

# Media Release

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## **Huka Lodge Honours Alex van Heeren Legacy**

Newly owned by Baillie Lodges, Huka Lodge has this week revealed a new-look website and renamed its exclusive owner's residence the Alex van Heeren Cottage in honour of the award-winning luxury lodge's former owner and founder of The Huka Retreats.

The new website at <https://hukalodge.com> follows the format of Baillie Lodges sister luxury lodges, rich in images, lighter in copy while remaining comprehensive in content, and offering a friendly and informative set of Q&As for guests and downloads for travel industry partners and media.

The newly launched site also marks the reveal of the Alex van Heeren Cottage, the new name for the Owner's Cottage, honouring the legacy of Huka Lodge's former owner and his vision to provide a superlative hospitality experience for guests, from sumptuous suites and park-style gardens to fine dining, exceptional wines and local experiences including lawn tennis and fly fishing.

Ideal for groups of friends or families travelling together, the four-bedroom Alex Heeren Cottage is Huka Lodge's premium exclusive residence. Fully self-contained while offering access to the lodge's generous inclusions, the Alex van Heeren Cottage is set on a private sunny bank overlooking the Waikato River as it begins its descent towards the thundering Huka Falls.

Baillie Lodges Chief Operating Officer Craig Bradbery said the new website and newly named premium owner's residence were symbolic of the new ownership and a nod to the future whilst honouring the property's heritage and the legacy of its founders' achievements.

"We're very proud to launch the new Huka Lodge website that showcases the magnificent property with new images and text," Mr Bradbery said.

"We're very aware of the privilege bestowed on us to take Huka Lodge into its next century of operations while continuing the traditions of the past," he said.

Huka Lodge has a rich history spanning almost a century, with Irishman Alan Pye first establishing a high-end camp on the shores of the Waikato River, famous for its trout and offering excellent fly-fishing, in 1924. In 1984, Huka Retreats founder Alex van Heeren saw the potential for a world-class property and his vision is regarded as the genesis of luxury lodging, a phenomenon now leading tourism trends around the world.

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**Editors' Notes:** Baillie Lodges is an intimate portfolio of luxury lodges setting new benchmarks for premium experiential travel. Set in exclusive locations of unique natural or cultural significance, the boutique properties appeal to the discerning global traveller seeking a remarkable experience. The Australia-based collection was founded in 2003 by James and Hayley Baillie and includes Longitude 131° at Uluru-Kata Tjuta, Capella Lodge on Lord Howe Island and Silky Oaks Lodge at the Daintree Rainforest. Flagship property Southern Ocean Lodge on Kangaroo Island was destroyed in the 2020 bushfires and its rebuild is currently in planning. In 2019, an affiliate of KSL Capital Partners acquired Baillie Lodges with the aim to further expand the unique collection of luxury lodges. Most recently, Clayoquot Wilderness Lodge on Canada's Vancouver Island and New Zealand's Huka Lodge joined the portfolio, marking the collection's foray into international waters. For more information, please visit [baillielodges.com.au](http://baillielodges.com.au). Baillie Lodges' Australian properties are honoured as members of [Luxury Lodges of Australia](#).

**Image for download** [here](#):

