



UNFORGETTABLE HOUSEBOATS

MANNUM, MURRAYLANDS

ABOUT UNFORGETTABLE HOUSEBOATS

- Offers 10 luxurious houseboats for hire combining quality, comfort and style.
- The houseboats all offer fully equipped kitchens, queen sized beds, Jacuzzis, entertainment areas and expansive deck areas – everything needed to enjoy a journey into a semi-remote area with all the comforts of home or a luxury hotel.
- Mark and Lee-Anne Flanagan have owned Unforgettable Houseboats since 2004.

BUSINESS GROWTH

- In 2004 Unforgettable Houseboats employed two full time staff and 20 casual staff. As of 2016, there are six full time employees and 30 casual staff members as well as regular sub-contractors.
- Unforgettable Houseboats now offers a complete holiday experience from Adelaide Airport transfers to tailored accommodation options and experiences in Adelaide to enhance visitors' overall visit.
- One third of visitors to Unforgettable Houseboats come from overseas, one third from interstate and one third from South Australia.
- Statistics show that approximately 70 per cent of people who visit Unforgettable Houseboats come back and visit again.

CHALLENGES

- Attracting visitors to the Murraylands region is an ongoing challenge as there are so many destinations to choose from, however once they experience the region they love it and quite often become repeat visitors.

THE FUTURE

- Continued focus on experience development including tour packages and further infrastructure development along the Murray River.

COMMUNITY IMPACT

- Unforgettable Houseboats partners with local businesses such as Mannum Motel, Pretoria Hotel, Big Bend By Night tours, Monarto Zoo and various wineries and restaurants to ensure guests have the best possible stay.
- About 95 per cent of Unforgettable Houseboats' employees reside within 30kms of Mannum.

SOUTH AUSTRALIAN TOURISM COMMISSION COLLABORATION

- The SATC has provided Unforgettable Houseboats with significant support and advice over the years that has allowed the business to grow and develop into an even more successful tourism offering.
- SATC has provided support to Unforgettable Houseboats during the South Australian Tourism Awards application process.
- Unforgettable Houseboats is showcased to a global audience, featuring in the SATC's new global ad campaign.

WWW.HOUSEBOATS.COM.AU

"Our visitors come back from their houseboat journey full of excitement and with great stories to tell. This gives us a real buzz and is what motivates us to keep developing this product.

"One of the things we really enjoy as operators in Mannum is working with the regional community. There is a lot of pride in the Murray River and passion in the region." Mark



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