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LANDMARK OPPORTUNITY ARISES AS BYRON'S LARGEST SINGLE LANDHOLDING IS OFFERED TO MARKET

An exceptional opportunity to acquire a vast 229-hectare freehold property in one of Australia's most sought-after destinations, Byron Shire, has been listed for sale with the former site of the renowned Splendour in the Grass festival, primed for repurposing, offering unparalleled potential for developers, investors, and visionaries alike.

Strategically located at 126 Tweed Valley Way, Wooyung, NSW 2483, North Byron Parklands is just 15 minutes from Byron Bay's vibrant town centre and within 30 minutes of both Gold Coast Airport and Ballina Byron Gateway Airport. With direct access to the Pacific Motorway, this estate delivers a rare fusion of seclusion, accessibility, and breathtaking natural beauty - qualities that have long drawn celebrities, entrepreneurs, and ultra-high-net-worth individuals to Byron Bay.

Savills Australia and New Zealand has been appointed the exclusive agents on the site, selling on behalf of a conglomerate including Byron Bay entrepreneur and creative, Brandon Saul.

"This is an extraordinary offering in a region synonymous with luxury, wellness and exclusivity," said **Leon Alaban, Head of Hotels at Savills Australia and New Zealand**.

"The opportunity to own such a vast and strategic landholding in Byron Shire is incredibly rare, making this a once-in-a-generation investment. And with Byron attracting record prices across all asset classes, we expect this exceptional opportunity will demand buyer interest to draw parallels to recent records within the region," he said.

Selin Ince, Senior Executive, Hotels at Savills Australia and New Zealand added, "With extensive approvals in place, North Byron Parklands is a blank canvas ready to be transformed.

"From ultra-luxury private estates and wellness retreat to boutique eco-developments and exclusive events venues, the potential here is limitless."

A Destination of Prestige & Potential
North Byron Parklands is not just a parcel of land, with encompassing rolling meadows, lush forests, and a serene central lake, the estate provides an extraordinary setting for those seeking to establish a legacy project in an area celebrated for its world-class luxury accommodations, premium wellness retreats, and celebrity appeal.

Key Features:

- **Unmatched Scale & Location:** The largest single landholding in Byron Shire, just minutes from Byron Bay's beaches, dining, and cultural precincts.
- **Elite Appeal:** A region favoured by high-net-worth individuals, private investors, and global icons seeking luxury and seclusion.
- **Existing Infrastructure:** Includes internal road networks, power, water, and DA-approved event and hospitality facilities.

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- **Diverse Development Opportunities:** Zoning allows for luxury rural residential lots, wellness retreats, eco-tourism, equestrian estates, and exclusive event venues.
- **Cutting-Edge Connectivity:** High-capacity internet access supports technology-driven ventures, including private family office operations, blockchain data centres, and innovation hubs.

A Vision for the Future: Legacy & Lifestyle Investment
With the increasing demand for ultra-premium private retreats and boutique lifestyle communities, North Byron Parklands presents an exceptional opportunity to create a destination that aligns with the area's exclusive appeal.

Potential developments include:

- **Luxury Private Estates:** The scale and zoning allow for ultra-private residential compounds, akin to Byron's most prestigious beachfront properties.
- **Wellness & High-End Hospitality:** Approved infrastructure enables the establishment of a world-class wellness and retreat destination.
- **Eco-Tourism & Sustainable Ventures:** Capitalise on Byron's green-conscious market by integrating sustainable design, regenerative agriculture, or nature-based tourism.
- **Exclusive Events & Cultural Hub:** Transform the site into a premier private venue for high-profile retreats, invitation-only gatherings, and global conferences.

North Byron Parklands is being offered for sale via international Expressions of Interest, closing **Wednesday, 30 April 2025 at 4pm AEST**, if not sold prior.

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About Savills
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Listed on the London Stock Exchange, we have more than 40,000 professionals collaborating across over 70 countries, delivering unrivalled coverage and expertise to the world of commercial and prime residential real estate.

By applying world research data and trends to local and global settings, we're able to empower our clients with insights from the forefront of the industry – bringing their aspirations to life through innovative, tailor-made solutions.

Whether we are working with a global corporate looking to expand, an investor seeking to sustainably optimise their portfolio, or a family trying to find a new home, we help our clients make better property decisions.

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