



Media Release

February 2011

Luxury Lodges of Australia Affirms the New Era of Experiential Luxury Travel in Australia.

Seventeen of Australia's leading independent luxury tourism properties have joined forces to collectively market Australian luxury travel. Luxury Lodges of Australia, a new association launched in 2010 was formed to promote the uniquely Australian breed of luxury experiential lodges, domestically and internationally.

The member properties represent both long-established and new lodges and camps, with a common theme of offering guests an outstanding experience connected to a clear sense of place - while ensuring key luxury standards. Ranging from wilderness lodges to vineyard retreats and dining destinations; island hideaways to luxe outback camps; the lodges demonstrate high levels of innovation and are clearly aiming to be the 'best'.

It is the unique and authentic experiences offered by each lodge, paired with key luxury standards that make Australia an extraordinary incentive destination. The era of luxury for luxury's sake as a reward has been replaced by the desire to be inspired, to connect with the environment, to learn from the people and the culture of a place. The diversity of the Luxury Lodges of Australia experiences allows for enormous choice, and means that reward trips for high achievers are highly desirable, whilst the seclusion of the properties ensures inspirational settings for corporate retreats.

"In recent years, we have seen the emergence and consolidation of a new, unmistakably Australian breed of luxury properties and experiences. Luxury Lodges of Australia brings together a portfolio of sophisticated, experiential properties and will showcase it on the world stage for the first time," said Andrew McEvoy, Managing Director of Tourism Australia.

The association's website www.luxurylodgesofaustralia.com.au provides travel planners and discerning travellers with a comprehensive information and planning tool for completely Australian itineraries.

The properties are spread across and around the Australian continent, and showcase the extraordinary diversity of Australia's regions: from the Great Barrier Reef to the Red Centre and wet to Margaret River and Ningaloo Reef; the Barossa Valley, Kangaroo Island and Flinders Ranges in the south, to the vast Kimberley coastline and Kakadu/Top End in the north; Freycinet, the Blue Mountains, Lord Howe Island, the Scenic Rim and Sunshine Coast Hinterland.

Properties in the collection include Saffire and Wolgan Valley; The Louise; Lizard and Bedarra Islands; qualia; Longitude 131; Cape Lodge; Lake House; True North; Spicers Clovelly Estate and Spicers Peak Lodge; Capella and Southern Ocean Lodges; and Wild Bush Luxury's Arkaba Station, Bamurru Plains and Sal Salis Ningaloo Reef.

James Baillie of Baillie Lodges, and Chair of Luxury Lodges of Australia noted that the collection brought together many of Australia's innovators and leaders in hospitality, tourism, food and wine, and regional development.

"The association sets a benchmark for luxury travel in Australia. Pooling some of our marketing resources will greatly help us raise Australia's profile as an outstanding experiential luxury destination."

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EDITORS NOTES

Who are the Luxury Lodges of Australia?

1. **Arkaba Station**, Flinders Ranges - With 60,000 acres and just 5 rooms Arkaba's rustically chic homestead is an exclusive yet quintessentially Australian experience offering guests classic country hospitality while exploring the outback.
2. **Bamurru Plains**, Top End - Focussing on environmental sustainability and key luxury standards, this nine room camp exudes 'Wild Bush Luxury' bringing a touch of style to a remote and extraordinarily beautiful region.
3. **Bedarra**, Great Barrier Reef - A private hideaway, tropical island retreat, surrounded by lush rainforest and private beaches, Bedarra is all about understated luxury and as much privacy as is desired.
4. **Capella Lodge**, Lord Howe Island - Nine contemporary beach-style suites, personal service, exceptional dining and the option to enjoy a range of activities combine to deliver a unique and exclusive Lord Howe experience.
5. **Cape Lodge**, Margaret River Wine Region - Described as one of Australia's finest gourmet establishments, Cape Lodge sits within 40 acres on its vineyard in the heart of the Margaret River wine country.
6. **Lake House**, Daylesford – This acclaimed dining destination and accommodation lies on the shores of idyllic Lake Daylesford 90 minutes from Melbourne in Victoria's Spa Country, and is at the heart of a regional food mecca.
7. **Lizard Island**, Great Barrier Reef – A beautiful, natural, remote island retreat and northern-most reef resort with 24 white powdery beaches, five star cuisine and indulging spa treatments and an outstanding dive destination.
8. **Longitude 131**, Ayers Rock/Uluru - Luxurious, eco-sensitive and romantic. With just 15 luxury tents Longitude 131° is sited to face the majestic Uluru and is the ultimate, exclusive Australian outback experience.
9. **qualia**, Great Barrier Reef - Located at the edge of the reef on the secluded northern-most tip of Hamilton Island, with outstanding attention to design and an exceptional spa, the qualia experience is one of deep sensory sophistication.
10. **Saffire**, Freycinet - Saffire Freycinet is Australia's new luxury coastal sanctuary on Tasmania's East Coast, delivering sophisticated, intimate style and an inspirational experience.
11. **Sal Salis**, Ningaloo Reef - Where the outback meets the reef, and the best place on earth to swim with whale sharks, 9 wilderness tents and a team of passionate guides at Sal Salis offer an exclusive luxe wilderness experience.
12. **Southern Ocean Lodge**, Kangaroo Island - Offering a unique fusion of nature and luxury, 21 luxe suites, breathtaking views to the great Southern Ocean, all inclusive rates, first name service and personalised experiential itinerary... the ultimate Kangaroo Island experience.
13. **Spicers Clovelly Estate**, Sunshine Coast Hinterland - A relaxed environment with old world charm, French contemporary style, fine dining restaurant, 10 suites, 22 acres of lush grounds and excellent day spa facilities.
14. **Spicers Peak Lodge**, Scenic Rim South East Queensland - Australia's highest non alpine all inclusive lodge is spectacularly located on the World Heritage listed Main Range National Park, with a focus on fine food and wine, bushwalking and mountain-biking.
15. **The Louise**, Barossa Valley - This luxury vineyard retreat combines absolute luxury and inspired design with Appellation, one of Australia's finest regional dining experiences, in the world-renowned Barossa wine region.

- 16. True North**, The Kimberley - Long been regarded as one of Australia's outstanding adventure tourism experiences, True North cruises are activity based and designed for the most discerning traveller wanting to 'experience the destination' in some of Australia's most remote and hard to access coastal regions.
17. **Wolgan Valley Resort & Spa**, Blue Mountains - Set within its own 4,000 acre conservation and wildlife reserve, this spectacular resort offers 40 individual suites with private swimming pools, distinctive dining, luxury facilities and exceptional Timeless Spa.

The Board of Directors representing the members comprises James Baillie, owner Baillie Lodges (Chair); Jim Carreker, owner of The Louise (Secretary); Phillipa Harrison, General Manager Sales Hamilton Island, representing qualia (Deputy Chair); Charlie Carlow, owner Wild Bush Luxury (Arkaba Station, Bamurru Plains and Sal Salis); and Judith North, Director of Sales, Wolgan Valley. Executive Officer, Penny Rafferty.

Further information available at: www.luxurylodgesofaustralia.com.au

A **Brochure** may be downloaded and a motivational video viewed from the home page of the Luxury Lodges website.

The **video** can also be downloaded from this link http://www.luxurylodgesofaustralia.com.au/uploads/LLoA_UNCOMP_PartB_V1.zip

Or viewed at this You Tube link http://www.youtube.com/watch?v=g0g_0Qyl6iU

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High resolution images available on request.