



THE FRAMES

PARINGA, RIVERLAND

ABOUT THE FRAMES

- Award winning, luxury accommodation.
- Three private cliff-top retreats that all offer their own spa, sauna, swimming pool and secluded outdoor area.
- Unique architectural design by Pruszinski Architects which 'frames' guests' view of the River Murray below.
- Built by Cathy and Rick Edmonds in 2014 to change the way people see the Riverland.

BUSINESS GROWTH

- Now employ three full time staff: a manager, cleaner and handyman.
- Occupancy has grown by 30 per cent since opening two years ago.
- Starting to welcome more interstate and international guests.
- Consistently receive excellent reviews on TripAdvisor, along with local, national and international publicity.
- Awards won include: Winner, Self Contained Accommodation, South Australian Tourism Awards 2016 and 2015 and Winner, New Tourism Development, South Australian Tourism Awards 2014.

CHALLENGES

- Attracting people to the Riverland which is a three hour drive from Adelaide.
- 'Being away from it all' means there are no restaurants nearby. To overcome this, Cathy and Rick can arrange food options such as a local chef to cook for guests.

THE FUTURE

- Continue to grow occupancy rates.
- Currently getting a lot of 1-2 night stays, goal is to increase the duration of stays to 3-4 nights.

COMMUNITY IMPACT

- All three of The Frames' employees are Riverland locals.
- Buys from a range of local suppliers including Arrosto Coffee, Almondco, Twenty Third Street Distillery, Salt & Pepper Catering and Banrock Station.
- Provides guests with vouchers to local businesses such as Illalangi, Banrock Station, Almondco and Twenty Third Street Distillery.

SOUTH AUSTRALIAN TOURISM COMMISSION COLLABORATION

- The SATC has provided advice and support to The Frames such as recommending Pruszinski Architects when Cathy and Rick first embarked on this venture.
- Local, national and international travel writers regularly visit and write about The Frames through familiarisations hosted by the SATC. Publicity includes SA Life Magazine and Postcards.
- The Frames is included in the SATC's new global ad campaign which is shown to local, national and international audiences.
- SATC supported The Frames' entry into the 2014 and 2015 South Australian Tourism Awards.

WWW.THEFRAMES.COM.AU

"The South Australian Tourism Commission has been really important to us in terms of getting The Frames established and ongoing support with marketing and publicity.

The tourism business is 24/7 but it's very rewarding. We love seeing people's faces light up when they see The Frames, it makes it all worthwhile." Rick.

WWW.TOURISM.SA.GOV.AU

