



For Sale

Location: **Melbourne**
Asking: **\$1,900,000**
Type: **Accommodation-Other**

Caravan Park, General Store and Fuel with Pub potential

A Rare Freehold Caravan Park, General Store and Fuel Outlet in Victoria's High Country Tourism Gateway

Lifestyle and Tourism Opportunity with Immediate Upside - \$1.9 million

Positioned at the gateway to Victoria's iconic High Country, this Caravan Park presents a rare opportunity to acquire a freehold tourism asset with multiple income streams and significant repositioning potential.

Located approximately 3 hours from Melbourne and set along a River, this asset combines natural appeal with further expansion opportunity offering a strong foundation for an experienced operator or lifestyle investor.

Key Investment Highlights

- * Standalone Business plus Freehold Land
- * Existing site layout and infrastructure
- * Freehold land holding (approx. 4 acres) with established caravan park and general store infrastructure
- * Gateway location to Alpine National Park and Victoria's High Country tourism routes
- * Riverfront setting attracting campers, 4WD travellers, anglers and adventure tourists
- * Multiple income streams: caravan sites, camping, retail (general store), fuel services
- * Potential to establish a country-style pub (STCA, NOTE: plans already drawn and submitted)
- * Additional land for expansion
- * Significant scope to upgrade, reposition or expand (STCA)

With increasing demand for nature-based tourism and regional experiences, Licola serves as a key access point into Victoria's alpine and wilderness tourism corridors, with strong year-round appeal.

Contact:

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Business Brokers Network
Australia
Broker Ref: 26187



The asset is ideally positioned for:

- * Caravan Park expansion and glamping
- * Boutique eco-tourism offering
- * Adventure tourism basecamp
- * Integrated retail + hospitality uplift

The opportunity will be suitable for:

- * Caravan Park operators seeking expansion
- * Tourism groups and regional accommodation operators
- * Owner-operators seeking a lifestyle + income asset
- * Investors targeting under-utilised regional tourism assets

For Sale: \$1.9 million for freehold and business

Information available to qualified parties upon request. Confidentiality Agreement required

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AUSTRALIAN BUSINESS SALES