



Artist's impression

# NOW LEASING ICONICA RETAIL SPACE

152 ESPLANADE SURFERS PARADISE  
UNDER CONSTRUCTION | DUE TO OPEN MID 2027





Artist's impression

# A GLITTERING JEWEL ON THE GOLD COAST

ICONICA IS THE ULTIMATE LIFESTYLE PRECINCT,  
BOASTING A PRIME BEACHFRONT LOCATION AND STUNNING VIEWS.



With two residential towers spanning 51 and 77 storeys, Iconica is taking luxury to brand-new heights.

The development is situated right on Surfers Paradise Beach and has commanding views across the ocean and other parts of the Gold Coast.

Iconica also presents a prime opportunity for retailers: with hundreds of new residents moving into its towers and direct frontage along the popular Esplanade, the retail precinct will enjoy exceptional visibility and exposure with vast outdoor seating areas available.

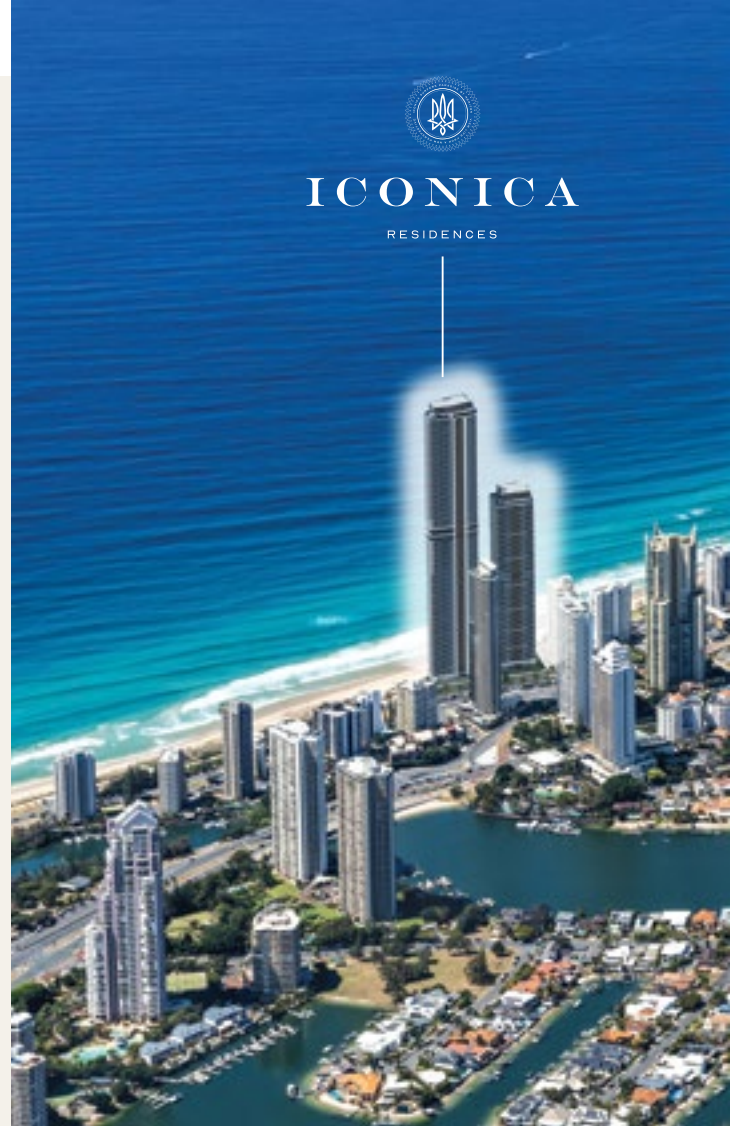
The Esplanade is one of the busiest strips in the Gold Coast and welcomes thousands of locals, workers, and travellers daily – meaning constant foot traffic and an eclectic and affluent customer base.

Along with residential and retail, Iconica will be home to resort style amenities, a beachfront infinity pool, and a childcare centre, creating an all in one destination for residents and visitors alike.

- ◇ A total of 7 retail spaces, with 5 currently available. Ideally suited for specialty retailers, destination or retail, cafés, casual or high-end restaurants with prominent frontage along The Esplanade.
- ◇ The retail spaces vary in size from 56m<sup>2</sup> up to 146m<sup>2</sup> which can be combined to create a flagship statement. Additionally, external seating faces the ocean ranging from 40m<sup>2</sup> to 87m<sup>2</sup> in size.
- ◇ 652 residential apartments.
- ◇ A retail car park with 38 car spaces.

