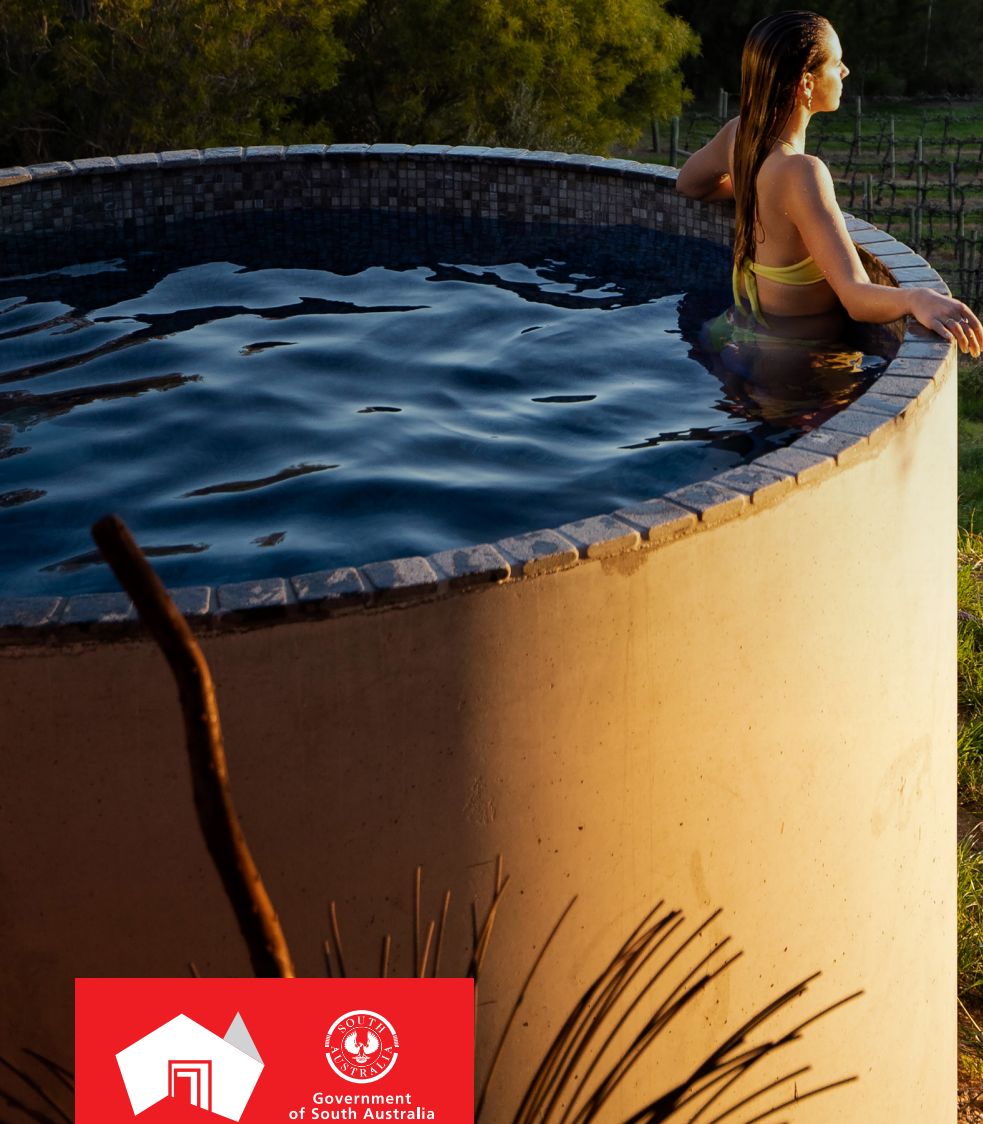


TOURISM TRAILBLAZERS

ROGASCH COTTAGE



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ROGASCH COTTAGE

About Rogasch Cottage

In November 2019, Scott Rogasch and his parents launched Rogasch Cottage, a two-bedroom 1860's cottage offering high-end luxury accommodation in Tanunda, Barossa Valley. Nestled among nine acres of vineyard, Rogasch Cottage aims to give all guests the 'wow' factor. Offering a range of personalised experiences and private tours, Scott shows guests the very best of the Barossa while leaving a small footprint and keeping the environment in mind. With a strong belief in giving back, Scott has one employee from the Hutt Street Centre Aspire Program who he employs through his other venture, the Forage Supply Co. It produces wine at the micro-winery on the Rogasch property.

Challenges faced

- Rogasch Cottage was only open for five months before the statewide COVID lockdown in April 2020, losing handfuls of valuable bookings overnight.
- Prior to the pandemic, captured overseas market looking to explore the Barossa – needed to cater to a new market once international border closures came into effect.
- Uncertainty, not knowing at the time when the cottage could open back up again or if they could keep their employee on at the winery.

Overcoming challenges

- Used the lockdown to analyse guest feedback and flesh out the experience offering/personalised approach based on that. Rogasch Cottage now offer eight experiences from fireside suppers to a backstage tour of the Barossa and a 6pm happy hour for guests each night with Scott's parents.
- Grew social media following by working with influencers and invested in videography and photography to showcase what's on offer at the property and in the region.
- Looked at online abilities to reach people and remain top of mind by offering virtual wine tastings, generating income and building the brand of Rogasch Cottage by association.
- This all paid off, once lockdown was lifted a motivated intrastate market were keen to book and learn about their own backyard.

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Lessons learnt

- People are interested in hearing your story and stories about the region. Offering guests a happy hour with the Rogasch family has allowed every stay to be tailored to what they want out of their trip and encourages them to become champions for the business and region.
- Looking at feedback should be part of the day to day running of the business. It is essential to growth and remaining relevant in the market.
- Collaboration is key to getting through tough periods. Tourism operators came together to organise events in the Barossa and showcase the best of what's on offer together. This included offering tour packages promoting trips to multiple wineries and tasting nights featuring wineries from around the region.
- Using local products is valued by guests. To provide guests with a holistic Barossa experience and minimise their footprint, Rogasch Cottage is stocked with Barossa Valley products such as Whistler Wines, Willow Vineyards, Barossa Gin Distillery and Barossa Coffee Roasters.



We listened to our guests and further developed our experience offering, focusing on giving every visitor a personalised approach. We want all our guests to walk away with the 'wow' factor as we show them our Barossa.

Scott Rogasch, Rogasch Cottage

The Rogasch Cottage Approach

- Don't try to fight struggles by yourself, reach out to your community and create something together to give people a reason to visit now. Everyone can have a piece of the pie when you work together.
- Business models can always include giving back to the community – from using local products and produce to integrating charity into your business strategy. People like knowing they are doing something to give back, so offering them a way to do it while providing great experiences is a win for everybody.
- Respect what customers want. Forage Supply Co is a minimal intervention wine, and whilst interesting, many guests want the traditional Barossa wine experience, so they offer it.
- If you have a bespoke or specialised offering, work with others to offer a package and make it easy for visitors to experience more of the region and entice them to linger longer. Supporting each other brings more people into the region, helping everyone survive and grow.