

Tourism Champions Case Study

MAJESTIC HOTELS GROUP, ADELAIDE



ABOUT THE MAJESTIC HOTELS GROUP

Established in 1986, the Majestic Hotels Group is a local family owned and operated business.

The Majestic Hotels Group was born when the Culshaw family opened the Apartments on the Park in the Adelaide CBD, becoming the first serviced apartments in South Australia.

Eoin Loftus, Chief Executive Officer of the Culshaw Group of Companies incorporating the Majestic Hotels Group has been with the company for 24 years, starting his career with the group as a Porter.

BUSINESS GROWTH

For over 30 years the business has enjoyed growth – starting with one property and 25 employees to five properties and 140 employees across the state today.

The Majestic Hotels Group portfolio consists of:

- ▶ Majestic Roof Garden Hotel (Adelaide CBD)
- ▶ Culshaw's Restaurant (Adelaide CBD)
- ▶ Majestic Minima Hotel (North Adelaide)
- ▶ Majestic Old Lion and Tynte Street Apartments (North Adelaide)
- ▶ Majestic Oasis Apartments (Port Augusta)

Recognised at many industry awards.

Most recently at the 2017 South Australian Tourism Awards, Owner, John Culshaw won the Outstanding Contribution by an Individual award for creating an estimated 1,000 jobs over the past 30 years.

CHALLENGES

Providing consistency for customers across five different properties so they always receive the same service, wherever they are. This is delivered by providing staff with continuous professional development.

THE FUTURE

Developing a new 84 room Majestic All Suite Hotel in North Adelaide, due to open in 2020. This \$50 million project will create opportunity for 35 additional staff.

Continue to invest in staff to retain them for the long-term. Out of 140 employees, 19 have been with the group for 10 years or more.

Further grow occupancy across all the Majestic Hotels Group properties.

COMMUNITY IMPACT

Over 50 per cent of the mini bar at the Majestic Roof Garden Hotel is made up of South Australian products such as Robern Menz Fru Chocs, Charlesworth Nuts and O'Leary Walker Wines.

'Dare to care' initiative where care packages are provided to the homeless in Adelaide's South Parklands.

Money is raised for these care packages through fundraising activities. For every bottle of Majestic Hotels Group bottled water that is sold, up to \$1 is donated to this cause.

"We have enjoyed a great relationship with the South Australian Tourism Commission over the years. With SATC support, we were able to transform the Majestic Minima Hotel into a unique art hotel and it's been going from strength to strength."

"I've spent over 20 years working in South Australia's tourism industry and I absolutely love it. The industry is very collaborative and is focussed on helping the state win, not just individual businesses."

Eoin Loftus, Chief Executive Officer of the Culshaw Group of Companies incorporating the Majestic Hotels Group

SOUTH AUSTRALIAN TOURISM COMMISSION COLLABORATION

Received SATC funding in 2012-13 to turn the Majestic Minima Hotel into a world first art hotel. Around 46 rooms were transformed by over 40 South Australian artists.

Hosted media at the Majestic Hotels Group through the SATC's familiarisations program resulting in local, national and international media coverage.

