



BELTANA STATION

BELTANA, FLINDERS RANGES AND OUTBACK

ABOUT BELTANA STATION

- Beltana Station has been a working sheep and cattle station for over 100 years.
- A 500,000 acre property that offers a true Australian experience.
- In 2008, Beltana Station was turned into a tourism venture and continues to be a working sheep and cattle station.

BUSINESS GROWTH

- When the tourism business was established, there were yearly goals set out over five years. Within the first 18 months, all of the five yearly goals were met.
- Over the past two years, the demographics of guests has become 50/50 (Australian and international).
- Beltana Station has stable bookings from backpackers until 2017 and is working with Asian travel agents which has resulted in guaranteed tours from February 2016.
- Occupancy rates:
 - Peak season: 87% on a weekly basis (excl. camp sites)
 - Off season: 50% on a weekly basis (excl. camp sites).

CHALLENGES

- Finding staff in the remote area is the biggest challenge.

THE FUTURE

- Adding another accommodation option to the property is a short term plan aimed to be finished by April 2016. The accommodation will be a house with four bedrooms and open plan living.

COMMUNITY IMPACT

- Beltana Station attracts a lot of visitors to the remote area of the South Australian outback.
- Beltana Station recommends a lot of local businesses to guests including the local art gallery and the towns of Leigh Creek and Blinman.
- In 2009, Beltana Station joined forces with other stations in the region and created the initiative called Station Stays SA. This program helps the 26 stations in South Australia's outback to attract guests and helps create an itinerary for their holiday that includes multiple stations.
- Beltana Station held the Caravan and Motorhome Australia rally where a barbecue dinner was put on for 170 guests. The guests paid \$15 and all proceeds were used to restore the local church.

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“Tourism was supposed to be a hobby and something that allowed me to support my family. Now it defines who we are; I’m not Laura Ragless, I’m Laura from Beltana. It is fantastic to be able to offer a product that is a reflection of me,” Laura.

“We are proud and excited to be engaging the Chinese market. There is huge scope for the Chinese market to continue to grow for us here at Beltana,” Laura.

