

# Tourism Champions Case Study

# PIKE RIVER LUXURY VILLAS GROUP, LYRUP, RIVERLAND



## ABOUT PIKE RIVER LUXURY VILLAS

Established in 2006, Pike River Luxury Villas offers eco-friendly, luxury accommodation in the heart of the Riverland.

The property consists of three luxury villas, two apartment villas, two family friendly accommodation options, a function centre and business centre.

Pike River Luxury Villas is a family owned business, owned and operated by husband and wife team Andrew and Bronny Caire.

The business prides itself on its environmentally sustainable site with all accommodation using rain water and powered by their solar farm.

## BUSINESS GROWTH

In 2006, Andrew and Bronny opened the Woolshed Bed and Breakfast. Demand grew quickly and by 2009 Pike River's first luxury villa was built.

Around 75 per cent of visitors to Pike River Luxury Villas are from South Australia. Visitors from Victoria and New South Wales are becoming key emerging markets for the business.

In 2008, Andrew and Bronny developed Australia's first privately-owned sun farm that powers the entire property.

The business has also grown into a popular wedding venue, hosting 11 weddings in 2017.

## CHALLENGES

Changing the perception of 'family destination' when people think about the Riverland. Pike River Luxury Villas provide a luxury getaway for couples and as the business continues to grow, the perception of the region is beginning to change.

## THE FUTURE

In the next year, construction on an extension will begin with the business set to open a wine centre that will showcase wines from all over the region and will be Pike River Luxury Villas' first food offering.

The wine centre will give the business the opportunity to employ a number of local staff.

## COMMUNITY IMPACT

Pike River Luxury Villas' local supply chain continues to grow.

The business works closely with Bassham's Wines which supply all the wine for the villas and function centre. Local catering company Salt and Pepper Catering provides catering for all Pike River weddings, conferences and events.

The business also employs a local cleaning contractor.

*"Our main aim has always been to offer luxury eco-friendly accommodation, our motto is 'tread lightly'."*

*"It's a great feeling when you know you can make people happy, and when we bring people here and they walk away with smiles on their faces and tell us they've really loved it, it just makes it all worthwhile."*

*Andrew Caire, Owner/Operator  
Pike River Luxury Villas*

## SOUTH AUSTRALIAN TOURISM COMMISSION COLLABORATION

Andrew and Bronny have worked closely with the SATC since Pike River Luxury Villas was established.

Received advice and support including a \$50,000 grant to begin the property's 'green mission' and establish Australia's first privately owned sun farm.

The South Australian Tourism Commission also provides marketing support and advice.

