



MOUNT LOFTY HOUSE

ADELAIDE HILLS

ABOUT MOUNT LOFTY HOUSE

- Built in 1852 and was a private residence for 130 years.
- In 1983, the Ash Wednesday fires burnt the property which was then restored into an accommodation business in 1986.
- Today, Mount Lofty House is one of the state's premier destinations for luxury escapes, overnight accommodation, fine dining, boutique day spa experiences, conference retreats and weddings.

BUSINESS GROWTH

- Mount Lofty House has grown exceptionally through the years with a big jump in revenue thanks to an increase in the conference and wedding market.
- In April 2015, Mount Lofty House employed 55 people. The business now employs 85 people.
- South Australians account for 80 per cent of guests, with interstate visitors accounting for 15 per cent and international 5 per cent.

CHALLENGES

- The cooler, winter months of the year pose a challenge for attracting guests to the property.

THE FUTURE

- New restaurant, Hardy's Verandah Restaurant, has recently opened and offers a higher quality dining experience for guests.

- In 2017 building will commence on 15 new six star villas that will provide a luxurious country escape for guests and will create more jobs at Mount Lofty House.
- A key target moving forward is to increase the demand for Mount Lofty House during the winter season.

COMMUNITY IMPACT

- Mount Lofty House employs South Australians when possible.
- All contractors used on the property are locals.
- Mount Lofty House also engages with local suppliers including producers and wine makers in the Adelaide Hills and different regions throughout South Australia.

SOUTH AUSTRALIAN TOURISM COMMISSION COLLABORATION

- The SATC has provided support and advice to Mount Lofty House including important advice on South Australia's tourism industry as a whole.
- Mount Lofty House staff regularly attend SATC hosted industry events.
- The property is also often included on SATC familiarisation itineraries.

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"Mount Lofty House sees our relationship with the South Australian Tourism Commission as a partnership in raising the profile of the region nationally and internationally, and in turn, attracting as many visitors as we can to our region.

Everything that we have been doing at Mount Lofty House has been with a long term goal and that goal is to be the best boutique hotel in Australia."

Jesse Kornoff, General Manager, Mount Lofty House.



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