

Tourism Champions Case Study

THE TASTING ROOM AT MAYURA STATION

Mayura Station, Limestone Coast

ABOUT THE TASTING ROOM AT MAYURA STATION

Mayura Station, home to award winning Wagyu beef, was the first pastoral lease in South Australia, established in 1845.

Current owners, the de Bruin family, have owned Mayura Station for 20 years and introduced the Tasting Room in 2011.

The Tasting Room offers a unique and interactive paddock to plate experience, taking guests on a journey of Wagyu beef.

BUSINESS GROWTH

Over the past 20 years Mayura Station has grown to be one of Australia's leading luxury beef brands.

70 per cent of visitors to the Tasting Room are local, with the other 30 per cent made up of travellers – people from the Eastern Seaboard as well as from the Asian markets.

The Tasting Room has been awarded the South Australian Tourism Award for Tourism Restaurants and Catering Services two years running – 2016 and 2017.

CHALLENGES

Located in a remote location can make it challenging to attract visitors. To overcome this, the team at Mayura Station have ramped up their communication strategy to ensure their product offering is communicated in the best way to potential visitors.

THE FUTURE

Looking to the future, Mayura Station will continue to offer visitors a unique and intimate paddock to plate experience with a focus on excellent customer service.

COMMUNITY IMPACT

The business is a proud supporter of the local community, with all supplies purchased from local businesses.

Mayura Station employs 30 locals in a variety of roles including chefs and front of house staff at the Tasting Room.

"Service excellence is unique for everybody and what we're doing at Mayura Station is providing the highest quality products and delivering them in a relaxed, country-style environment."

"We've found the South Australian Tourism Commission to be extremely supportive, internationally they promote us very well through networking and online platforms."

*Scott de Bruin,
Managing Director, Mayura Station*

SOUTH AUSTRALIAN TOURISM COMMISSION COLLABORATION

The SATC has been a great support in the public relations space, regularly including the Tasting Room on media family itineraries.

The SATC has also been instrumental in introducing the Tasting Room to the inbound tourist market and other tourism businesses that have allowed the Tasting Room to grow and evolve.

In 2018, the Tasting Room at Mayura Station featured in the SATC's Tasting Australia program as part of the Tasting Australia Airlines itinerary.



**Government
of South Australia**

South Australian
Tourism Commission