

Media Release



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Southern Ocean Lodge Wins the American Express Travel 'One to Watch' Award as Part of The World's 50 Best Hotels 2025

Baillie Lodges' flagship property Southern Ocean Lodge on Kangaroo Island has been recognised with the American Express Travel 'One to Watch' award for 2025.

Presented ahead of The World's 50 Best Hotels 2025 official awards ceremony on 30 October, this prestigious accolade celebrates a rising-star hotel that has made a positive impression on the 800-strong Academy and the wider industry, and has been identified by the 50 Best team as having the potential to break into the 1-50 ranking in a future edition of The World's 50 Best Hotels list.

A link to The World's 50 Best Hotels 2025-produced dedicated awards reel can be viewed [here](#).

The World's 50 Best Hotels ceremony will take place in London, UK, on Thursday 30 October at Old Billingsgate, where Southern Ocean Lodge will be formally awarded as winner of the American Express Travel One to Watch Award 2025, the only award in proceedings selected by 50 Best.

Baillie Lodges Chief Executive Officer Michael Crawford said he was beyond thrilled that Southern Ocean Lodge had been honoured with the American Express Travel 'One to Watch' Award.

"This recognition is a testament not only to its breathtaking location on Kangaroo Island, but also to the extraordinary team who brought this vision back to life after the devastating bushfires," Mr Crawford said.

"From world-class design to heartfelt hospitality, Southern Ocean Lodge embodies resilience, creativity and the spirit of place. I couldn't be prouder of everyone involved in creating a lodge that now stands among the world's very best - proof that from ashes can rise something truly remarkable," he said.

Emma Sleight, Head of Content at The World's 50 Best Hotels said Southern Ocean Lodge was a truly special property, with an inspiring and heartfelt story, so the team was thrilled to recognise it with the American Express Travel One to Watch Award 2025.

"Following Australia's recent devastating wildfires, the lodge found strength in a time of adversity and rebuilt a much-loved place that had touched many guests over the years. By working closely with many of the same suppliers, the thoughtful restoration not only celebrates the original footprint, but also looks to the future, incorporating smart yet sustainable design elements and drawing on the creativity of emerging local talent. The love for the local environment and its community shines through in the whole experience and we are delighted that Southern Ocean Lodge has been recognised with this award," Ms Sleight said.

American Express Travel President Audrey Hendley said: "At American Express Travel we're always watching for what is new and exciting. Southern Ocean Lodge, one of the newest additions to our Fine Hotels + Resorts® program, fits that bill and we're thrilled to recognise the property with the One to Watch Award. It offers guests a truly unique experience rooted in the local culture and environment of Kangaroo Island with an eco-friendly design, wildlife excursions, unique amenities and elevated dining offerings."

For more information and to make a booking, please visit www.southernoceanlodge.com.au, email reserve@baillielodges.com.au or call the reservations team on +61 (0)2 9918 4355.

ABOUT

Baillie Lodges: Baillie Lodges is a growing portfolio of luxury lodges renowned for setting benchmarks in 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, Silky Oaks Lodge at the Daintree Rainforest, and The Louise in the Barossa Valley. Flagship property Southern Ocean Lodge on Kangaroo Island was razed in the 2020 bushfires and reopened in December 2023. In 2019, an affiliate of KSL Capital Partners acquired Baillie Lodges with the aim to further expand the unique collection of luxury lodges. The 2022 addition of Chile's esteemed Tierra Hotels group marks a continuation of the collection's foray into international waters, joining the Clayoquot Wilderness Lodge on Canada's Vancouver Island and New Zealand's Huka Lodge. Baillie Lodges' Australian properties are honoured as members of [Luxury Lodges of Australia](#). For more information, please visit baillielodges.com.au.