

MEDIA RELEASE

Southern Ocean Lodge and Longitude 131° Join National Geographic Society Unique Lodges of the World

Southern Ocean Lodge and Longitude 131° have been named founding members of the National Geographic Society's latest foray in world-class travel experiences, [National Geographic Unique Lodges of the World](#).

The new initiative is a collection of boutique hotels in extraordinary locations around the world, each with a demonstrated commitment to sustainability, authenticity and excellence.

As two of Australia's most acclaimed luxury retreats, Southern Ocean Lodge and Longitude 131° have been included in the collection based on the rich experiences they offer. Southern Ocean Lodge is spectacularly positioned among the pristine wilderness and prolific wildlife of Kangaroo Island in South Australia, while Longitude 131° is a series of 15 tented pavilions with unrivalled views of Uluru (Ayers Rock) in the Northern Territory.

Selected through a rigorous evaluation process, each lodge in the National Geographic collection offers an outstanding guest experience while supporting the protection of cultural and natural heritage and embracing sustainable tourism practices. The initial collection includes 24 properties on six continents.

Baillie Lodges Managing Director James Baillie said the selection of Southern Ocean Lodge and Longitude 131° provided a significant endorsement for the Baillie Lodges philosophy.

"We're proud to have been chosen among the world's best in the National Geographic Unique Lodges of the World collection," Mr Baillie said. "We've worked hard to create lodges that provide a rich experience and an authentic connection with the natural environment, so we're delighted that Southern Ocean Lodge and Longitude 131° have been recognised as leaders among the world's luxury properties."

As part of a comprehensive vetting process, every lodge in the collection was judged on key criteria including the design and character of the property, the guest experience and quality of service, and the lodge's sustainable tourism best practices. National Geographic experts were sent to each site to evaluate operations, meet staff and scrutinise the lodge's impact on the local environment and community.

As a founding member, Baillie Lodges will offer exclusive experiences to guests who book their stay through National Geographic Unique Lodges of the World.

At Southern Ocean Lodge this will involve a private 'back of house' tour conducted by the lodge manager, to learn about the property's dynamic environmental protection plan and cutting-edge practices. Guests will also enjoy a private dinner for two in the wine cellar, with a tasting of fine Australian wines.

At Longitude 131°, National Geographic guests can join the executive chef in the kitchens for an insight into how native ingredients and stories from the Indigenous Anangu people are incorporated into the lodge cuisine philosophy. They will have a chance to learn recipes for outback-inspired dukkah, quandong jam or the lodge's signature bread made with ground native seeds.

National Geographic Executive Vice President for Travel Lynn Cutter said the National Geographic brand was universally recognised for its commitment to exploring and protecting the planet.

"We are uniquely positioned to unite and promote these exceptional properties and to set a new standard for tourism," Ms Cutter said. "These lodges share the Society's vision of preserving the planet for future generations and they demonstrate that sustainability and a world-class guest experience can go hand-in-hand."

For more information about National Geographic Unique Lodges of the World, visit www.nationalgeographiclodges.com.

For more information about Southern Ocean Lodge and Longitude 131° contact Baillie Lodges on 02 9918 4355 or visit <http://southernoceanlodge.com.au> or <http://longitude131.com.au>.

Editors' Notes: Baillie Lodges is a collection of intimate luxury lodges in unique Australian destinations. Capella Lodge on Lord Howe Island launched the portfolio and continues to capture guests in its magic. Southern Ocean Lodge is Australia's most extraordinary luxury lodge offering a premium nature-based escape. Longitude 131° is a gathering of luxury tented pavilions overlooking fabled icon Uluru, delivering a journey to Australia's spiritual heart. The Baillie Lodges properties are honoured as founding members of [Luxury Lodges of Australia](#).

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