

Media Release

May 19, 2025

Courtney Reagan Joins Baillie Lodges as Chief Commercial Officer

Baillie Lodges, the global boutique ultra-luxury lodge platform is pleased to announce the appointment of Courtney Reagan as Chief Commercial Officer, effective May 19, 2025. In this newly created role, Courtney will lead the integrated sales and marketing teams for Baillie Lodges and Tierra Hotels.

With an extensive background in luxury experiential travel and a career spanning high-end tour operators and boutique properties, Courtney brings a wealth of strategic insight and leadership experience to the group - expertise that will be instrumental in elevating commercial performance and expanding brand presence globally.

Most recently, Courtney was Chief Marketing Officer for Explora Lodges, giving her strong insights into the Chilean market. Before that, she led marketing at Eleven, known for its exceptional adventure lodges. She also has extensive experience with Abercrombie & Kent and previously held multiple roles at Hilton in international partnerships as well as customer loyalty - an area of increasing focus for Baillie Lodges.

"I am thrilled to join Baillie Lodges during this exciting period of growth and transformation," said Courtney Reagan. "Throughout my career in luxury experiential travel, I've developed a deep appreciation for the power of meaningful connections between extraordinary destinations and discerning travellers. I'm eager to join this talented team to not only continue strengthening our global presence, but to also continue cultivating these exceptional, authentic experiences — exactly the kind that define Baillie Lodges' unique portfolio of lodges and hotels."

Baillie Lodges has seen significant growth over the last six years. The company has expanded from four lodges in Australia to nine lodges across Australia, New Zealand, Canada, and Chile. With the recent appointment of Michael Crawford as CEO and now Courtney as CCO, the company continues to build momentum, strengthening its commitment to sustainable growth and seeks further opportunities to expand its experiential luxury ecosystem with new destinations and travel verticals.

"Baillie Lodges represents an extraordinary collection of some of the world's most iconic lodges and memorable experiential travel destinations," said Michael Crawford. "Courtney's expertise will be invaluable as we continue to evolve our company – working closely with our commercial partners and leading the business in launching new initiatives across all commercial functions. Together with her team, she will be integral in our mission of consistently delivering the exceptional guest experiences today's luxury traveller demands."

In 2025, Baillie Lodges has celebrated the return of two flagship lodges following major renovations: Huka Lodge, set on the banks of the Waikato River in Taupō, New Zealand, reopened on March 1, and Tierra Atacama in the northern desert of Chile welcomed guests again from April 1. Each reaffirms Baillie Lodges' reputation for design-led luxury and immersive, place-based experiences.

ABOUT

Baillie lodges is a growing portfolio of luxury lodges redefining experiential travel. Located in exclusive destinations of unique natural or cultural significance, the nine boutique properties appeal to the discerning global traveller seeking a remarkable experience. For more information, please visit www.baillielodges.com.au

