

HARRISON STAYS

APPRAISAL

170 BINALONG BAY ROAD, ST HELENS

Pelican Point presents as a multi-dwelling coastal accommodation asset with immediate income capability across seven residences, supported by a configuration that allows for both individual bookings and consolidated group stays.

The mix of one, two and three-bedroom accommodation supports a broad guest profile, while the ability to offer multi-dwelling or full estate bookings introduces a level of flexibility not typically available in single-dwelling accommodation assets.

Based on comparable accommodation across St Helens and the Bay of Fires region, the property is best positioned within the upper mid-market segment, with premium upside, supported by its scale, privacy and layout.

The adopted nightly rate range of \$230 to \$380, with occupancy aligned to market conditions at approximately 55%, reflects observed regional performance. Notably, the property has historically operated at or above this level despite partial utilisation and limited marketing, indicating capacity for improved performance under a more active operating model.

The estate residence provides additional optionality, whether retained for private use, utilised for on-site management, or incorporated into the accommodation offering.

APPRAISAL DATE

27 APRIL, 2026

PROJECTED GROSS REVENUE

Conservative: \$330,000 – \$360,000

Stabilised: \$400,000 – \$440,000

Optimised: \$470,000+



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