# WHY SURFERS PARADISE?

- ◇ Surfers Paradise is the tourist centre of the Gold Coast, which welcomes more than 3 million visitors each year.
- ◇ The Gold Coast is attracting more and more residents, with the population expected to increase by nearly 30% (2.2 million) over the next 20 years.
- ◇ The retail precinct is situated right on The Esplanade, one of the busiest and most recognisable strips in the city.
- ◇ It's surrounded by prominent hotels within walking distance: Meriton Suites 450m, JW Marriott Gold Coast Resort & Spa 400m, QT Gold Coast 550m.
- ◇ Surfers Paradise North Bus Stop is right outside the development, with services going to Main Beach and Broadbeach.
- ◇ Surfers Paradise North Light Rail Station is just 50m away and offers services to Broadbeach and Southport with services every 3-14 minutes.
- ◇ Iconica is within easy driving distance of other Gold Coast destinations: Surfers Paradise Retail Precinct 5 minutes, Southport CBD 10 minutes, Gold Coast Airport 40 minutes, plus excellent access to the M1 Motorway, which connects to Brisbane.



ICONICA

RESIDENCES



## DIRECT ACCESS

Meriton Apartments have direct Access to Iconica's Retail Precinct



38

Retail Car Spaces



## PRIME LOCATION

Directly on The Esplanade and over the road from Surfers Paradise Beach



## ON YOUR DOORSTEP

Bus services to Main Beach and Broadbeach



7.7KM

to Gold Coast hospital precinct



14KM

Drive to M1 Motorway



22KM

to Gold Coast Airport, which has recently received \$500m in investment and will expand further under a 20-year master plan



## TRAM ACCESS

to Griffith and Bond Universities, both ranked among the best tertiary institutions in the world

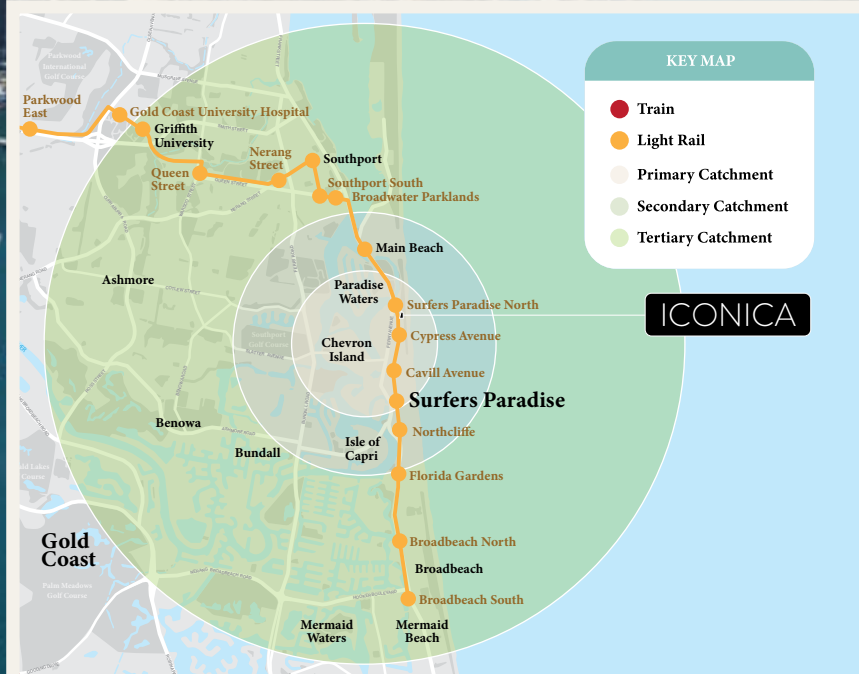


CYPRESS PALMS

SURFERS PARADISE

Ocean

BY MERITON



## TRADE AREA

The main trade area includes areas such as Surfers Paradise, Paradise Waters, Chevron Island, and Isle of Capri. The total trade area population is forecast to grow from around 27,912 at present to more than double that number by 2041.

In 2021, retail expenditure was around \$426 million and is expected to increase to \$578 million in 2026, reflecting annual growth of about 4.6%.

The elevated expenditure in the area may reflect the high proportion of single-person households (33%) and couples without children (55%), which typically correlates with greater levels of disposable income. On average, per capita income is approximately 20% higher than the regional benchmark, while per capita spending exceeds the regional average by 11%. Notably, spending on retail services stands out at 39% above the regional average, highlighting the area's strong consumer activity.

The majority of residents in the trade area were born in Australia (54%). Other notable groups include those born in New Zealand (6%), England (4.5%), Brazil (2.6%), and Asia (almost 4%).

As a tourist hotspot, Surfers Paradise receives hundreds of thousands of local and international visitors each year. These visitors spend a total of around \$544 million on retail goods and services annually, with \$389 million from the domestic market and \$155 million from the international market.

