

## Southern Ocean Lodge, Kangaroo Island | Let Yourself Go

### Escape to an island that will never leave you

The much-lauded and multi-award winning Southern Ocean Lodge on Kangaroo Island announces its **new three night cool season package, [Let Yourself Go](#)**. Designed to offer a real escape and reclamation of freedom for Australian guests, the Let Yourself Go offer makes it easy with cool savings and luxury bonuses.

The South Australian Tourism Commission has launched a multimillion dollar print and advertising campaign to promote Kangaroo Island's wild side called '[Let Yourself Go](#)' - developed to capture the unique sense of transformation, discovery and escape the island offers.

The campaign is based on author Maurice Sendak's picture book classic, '*Where the Wild Things Are*' where young protagonist Max escapes the boundaries of time and the constraints of day-to-day reality to a place where he is treated like a king, where he may roam freely, encounter wild things and revel in fantastic adventures.

In creating its new three night package, Southern Ocean Lodge has taken inspiration from Max's adventures and the luxurious notion to 'let yourself go'. **Priced from \$2,499 per person**, guests enjoy **savings of up to \$2,800 per couple**, along with **three nights' luxury accommodation with complimentary upgrade** to the next suite available at time of reservation, and a **bonus \$400 luxe lodge credit** (maximum per suite) towards an indulgence, or two, of choice; perhaps to escape on a bespoke adventure, rejuvenate in the Southern Spa, savour a special vintage, or visit the boutique!

Lodge owner **James Baillie** says, "*We're excited that more Australians are taking time out to discover more about what Kangaroo Island has to offer. The SATC's campaign captures the imagination of the destination and we're pleased to be pairing it with an appealing offer that makes an escape to Southern Ocean Lodge more accessible.*"

Southern Ocean Lodge, a **sanctuary of luxurious accommodation, fine locally sourced cuisine and first name service**, rests on an expanse of Kangaroo Island's coastal wilderness, taking in the sweep of the Southern Ocean. It's a place to disconnect with the world and reconnect with loved ones, to take a moment to stop and wonder, to be free.

An **easy 30 minute flight** from the Australian mainland, Kangaroo Island offers a quick hop to freedom. With untouched horizons sweeping as far as the imagination can run, Kangaroo Island is wild and ruggedly beautiful. Rolling green pastures are bordered only by vast native wilderness and limestone coast. **Regarded as Australia's Galapagos**, native wildlife on the island is free and abundant, offering visitors up-close encounters with kangaroos and koalas, seals and sea lions.

[Let Yourself Go](#) at Southern Ocean Lodge from **May 1 - September 30, 2012**.

**Solo travellers stay from \$2,499, no single supplement applies** (\$200 lodge credit only).

Southern Ocean Lodge is Australian Luxury defined. Let Yourself Go.

#### About Baillie Lodges

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**Images:** A selection of [Southern Ocean Lodge](#) images is free for download

**Video:** View the SATC's [television commercial](#) capturing the raw beauty and splendor of Kangaroo Island.

**Editors Notes:** Baillie Lodges is a collection of intimate luxury lodges in unique wilderness destinations. Capella Lodge on Lord Howe Island launched the portfolio and continues to capture guests in its magic. Southern Ocean Lodge is Australia's first true luxury lodge offering a premium nature-based escape. Both Baillie Lodges properties are honoured as founding members of [Luxury Lodges of Australia](#).