

Industry stalwarts purchase Kangaroo Island's Sea Dragon Lodge & Villas business

The news sees the Cape Willoughby offering introducing group touring for in-house guests and an expansion of the accommodation.

[ADELAIDE, August 17, 2021], At the end of this month, *Sea Dragon Lodge & Villas* on Kangaroo Island will have two of Australian inbound tourism's most enthusiastic and experienced couples at the helm, Greg and Alice Zammit and John and Karin Greenslade.

The takeover of the luxurious Cape Willoughby business from Steve and Gail Lane will see the introduction of group touring experiences around the island for in-house guests from February and expansion of the accommodation from 8 to 18 sea-view villas within the next 24-months.

Greg Zammit, who co-founded Adventure Tours Australia Group in 1993 followed by a sale to TUI UK in 2009, will contribute his touring and product development experience to complement the already stunning accommodation overlooking picturesque Pink Bay. He and his South Australian wife Alice founded experiential inbound tour operator *Real Adventure Group* in 2012 and launched its luxury sister brand, *Down Under Indulgence* in 2020.

"Since being forced to shift the focus of our inbound business to the domestic market as a result of the closure of the international border due to Covid-19, we have really noticed the demand from Australians to travel to Kangaroo Island as well as the desire for boutique, luxurious experiences across the country. We know the destination is already high on the list for international visitors, so we're really excited what the combination of both markets will bring," Greg said.

John Greenslade, also a South Australian, has extensive professional experience in the tourism industry including senior management roles with Tourism Northern Territory and the South Australian Tourism Commission. He has also held marketing positions with private companies and large corporations, Government business enterprises, plus the highly successful attraction, Sovereign Hill and served on three regional tourism boards, namely Ballarat, Barossa Valley and Darwin before leaving Australia to live in Germany for 12 years.

Karin Greenslade represented Tourism Northern Territory in Central Europe for over 20 years before relocating to South Australia in 2017 with John and family. They continue to operate a 25-room, boutique hotel - *Villa Delange* - located near Heidelberg, Germany and close to the French border.

"Kangaroo Island, despite setbacks associated with bushfires and more recently the impact Covid-19 has had on the tourism industry, continues to be one of Australia's most iconic and unique destinations. We are excited to apply our collective expertise to promote Kangaroo Island through our involvement with Sea Dragon and to take this amazing property to another level," said John.

The current Sea Dragon team will be retained and the new business will continue to support the domestic and international trade and work with local KI tourism and hospitality partners.

"We are very aware of the importance of agent distribution – both domestically and internationally," said Alice. "Steve has done a great job in the promotion of Sea Dragon over recent years and this is a platform of trade relationships that we will continue to nurture and develop into the future."

Packages have been released to the domestic trade for travel over the Australian summer, with offerings for international clients to be released in the coming month for travel from July 1, 2022.

All enquiries can be directed to info@seadragonlodge.com.au

Sea Dragon Lodge & Villas

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