



SEASHELLS
JURIEN BAY

Media Release

Seashells to manage Jurien Bay Resort

New luxury holiday resort coming soon!

**Monday 15 September
2025**

Leading Western Australian accommodation provider Seashells Hospitality Group will manage 81 new holiday townhouses and suites in Jurien Bay thanks to a partnership just announced with Jurien Bay Resort Pty Ltd.

Seashells will bring its renowned expertise and established, trusted brand to the development, which will be known as **Seashells Jurien Bay** and is anticipated to open in April 2027 on Australia's Coral Coast.

Located a scenic two-and-a-half-hour drive north of Perth, Seashells Jurien Bay is set to become a landmark property in this emerging short break destination.

The resort will feature 108 premium residences, including 77 three-bedroom townhouses and 4 One bed Suites managed as short-stay accommodation by Seashells, and 27 four-bedroom Bay View, Casuarina Crescent, and Hastings Villas, all designed for sustainability, luxury, and lifestyle.

Jurien Bay Resort Pty Ltd Managing Director Thomas Tierney said he was excited about the partnership.

"Seashells is a best-in-class hospitality management group with a strong reputation for delivering exceptional guest experiences," Tierney said.

"Their established customer base will ensure strong rental returns for owners of our townhouses and suites under the Seashells brand.

"Additionally, owners of our 4-bedroom Bay View and Hastings Villas will benefit from full flexibility for personal or rental use, providing a tailored approach to meet diverse buyer needs under the Nautica Residences by Seashells brand. With projected rental yields of 5%–7% annually for the townhouses, this partnership provides both lifestyle benefits and a compelling investment opportunity."

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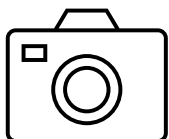


IMAGE GALLERY

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3D TOUR

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Seashells Hospitality Group is known for its award-winning properties in Scarborough, Mandurah, Yallingup and Broome, along with Nautica Residences by Seashells in Hillarys and East Fremantle. The organisation brings more than three decades of experience managing premium tourism accommodation and luxury homes.

Seashells Hospitality Group Managing Director Paul King said the Jurien Bay development provided great appeal.

"Seashells Jurien Bay is a perfect complement to our portfolio of premium West Australian coastal properties," King said.

"Being just 2.5 hours north of Perth makes it an ideal destination for weekend getaways and short breaks to explore the natural beauty of the Turquoise and Coral Coasts.

"We're thrilled to bring our expertise to this visionary ecologically sustainable development, which offers a unique blend of luxury, sustainability, and accessibility for families, couples, and investors."

Property features

Seashells Jurien Bay will feature a range of amenities designed to enhance the coastal lifestyle, including:

- **Sustainable design:** Homes built to an 8-star energy rating using innovative modular construction, double glazing and solar power as a micro grid development.
- **Comprehensive amenities:** Two swimming pools, a children's playground, an all-weather multi-sports court, multiple BBQs, herb garden and café.
- **Unmatched location:** 40,000sqm of pristine beachfront with guaranteed, never-to-be built-on ocean frontage. Seashells Jurien Bay is conditioned to maintain the landscaping and dune system in lieu of the scrub currently in place.

Jurien Bay Resort Pty Ltd Construction Director Michael Lonergan said the partnership was a long time in the making.

"The builder we have selected brings cutting-edge, low-maintenance finishes, with all construction carried out locally to support West Australian industry and jobs.

"This ensures the residences are built to the highest standards of quality and durability. By partnering with Seashells, we create a seamless pathway from construction to operation.

"On building completion, owners will enjoy a smooth transition into the Seashells management pool for leasing, supported by a proven system that delivers strong occupancy and returns. This approach provides owners with a truly stress-free, turnkey investment experience, ensuring their property is well cared for and positioned for long-term success. This alignment guarantees that quality, sustainability, and guest experience remain at the heart of the development long after completion."

Flexible use options for owners

- **Three-Bedroom Townhouses:** Owners enjoy up to 90 days of personal use per year (subject to T&Cs), with the opportunity to generate income through professional management by Seashells during the remaining months as Pooled units. (all costs and income are shared in line with the Profit Entitlement).
- **Four-Bedroom Bay View and Hastings Villas:** These residences offer full flexibility for personal or rental use, catering to a variety of lifestyle and investment preferences. All units have sea views and Bay View Villas having sea views on all levels.



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The partnership between Jurien Bay Resort Pty Ltd and Seashells Hospitality Group ensures that the resort will deliver a premium lifestyle experience and strong investment potential.

ABOUT SEASHELLS HOSPITALITY GROUP

Seashells Hospitality Group is one of Western Australia's leading hospitality management companies, renowned for the quality, service, and style of its 4 and 4.5-star modern family and couple-friendly accommodation in Mandurah, Broome, Scarborough and Yallingup. <https://seashells.com.au/>

ABOUT SEASHELLS JURIEN BAY

Seashells Jurien Bay is a visionary coastal development offering 108 premium residences on WA's Coral Coast. Located less than 2.5 hours from Perth CBD, the resort combines luxury living with sustainable design and world-class amenities, making it an ideal destination for families, couples, and investors.

MEDIA ENQUIRIES

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