



Teeing up future set on China

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THE Gold Coast's increasing focus on the Chinese tourism market will be essential to the success of a proposed \$7.5 billion Broadwater development, according to an independent US-based analyst.

Global Market Advisors has been hired by ASF Consortium to provide a feasibility study on the city and the potential for its controversial cruise ship and integrated resort proposal.

Representatives of the company, which works in the hotel, airline and casino industries, have visited the Gold Coast this week and say the city shows great potential for growth through the East Asia market.

GMA partner Jonathan Galaviz said the foundations existed for a strong increase in tourism numbers for the region.

"In the initial stages, the strategic reorientation of the Gold Coast as even more of

a tourist destination for East Asia and mainland Chinese tourists is the way to go," he said.

"There are elements here already, which bode well for the Gold Coast to orient itself in the medium to long-term future to capitalise on the growth and wealth of China's middle class.

"Critical elements in making this a success will be increasing airline traffic and the Gold Coast is already displaying greater cultural infrastructure such as Chinatown, which allows Asian tourist to see this is

not just a western city wanting tourists, but a friendly and welcome home."

GMA were retained by ASF in August after Deputy Premier Jeff Seeney criticised the company for its lack of community consultation.

Its report will be delivered to ASF in October, just weeks before an ultimatum deadline set by Mr Seeney to deliver on the detail or face it being dumped before the election early next year.

Mr Galaviz said the proposed casino earmarked for Wavebreak Island would be a "critical" aspect of the development.

"Economically the casino component allows for the building of iconic infrastructure ... The casino would internally subsidise other aspects of the development."



Global Market Advisors' Jonathan Galaviz' focus is on Chinese tourism. Picture: REGI VARGHESE