Luxury Lodges of Australia Media Backgrounders: DNA Series (1 of 11)

# Our DNA: What it means to be a Luxury Lodges of Australia member

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| The 19 Luxury Lodges of Australia (LLoA) located across a richly diverse range of destinations across the country. While together they demonstrate the sheer depth and diversity of what entails experiential luxury in Australia, there are several factors that are common to all, characteristics that define the DNA of the collection. |
| Our Luxury | The ‘luxury’ at the lodges is deeply connected to exclusivity of access, personalised, multi-layered experiences and a sense of privilege of place that goes beyond traditional luxury standards of marble and gold. The lodges are much more than just a luxury hotel or place to stay. Our luxury hinges on genuine sense of place derived via the very best of locally sourced produce, art and design, and a chance for guests to interact in a meaningful way, frequently with privileged access, with the landscape, its wildlife and ecology, its people and its culture.  |
| Experiential Luxury, Naturally Isolated | Each of the LLoA member lodges is located in an extraordinary destination, with a small number of guests having access to a swag of purposefully designed, personal experiences of the place – from exclusive access to 60,000 acres of private wildlife conservancy in the Ikara-Flinders Ranges, to climbing Mount Gower on World Heritage-listed Lord Howe Island to joining a First Nations Kuku Yulanji adventure of the Daintree Rainforest to discover its ‘natural supermarket’ of bush foods and medicines. |
| Exclusivity Of Access | Many of the LLoA properties are located in UNESCO World Heritage-listed destinations or adjacent to National Parks and conservation sanctuaries meaning guests at the LLoA properties have the privilege of exclusive access to places and experiences on a more personal and sustainable basis. These are not tourist experiences! Several lodges have worked with local communities and operators to create exclusive experiences for LLoA guests, from the artists-in-residence series with First Nations Ernabella artists at Longitude 131˚ or access to the thermal Zebedee Springs in the Kimberley from El Questro Homestead. |
| The ‘Halo Effect’ | As each of the lodges seeks to partner almost exclusively with local producers of food and drinks, artists, designers and spa amenities as well as local tour operators and tradespeople, the positive influence of one luxury lodge has an exponential effect on the overall regional economy. This sustained economic support for suppliers acts as further incentive for small businesses to set up in nearby regional locations, thereby enriching the community and at the same time offering a genuine sense of place for visiting guests. The term ‘economic nutrition’ for a region has been coined to describe the rich tapestry of experience created for guests that extends beyond just a stay, it’s an intrinsic contributor to the rich, dynamic character of a lodge. A great example is the Lake House in Victoria’s Daylesford spa country, where the restaurant’s exclusive use of local and often sustainably produced ingredients led to a proliferation of small and artisan producers, which in turn has contributed to the region’s growth and appeal as a food-tourism destination.   |
| Sustainability | The LLoA member lodges are each dedicated to the ecological and cultural sustainability of the environments and communities around which they operate. Operating sustainably is essential to the ongoing appeal of a destination and ultimately to the sustained success of the business. More and more, travellers are looking to make a positive contribution to the places they visit, and so ‘travel with purpose’ is a principal focus for the guest experience offering of each of the lodges and the sustainable initiatives in place vary according to the destination, its wildlife, community and culture. Guided citizen science experiences that are both educational and enriching for guests are among the most popular as guests seek a more active, positive connection with the environment. |
| Our Legacy | In 2022 many of the existing LLoA members have been part of the collection since its inception in 2010, while new members are welcomed based on several criteria including their fit with the existing portfolio, their interaction with the destination and community and their guest experience offering. More than a decade after LLoA began, the members’ legacy can be seen in the growth in demand for premium experiential travel from both domestic and overseas travellers, in the growth of regional economies and small businesses which thrive on the mutually beneficial supplier relationships with the lodges and in a growing demand for purposeful, meaningful, sustainable travel where there’s a real chance to make a positive contribution to the places and people we’re visiting.   |
| Our People | From the front of house staff and lodge managers to external operators, our people are the fabric of the luxury lodges themselves and essential to the guests’ experience. It’s the people who extend the warm hug of hospitality to guests and keep them coming back for more. It’s the people that set a luxury lodge stay aside from a hotel stay. |
| Our Leaders | Many of the lodge managers, chefs and guides have been a constant at the luxury lodges over several years, contributing to that real sense of homecoming for guests who return time and again to a favourite lodge, or who make it their mission to visit each of the lodges with the ‘white book’ brochure as inspiration. |
| Our Founders | Many of the founding LLoA members, including James and Hayley Baillie, Penny Rafferty, Charles Carlow and Alla Wolf Tasker AM, are true tourism visionaries who have collectively as well as individually worked to shape the essence of the LLoA collection and continue to shape its direction for the future. Some are available for comment on request. |
| Our website | For media, the Luxury Lodges of Australia website is a central point of reference with a full suite of tools and resources: [luxurylodgesofaustralia.com.au](https://luxurylodgesofaustralia.com.au/) |