

LIFETIME PRIVATE RETREATS, KANGAROO ISLAND

TOURISM CHAMPIONS CASE STUDY

ABOUT LIFETIME PRIVATE RETREATS

Brother and sister duo, Nick and Rachel Hannaford, turned their family home into a luxurious retreat on Kangaroo Island 18 years ago.

Today, Nick, Rachel and hospitality partner Jessica Firouz-Abadi have five properties that make up LifeTime Private Retreats - The Cliff House, Sky House, Settlers Homestead, Sheoaks and the Beach Retreat. Nick and Rachel run the operations of the business.

As well as offering luxurious and exclusive beachfront accommodation, the business offers a range of dining options for guests including unique dining adventures in the Enchanted Fig Tree, the Shearing Shed and the Beach Taverna.

BUSINESS GROWTH

When the business began in 2004 there were three properties available to guests. Between 2004 and 2018, the business obtained two other properties, now offering guests five options of luxury accommodation.

LifeTime Private Retreats welcomes guests from around the world. Their home-only package attracts 30 per cent international guests while their fully inclusive home and dining package attracts 80 per cent international guests.

LifeTime Private Retreats recently installed Tesla Destination Charging Stations at the Cliff House and Sky House for guests to use.

CHALLENGES

In early 2018, the property was hit by a bushfire. Fortunately, the bushfire did not ruin any of the properties however, it did affect the operations of the Enchanted Fig Tree catering. The bushfire has seen the business face many challenges. To overcome these, Nick and Rachel communicated effectively to their upcoming guests about the fire and hired a local Kangaroo Island caterer to look after all their catering needs.

THE FUTURE

The trio plan on continuing to offer guests a unique, quality experience while respecting and preserving the environment surrounding them.

COMMUNITY IMPACT

LifeTime Private Retreats employs many local Kangaroo Island contractors including caterer Kate Sumner (Kangaroo Island Source), maintenance workers, reservations staff and cleaners.

Nick and Rachel support the local environment wherever they can, engaging in conservation efforts including planting over 30,000 trees on their property. Nick and Rachel are proud Kangaroo Island ambassadors, actively promoting the Island as a top tourism destination.

"Service excellence to me is understanding the expectation of guests before they arrive and exceeding those expectations at the other end."

"I love the idea of treating people to something really special that they haven't experienced before. That's something I get to do every day."

Nick Hannaford, Co-Owner/Manager,
LifeTime Private Retreats

SOUTH AUSTRALIAN TOURISM COMMISSION COLLABORATION

The South Australian Tourism Commission provides advice and support to allow the business to position its offering for the domestic and international markets.

LifeTime Private Retreats has attended a variety of trade events including the Australian Tourism Exchange.

The SATC has included LifeTime Private Retreats in global television campaigns and on an abundance of media and trade family itineraries.

CONTACT US
[TOURISM.SA.GOV.AU](https://www.tourism.sa.gov.au)

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