Surrounding areas in the secondary catchment are listed below, with over 95,303 people:

- ◇ Main Beach – population of 3,998
- ◇ Broadbeach – population of 6,786
- ◇ Southport – population of 36,786
- ◇ Bundall – population of 4,895
- ◇ Benowa – population of 9,889
- ◇ Ashmore – population of 12,415
- ◇ Mermaid Beach – population of 7,329
- ◇ Mermaid Waters – population of 13,205.

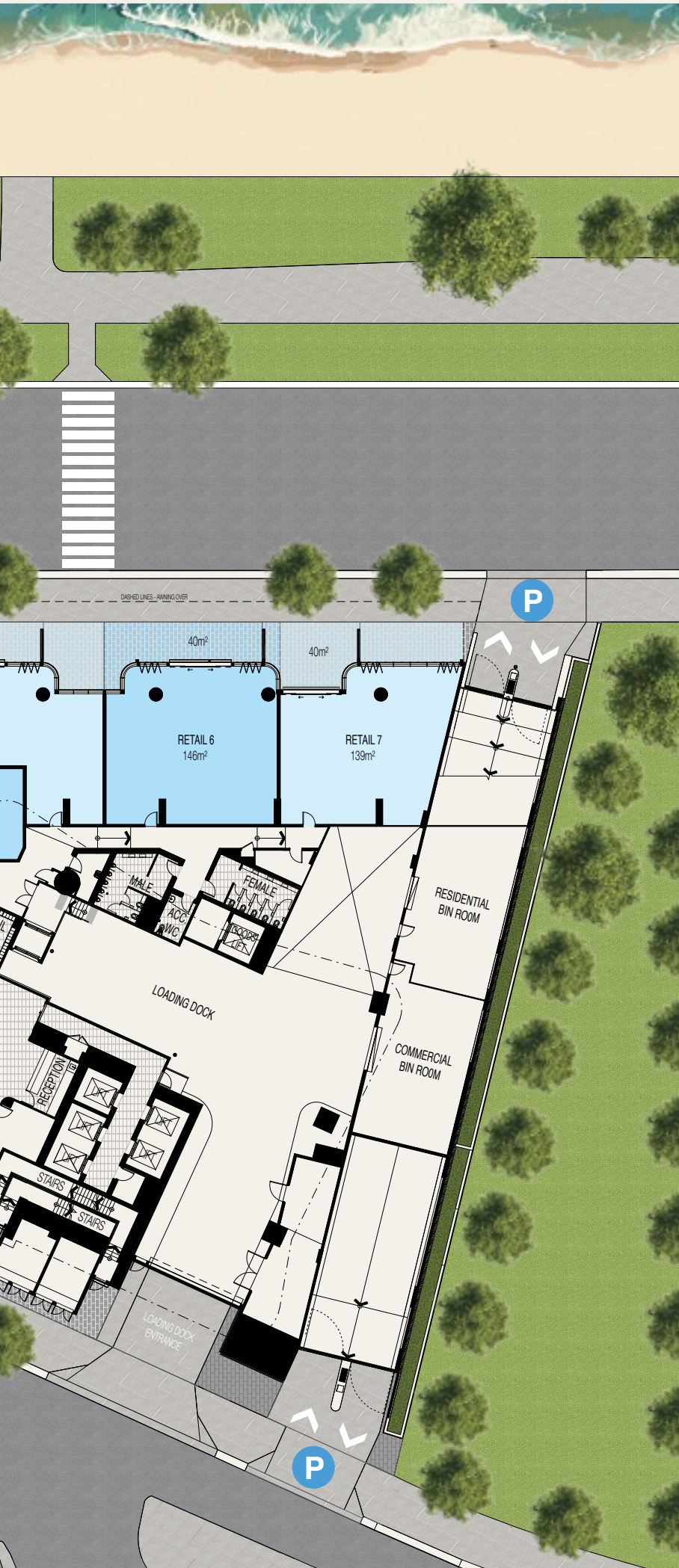
Information: 2021 Census

BEACH

THE ESPLANADE

MAIN BEACH PARADE





# GROUND FLOOR

Shops	Internal Area	External Area
Retail 1	Leased	Leased
Retail 2	Leased	Leased
Retail 3	56m <sup>2</sup>	n/a
Retail 4	75m <sup>2</sup>	46m <sup>2</sup>
Retail 5	143m <sup>2</sup>	87m <sup>2</sup>
Retail 6	146m <sup>2</sup>	40m <sup>2</sup>
Retail 7	139m <sup>2</sup>	40m <sup>2</sup>



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# LEASING ENQUIRIES

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