

# Snowy River Resort

Mesquite, Nevada

## Executive Summary

### The Opportunity

The exclusive **Snowy River Resort** will be the premier entertainment development of a **landmark Australian-themed destination resort**. This world-class property will integrate hospitality, entertainment, recreation, and real estate into a single, diversified destination experience.

Strategically positioned along the heavily traveled **Interstate 15 corridor in Mesquite, Nevada**, the resort will capitalize on the area's robust tourism economy and its gateway location between **Las Vegas, Nevada, and St. George, Utah**.

The project encompasses **500 acres of city-owned land** adjacent to Bureau of Land Management (BLM) recreation areas, providing direct access to **ATV, equestrian, biking, hiking, and walking trails**. It sits directly across from the **Mesquite Sports Park**, which hosts regional youth and amateur sports tournaments year-round. The site offers full utility access,  $\frac{1}{4}$  mile of highway frontage, and entry points on two main streets.

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### Project Highlights

#### Unique Concept & Market Positioning

- First **Australian-themed destination resort** in the United States
- Highly differentiated and experiential product in a proven tourism market
- Strong built-in demand from recreational and off-road enthusiasts
- Strategic location targeting drive-by travelers, destination vacationers, youth sports teams, and local residents
- Gateway to multiple **national parks and attractions** drawing over **5 million annual visitors**
- **18,807,298 population within 3 mile radius**

- Ideally located **30 miles south of St. George, UT (population 200,000)** and **70 miles north of Las Vegas, NV (population 700,000)**
  - **Indoor Water Park year round operation - no competition within this market**
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## **Snowy River Resort Amenities and Attractions**

Snowy River Resort offers a diversified mix of hospitality, recreation, and real estate components designed to maximize profitability and long-term stability.

### **Hospitality & Lodging (Snowy River Lodge & Snowy River Village)**

- 200 condo-hotel units and 200 vacation rental townhomes (1–4 bedrooms)
- Passes to Bondi Beach water park
- Lagoon - Paddle boarding and kayaking, beach with fire pit, beach volleyball
- Club House with outdoor pool
- Park - Picnic area, playground, pickleball courts,
- Revenue from sales, rental management, conferences, conventions, weddings, and banquets
- Retail and gift shop opportunities
- **Equestrian Complex (Brumby Inn)**
- Boarding stalls, corrals, exercise pens, and feed/water facilities

### **Golf Course & Recreation (Kakdu Golf Club)**

- 18-hole championship course, driving range, and putting course
- Pro shop, fine dining restaurant, and bar

- Tournaments and “Turf & Surf” family vacation packages (golf + waterpark)

### **Indoor Waterpark & Entertainment (200,000 sq. ft.) (Bondi Beach)**

- Sydney Opera House–inspired entertainment venue
- 18 water slides, including the world’s only **double water coaster slide**
- Dual wave pools, surfing, lazy river, splash pad, and 190+ interactive features
- “Outback Experience” featuring live koalas, kangaroos, wallabies, cockatoos, and other native Australian wildlife

### **Club Med – 55+ Active Lifestyle Zone**

- Wave pool, lazy river, lap pool, martini beach swim-up bar
- Pickleball courts, lawn bowling, fitness center, walking track,

### **Day Spa & Wellness (Quokka Spa)**

- Hydrotherapy pools, snow showers, salt caves, herbal inhalation rooms
- Prenatal and sports massage treatments

### **Family Fun Center (G'DAY Fun Center)**

- Bowling, go-karts, arcade, mini golf, and amusement rides
- **Gaming & Casino (Outback Casino)**
- **2,000 Slot Machines, Sportsbook, Live Tables, Bingo**
- Sports Bar (Matey’s Sports Bar)
- International Wine Lounge

## **Food & Beverage**

- Four themed restaurants including a luxury steakhouse and buffet
- Six bars and an **Australian microbrewery**

## **Country Western Dance Saloon (Outback Saloon)**

- Professional dance floor and stage for live performances
- Mechanical bull, calf roping, bowling, adult arcade, slot machines, billiards, and full-service bar

## **Retail & Events (Downunder Trading Company)**

- Four themed gift shops and an Australian country store
- Event center for concerts, rodeos, hockey, trade shows, and conventions
- Public ice-skating rink

## **Adventure & Extreme Sports (Alice Springs Extreme Sports Park)**

- ATV, mountain bike, and Harley Davidson rentals
- Whitewater rafting, kayaking, rock climbing, zipline, BMX racetrack, and ropes course

## **Community Amenities (Whitsunday Community Park)**

- Family picnic areas, fishing pond, playground, pickleball courts
- RV park with full hookups, picnic verandas, and dump station

## **Real Estate Development (Victoria Heights, Wallaby Fields & Canterbury Apartment Complex)**

- Luxury condominiums, single-family home lots, and workforce housing

- Commercial pads and apartment complex opportunities
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## Market Fundamentals

- Prime frontage along **Interstate 15**, with over **31,000 vehicles daily**
  - Regional tourism base of **833,000 annual visitors**, plus strong national park traffic
  - Broad target market appeal:
    - **Primary:** Families within 300 miles, youth sports teams, local schools, outdoor enthusiasts (population 19 million)
    - **Secondary:** National park visitors and regional travelers (38 million annual visitors)
    - **Tertiary:** International tourists
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## Phased Development Strategy

A phased approach ensures efficient capital allocation and early revenue generation:

1. **Phase 1:** Land acquisition, site preparation, construction first 20 townhomes, utility stub in, construction roads & parking, construction park, lagoon, club house swimming pool, pickleball courts. Construction housing with infrastructure. Construction ATV rental building. Construction horse motel. Construction Bertha Howe Ave.
  2. **Phase 2:** Development of condo-hotel / water park, golf course, fun center, community park, RV park, apartment complex, luxury home lots.
  3. **Phase 3:** Casino, country western saloon, restaurants, office space, and luxury high-rise condominiums.
  4. **Phase 4:** Event center, extreme sports park
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