

SOUTHERN OCEAN LODGE, KANGAROO ISLAND

TOURISM CHAMPIONS CASE STUDY

ABOUT SOUTHERN OCEAN LODGE

Established in 2008, Southern Ocean Lodge is a multi-award winning luxury travel experience on Kangaroo Island. The property is managed by John Hird and Alison Heath and consists of 21 luxury suites, spa facilities, a fine dining restaurant and bar as well as a breathtaking lounge area overlooking the great Southern Ocean, known as the 'Great Room'.

Southern Ocean Lodge offers guests a range of signature and bespoke experiences and is proud to generate a large percentage of its own energy from natural resources; the property relies on 225 solar panels and 1.5 million litres of rain water collected from all roof surfaces.

BUSINESS GROWTH

Over the past 10 years, Southern Ocean Lodge has welcomed more than 37,000 guests from across the world. Occupancy has grown from 61 per cent to 78-82 per cent, with almost 200 guests returning for ten or more stays.

Approximately 55 per cent of visitors are international and the remaining 45 per cent of visitors are made up of local travellers and people travelling from interstate.

Southern Ocean Lodge is the flagship of the Baillie Lodges luxury lodge portfolio and now employs 54 staff members in peak season and 47 staff members across the year.

CHALLENGES

Operating on an island is a strength for Southern Ocean Lodge but it can also be challenging from a logistics perspective. To help overcome this challenge the business strives to source as much produce as possible from local suppliers on Kangaroo Island.

THE FUTURE

Looking to the future, the business will continue to deliver service excellence and further grow occupancy rates.

COMMUNITY IMPACT

Southern Ocean Lodge works closely with many local businesses and tourism operators to source local produce, arrange bespoke Island experiences and organise fuel for their vehicles. Their walk-in cellar features an exclusively South Australian wine selection, many of which are from Kangaroo Island, as well as a custom-made gin, baillies 9, blended specially by KI Spirits.

"The most rewarding part of my job is working together with a wonderful family of staff and being able to deliver to our guests such an amazing product."

Service excellence at Southern Ocean Lodge is understated luxury, friendliness of staff, total attention to detail and delivering a wholesome sustainable product for the guest."

JOHN HIRD

Lodge Manager, Southern Ocean Lodge

The business has also recently offered a food and hospitality traineeship to a local resident on the Island.

SOUTH AUSTRALIAN TOURISM COMMISSION COLLABORATION

The business works very closely with the South Australian Tourism Commission and has hosted many trade familiarisation trips. Southern Ocean Lodge also recently featured in SATC's five-day Rewards Wonder campaign.

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Tourism Commission