



## SEA DRAGON LODGE

## PENNESHAW, KANGAROO ISLAND

### ABOUT SEA DRAGON LODGE

- Luxury seafront accommodation.
- A secluded 250 acre estate.
- Steve Lane bought the small B&B in 2007 with a vision to turn it into a boutique eco resort.
- He was able to add three villas through T-QUAL and State Government grants.

### BUSINESS GROWTH

- Grown from a \$40,000 business to a \$400,000 business in 2½ years.
- Employs one full time staff member who lives on site as well as two other part time staff.
- Increase in visitation from the Asian markets, particularly Singapore, Hong Kong and Malaysia.
- 60% of visitors are from international markets.
- SA, NSW, QLD and VIC are the main domestic markets accounting for 40%.
- Occupancy rates:
  - Dec-Jan: 100%
  - Sep-May: 65-70%
  - Jun-Aug (off-season): 30%.

### CHALLENGES

- Cost of access to the Island or at least a better capability for the airport.
- Staffing shortages in regional areas.

### THE FUTURE

- Consistent and regular contact with ITOs to ensure they are kept up-to-date.
- Going to the ATE was an important part of breaking into the international supply chain and tapping into the international market.
- Three years ago, the spilt would have been 60% Australian visitors but now its 60% international visitors. This looks likely to continue.

### COMMUNITY IMPACT

- Sending hundreds of people to the new café in the Cape Willoughby lighthouse. Promoting their business strongly.
- Also recommends Dudley Wines. Would have sent 600 people through there every year.
- The spend on diesel, fuel and catering adds a significant amount to small businesses. Including outsourcing laundry service and the exclusive use of a local hire car company.

### SOUTH AUSTRALIAN TOURISM COMMISSION COLLABORATION

- A T-QUAL grant and a State Government grant for installing solar panels allowed Steve to build the first two villas – with advocacy and advice from the SATC team – before the business's success allowed him to build a third one in 2015.

[WWW.SEADRAGONLODGE.COM.AU](http://WWW.SEADRAGONLODGE.COM.AU)

**“We were looking for a lifestyle business where we can interact with people on a very personal level. That was something that was missing from my corporate career and it’s an aspect I really enjoy,”** Steve.

**“We’ve been working with government agencies in different capacities for years and the Tourism Commission is miles ahead. It’s really good to see people who are just as passionate as we are about the industry,”** Steve.

