



HAHNDORF INN

HAHNDORF, ADELAIDE HILLS

ABOUT THE HAHNDORF INN

- Established in 1863, the Hahndorf Inn is one of the original inns in the Adelaide Hills
- Offers traditional German food, beer and hospitality
- The Arcobrau Brauhaus and Adelaide Hills Wine Centre are also part of the Hahndorf Inn offering
- Currently owned by Andrew Holmes and his family who are sixth generation hoteliers and inn keepers

BUSINESS GROWTH

- Around 250,000 to 260,000 people visit the Hahndorf Inn each year
- Since 2013 staff numbers have more than doubled from 32 to 80 employees
- Enjoyed a 35 per cent growth in sales from the Chinese market since 2015

CHALLENGES

- Keeping things fresh, coming up with new and exciting products for consumers. To overcome this, Andrew has regular meetings with his team to brainstorm ideas
- Training and developing staff to meet the changing demands of consumers

THE FUTURE

- Continue to come up with new and exciting experiences for domestic and international consumers
- In 2018 the Hahndorf Inn will also have a traditional German beer garden, offering customers another space to enjoy

COMMUNITY IMPACT

- 85 per cent of the Hahndorf Inn's employees are Adelaide Hills locals
- Opened the Adelaide Hills Wine Centre in 2014, which is a co-op style venue where wine producers without a cellar door can showcase their wine to the public
- Always uses local products where they can such as fresh fruit and vegetables from the Hahndorf Fruit and Veg Market and wine from the Hahndorf Hill Winery
- Proactively promotes the Adelaide Hills internationally to the Chinese market by working closely with Adelaide Hills Tourism and the South Australian Tourism Commission
- Works in partnership with other local operators such as Hahndorf Hill Winery and the Leathersmith & Bush Gallery

SOUTH AUSTRALIAN TOURISM COMMISSION COLLABORATION

- Andrew has been working with the SATC since 2008. He has attended trade shows and industry product information events through this working relationship
- In late 2016, off the back of his successes with the Chinese market, Andrew presented at an SATC Understanding China workshop, sharing his experiences of WeChat (Chinese social media platform) with tourism operators interested in attracting the Chinese market
- In June 2016 the Hahndorf Inn and Adelaide Hills featured on Channel 9's The Today Show as part of their 'We Love Australia' national broadcasts which was arranged by the SATC

WWW.HAHNDORFINN.COM.AU

"My advice to anyone thinking about entering the tourism industry is be unique, be innovative and really embrace your surroundings.

"South Australia is a great place to do business; we have a lot to offer, our food, wine and environment. I really believe that our state is becoming renowned and recognised on the world stage."

Andrew Holmes, Managing Director, Hahndorf Inn



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