



YONDAH BEACH HOUSE

POINT YORKE, YORKE PENINSULA

ABOUT YONDAH BEACH HOUSE

- Stylish architecturally designed house.
- 4½ star accommodation.
- Remote coastal setting, pristine beaches, coastal clifftops and wildlife.
- Pet-friendly accommodation.
- Michele and her husband Nick built the house in 2000 as a family holiday home.
- It's a part-time business as the owners run a design consultancy in the city.

BUSINESS GROWTH

- Repeat booking rate of 70% each year – one client has just booked his 10th consecutive annual holiday.
- Quite a few visitors come from the UK (with their relatives) who live here in South Australia.
- 90% occupancy all year round.

CHALLENGES

- Supply – booked all the time.
- Recruiting staff and contractors in the region.
- Limited internet. There is a brand new Netflix system installed in the house that guests cannot use because of the limited NBN satellite service.
- Access via dirt roads in this region deters visitors, particularly international visitors.
- Lack of local attractions.

THE FUTURE

- Currently building 5 star accommodation nearby and have another property on the Fleurieu where they plan to develop another tourism product.

- The new 5 star accommodation will open in 2016 and will feature two king suites.
- It will be more exclusive to appeal to a different market.

COMMUNITY IMPACT

- The business has provided several local families with part time and contractual employment through cleaning and supply contracts.
- For the local area, it has injected about \$78,000 per annum into the local economy (based on an average visitor spend of \$95 per day).
- The house upgrade in 2015, used building trade and supply businesses as much as possible and injected approximately \$130,000 into the local economy.
- Guest supplies and other items (eg. fuel and machinery) are purchased locally whenever possible and inject about \$10,000 pa into the local economy.
- A guest voucher book with discounts at about 15 local businesses is provided to all guests.
- Currently hosting a climate change study by Adelaide University and re-vegetating the 300 acre property to provide habitat for rare local wildlife.

SOUTH AUSTRALIAN TOURISM COMMISSION COLLABORATION

- SATC has provided advice and support to Yondah Beach House. In particular, the SATC has provided a number of networking opportunities as well as regional workshops.
- The South Australian Tourism Plan 2020 has helped Yondah Beach House develop a business plan that aligns with the State's key priorities.

WWW.YONDAH.COM.AU

“Tourism engages and inspires us, not only as a creative outlet, but also as a way to support the on-site conservation projects that we are passionate about. We also love receiving feedback from our guests such as, ‘We want to continue our annual holiday at your beach house until we’re 90,’ and ‘We feel so special, you treat us like family... it’s a special place and part of our lives,’” Michele.

