



MEDIA RELEASE

PRETTY BEACH HOUSE ANNOUNCED AS NEW MEMBER OF LUXURY LODGES OF AUSTRALIA

February 29 2012: **Pretty Beach House**, one of Australia's most sophisticated yet intimate luxury lodge experiences has joined **Luxury Lodges of Australia (LLoA)**, further affirmation that Australia's era of experiential luxury travel has come of age.

"Pretty Beach House is an outstanding addition to the Luxury Lodges of Australia collection" said James Baillie, Chair of Luxury Lodges of Australia and owner of globally acclaimed Southern Ocean Lodge.

"The combination of stunning design and service, fantastic attention to detail and all the key luxury standards, combined with the experience of a distinctly Australian coastal bush region, make it a natural fit for this collection of experiential luxury properties."

Brian Barry, co-General Manager of the lodge with wife Karina stated, "We are absolutely thrilled to be part of this new Australian group of luxury experiential lodges, and we are very much looking forward to working in partnership with such a benchmark group."

Pretty Beach House is a quintessentially Australian, super sophisticated guesthouse, perched high on the escarpment at Pretty Beach, on the NSW Bouddi Peninsula. Just 100 kilometres north of Sydney this guesthouse offers a new style of luxury in designer pavilion style accommodation with all-inclusive rates and around the clock butler service.

Pretty Beach House offers just three private pavilions, superb casa lingua style dining provided by one of Australia's most celebrated chefs, Stefano Manfredi, and a wealth of guided or self-guided coastal bush walks, beach excursions and water activities.

With easy access from Sydney by car, seaplane, private boat, helicopter or ferry, Pretty Beach House is a coastal bush haven, right on Sydney's doorstep.

Brian Barry noted, "The creation of Pretty Beach House has been a highlight in a life in hospitality for Karina and myself. To have such an endeavor recognized, with an invitation to join Luxury Lodges of Australia is more than gratifying."

"Offering our guests an unforgettable, once in a lifetime experience is what it is all about for us, and we believe this new partnership will complement all parties involved."

Luxury Lodges of Australia was formed as a result of the dramatic change in the Australian travel landscape over the past decade, which has seen the emergence of a new breed of exceptional lodges and camps in some of Australia's most beautiful and outstanding regions.

Never before has Australia had a critical mass of experiential luxury properties to appeal to global travellers and adventure seekers.

With the addition of Pretty Beach House, seventeen of Australia's leading independent luxury tourism properties comprise the Luxury Lodges of Australia collection. The lodges are independently owned and operated, but are united by their delivery of uniquely Australian experiences and a strong sense of place.

Each lodge has its signature experiences and activities to showcase the special aspects of its region. It is these experiences that define the new Australian luxury and showcase Australia's extraordinary diversity.

James Baillie said: "Australia is now, more than ever, one of the most exciting and desirable travel destinations globally. Australia's diversity is unique. No other country in the world has the breadth and depth of experience we have. Now, for the first time, in many of our remote regions, this is now offered at the luxe levels expected by experience-seeking luxury travellers."

The collection has brought together many of Australia's innovators and leaders in hospitality, tourism, food and wine, and regional development; and their passion for delivering authentically Australian luxury experiences over and above offering a great place to stay, is ingrained in their unique lodge offering.

Luxury Lodges of Australia
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Editors Notes:

Background: Experiences offered by the lodges cover almost anything you would want to do in regional Australia.

You can swim with whale sharks (Sal Salis Ningaloo Reef), snorkel and dive at some of the worlds most beautiful reefs (Great Barrier Reef, Ningaloo Reef), hike world renown trails (Mount Gower on Lord Howe Island, Wineglass Bay Freycinet, The Flinders Ranges), taste some of the world's best wines (Barossa, Margaret River); and some of Australia's outstanding regional produce (Lake House Daylesford, Cape Lodge, Appellation at The Louise Barossa Valley, Kangaroo Island); horse-ride (in the dramatic Blue Mountains landscape and Wolgan Valley), sail (the Whitsundays), fish for Barramundi (The Kimberley, Kakadu), golfing (Dent Island PGA Championship Course, Hamilton Island), discovering Australia's extraordinary wildlife (Southern Ocean Lodge), birdlife (Bamurru Plains), ancient landscapes (Arkaba Station, Flinders Ranges), desert and indigenous culture (Longitude 131 - Uluru).

Lodge staff will go out of their way to: provide private introductions to winemakers in the Barossa Valley, find the best fishing spots in the Kimberley, offer expert guiding and wilderness and wildlife knowledge at Bamurru Plains, Sal Salis, Arkaba Station, Wolgan Valley and Southern Ocean Lodge; professional diving and snorkeling guidance at Lizard Island; offer private cooking classes with the chefs at Spicers Clovelly Estate or Pretty Beach House; or create culinary adventures and masterclasses with the exec chefs from Cape Lodge, Lake House and Saffire and much more.

These lodges are all about delivering a sense of place and connecting guests to their region via signature, high quality experiences. It is not about how much the same they are, but how different, and how they reflect the diversity and authenticity of the Australian experience – whether it be coastal, desert, reef, island or wilderness lodges, luxe outback camps, vineyard retreats or culinary destinations.

The majority of the lodges offer an all-inclusive rate that usually includes airport transfers, premium beverages, all meals, and the signature experiences. The offering is so much more than just a place to stay. The all-inclusive value proposition has great appeal for many time-poor people for whom time-out and an authentic experience is the real luxury.

Essence of each lodge - Who are the Luxury Lodges of Australia? The properties are spread across diverse regions of the country and include:

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 on the Mary river floodplain exudes 'Wild Bush Luxury' bringing a touch of style to the discovery of a remote and extraordinarily beautiful region.
3. **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.
4. **Cape Lodge**, Margaret River - One of Australia's finest gourmet establishments and private boutique hotel, Cape Lodge sits within 40 acres on its own vineyard in the heart of the Margaret River wine country.
5. **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.
6. **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 - the ultimate active reef experience.
7. **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.
8. **Pretty Beach House** - Bouddi Peninsula - Perched high on the escarpment at Pretty Beach, on the NSW Bouddi Peninsula. Just 100km north of Sydney, offering a new style of luxury in 3 designer pavilions with all-inclusive rates and around the clock personal butler service.
9. **qualia**, Great Barrier Reef - Whitsunday Islands - 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 regarded as one of Australia's outstanding adventure tourism experiences. 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 - The quintessential Australian bush experience, set within its own 4,000 acre conservation and wildlife reserve, Wolgan Valley offers 40 individual suites with private swimming pools, distinctive dining, luxe facilities and exceptional Timeless Spa.

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