairman of Destination Wollongong and 20+ year hospitality management veteran.

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 handle some substantial deals in our own backyard with Sebel Kiama, Comfort Inn Fairways, Jamberoo Resort and now Jervis Bay Motel – all quite complex matters and with great results achieved in all cases. The business is now in it's 2nd full year 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.

"We're focused on a boutique approach – taking on a small number of listings, getting a real understanding of the property and business to find the best approach for vendors and really working hard to build a reputation for delivering results.

"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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