

Mayfair 101

03:11 16 Jul 2020

Mayfair 101 Group buoyed by surge in bookings at Mission Beach in Queensland

Mayfair 101 Group property development and management division Mayfair Iconic Properties is buoyed by a surge in visitor bookings in the Mission Beach area as Queensland reopens following COVID-19 restrictions.

The reopening of Queensland's borders has seen a surge in economic activity through an increase in holiday rental bookings and property prices in the Mission Beach region.

Mayfair Iconic Properties is playing a major role in a \$1.6 billion redevelopment plan for the iconic part of North Queensland that includes Mission Beach and Dunk Island after significant damage from a cyclone.

The region's economic activity will also be bolstered by the Cairns Regional Council allocating \$2.9 million in its 2020-2021 marketing budget for the Cairns & Great Barrier Reef area.

"Strong recovery"

Tropical Coast Tourism Inc executive officer Patrick Bluett said: "Since the easing of travel restrictions within Queensland, Mission Beach has experienced a strong recovery with demand high compared to other destinations within the Tropical North.

"As interstate restrictions ease, there is an opportunity to continue to grow that demand by tapping into the 9.5 million Australians who would normally travel overseas for a holiday."

Castaways Resort general manager Steve O'Malley said: "The Mission Beach region certainly appears to be performing stronger than other regional destinations in Queensland.

"The region offers a natural environment of space and diversity that is unique and attractive to the domestic Australian market. The volume of bookings gives us confirmation of that."

In the year to March 2020, National Visitor Survey data showed an increase of domestic visitor spend by 13% to \$2.6 billion in the region.

At a national level in 2019, Tourism Australia reported that Australian domestic tourists spent \$107 billion, with Australian international tourists spending \$65 billion.

"Promising signs"

Mayfair Iconic Properties CEO Stuart Duplock said: "The rapid increase in visitor spend for Mission Beach before the pandemic shows promising signs of what lies ahead, after the reopening of the country.

"Over the past year, we are also seeing an upward shift in local house prices. Although it is too early to tell what effects the pandemic has had on Mission Beach house prices, there is anecdotal evidence that Mission Beach bookings are

Share Information

Code: MAYF

Listing: PRIVATE-UK

Sector: Financial Services

Website: www.mayfair101.com

Company Synopsis:

An International Investment & Corporate Advisory Group

Mayfair 101 is an international, privately owned investment and corporate advisory group that thrives on helping companies reach their full potential whilst providing consistent investor returns.

action@proactiveinvestors.com

trending well against Cairns and Port Douglas post the border reopening.

"We are predicting that as more people travel, spend in the region, and move to the regions due to social distancing measures, it will bring more people to base themselves in Mission Beach or buy a holiday home to have their own slice of paradise by the Great Barrier Reef.

"We believe that people are seeing the promise of the area and are wanting to be a part of it by investing."

Mayfair Iconic Properties is the property development and management division of the Mayfair 101 Group, a global investment manager that focuses on activating opportunities that matter.

The company specialises in identifying iconic, unique properties and regions where the Mayfair 101 Group can add value by leveraging its relationships with development, architecture, environmental and sustainability specialists.

A key point of difference is the ability of Mayfair Iconic Properties to leverage the broader Group's assets in both the property, technology, financial services and other sectors in a cohesive manner to create value.

- PROVIDED BY MAYFAIR 101 GROUP

Proactive Investors facilitate the largest global investor network across 4 continents in 4 languages. With a team of analysts, journalists & professional investors Proactive produce independent coverage on 1000's of companies across every sector for private investors, private client brokers, fund managers and international investor communities.

Contact us +44 (0)207 989 0813 action@proactiveinvestors.com

No investment advice

The Company is a publisher. You understand and agree that no content published on the Site constitutes a recommendation that any particular security, portfolio of securities, transaction, or investment strategy is suitable or advisable for any specific person. You understand that the Content on the Site is provided for information purposes only, and none of the information contained on the Site constitutes an offer, solicitation or recommendation to buy or sell a security. You understand that the Company receives either monetary or securities compensation for our services. We stand to benefit from any volume which any Content on the Site may generate.

You further understand that none of the information providers or their affiliates will advise you personally concerning the nature, potential, advisability, value, suitability or profitability of any particular security, portfolio of securities, transaction, investment, investment strategy, or other matter.

You understand that the Site may contain opinions from time to time with regard to securities mentioned in other products, including Company-related products, and that those opinions may be different from those obtained by using another product related to the Company. You understand and agree that contributors may write about securities in which they or their firms have a position, and that they may trade such securities for their own account. In cases where the position is held at the time of publication and such position is known to the Company, appropriate disclosure is made. However, you understand and agree that at the time of any transaction that you make, one or more contributors may have a position in the securities written about. You understand that price and other data is supplied by sources believed to be reliable, that the calculations herein are made using such data, and that neither such data nor such calculations are guaranteed by these sources, the Company, the information providers or any other person or entity, and may not be complete or accurate.

From time to time, reference may be made in our marketing materials to prior articles and opinions we have published. These references may be selective, may reference only a portion of an article or recommendation, and are likely not to be current. As markets change continuously, previously published information and data may not be current and should not be relied upon.

The Site does not, and is not intended to, provide investment, tax, accounting, legal or insurance advice, and is not and should not be construed as providing any of the foregoing. You should consult an attorney or other relevant professional regarding your specific legal, tax, investment or other needs as tailored to your specific situation.

In exchange for publishing services rendered by the Company on behalf of Mayfair 101 named herein, including the promotion by the Company of Mayfair 101 in any Content on the Site, the Company receives from said issuer annual aggregate cash compensation in the amount up to Twenty Five Thousand dollars (\$25,000).