

Noosa Springs Boutique Hotel

Who we expect will use the hotel

Noosa is well serviced by more than 158 small, mostly unbranded, apartment-style properties. Airbnb homes provide other accommodation for visitors to Noosa. But, according to market research, there is a chronic shortage of high-quality, full-service hotel accommodation, the only full-service hotel being the Sofitel in Hastings Street and now another planned near Settlers Cove.

Market research shows Noosa has a mostly domestic market comprised largely of two key demographic segments - family groups and adult couples. Family groups are well serviced by apartment style accommodation.

But the adult couple segment is likely to find the proposed Noosa Springs boutique hotel far more appealing than an apartment – particularly when it comes with the existing facilities of the Noosa Springs Golf and Spa Resort.

Priority Rank	Hotel Market	
1	Affluent domestic leisure visitors	This is the largest market segment attracted to Noosa and is likewise expected to be the major market for the hotel. Although easy access to the many local attractions is important, the hotel swimming pools and recreation areas combined with the existing Noosa Springs facilities will be appealing to guests.
2	Small events, conferences, and weddings	Boutique event, conferences and meeting groups are already attracted to Noosa Springs, and will be an important market for the hotel. The wedding ceremony and reception market will be attracted to the hotel when hotel rooms are available to guests.
3	Wellness and lifestyle travellers	A growing hotel market segment is wellness and the hotel at Noosa Springs is well placed. The heavy emphasis of the hotel on the natural environment and programs developed in conjunction with the Spa and other facilities of Noosa Springs will be attractive to this market. Healthy cuisine choices at both the hotel and clubhouse restaurants are envisaged.
4	Golf and relaxation visitors	Premium golf and spa packages. Over many years, approximately 15% of Noosa Springs short stay accommodation guests play golf course and research shows that proportion is not expected to be much different. Pampering spa packages is also expected to be a minor market.



With those markets in mind, the hotel has incorporated:

- Luxuriously appointed hotel rooms with a generously sized balcony;
- Spectacular swimming pools set within beautifully landscaped surrounds and subtropical gardens and recreation areas with luxe furnishings and services;
- Integration with, and convenient access to, the existing facilities of Noosa Springs and a planned expansion of its services and programs; and
- A shuttle bus link to other popular areas around Noosa.

Noosa Springs' golfing members will not be disadvantaged by hotel guests taking their tee times. The golfing market is expected to represent a relatively small percentage of room nights. Research at similar resorts indicates only about 8% to 15% of hotel guests use the golf course.

Even if, say, 20% of hotel guests choose to play golf at Noosa Springs, their number amounts to an average of only 20 a day. That can be easily accommodated on the golf course without affecting members' access.

And, should it become necessary, the number of other visiting golfers will be limited to ensure members continue to enjoy their playing privileges. There are no plans to change playing benefits or reduce the number of members.

The proposed Noosa Springs boutique hotel will embrace the exciting trend of wellness into its design and operations. Existing Noosa Springs' facilities will provide a unique opportunity to offer wellness programs appealing to this market. Residents of Noosa Springs and Parkridge will be able to join those programs.