

Saffire

FREYCINET

MEDIA KIT

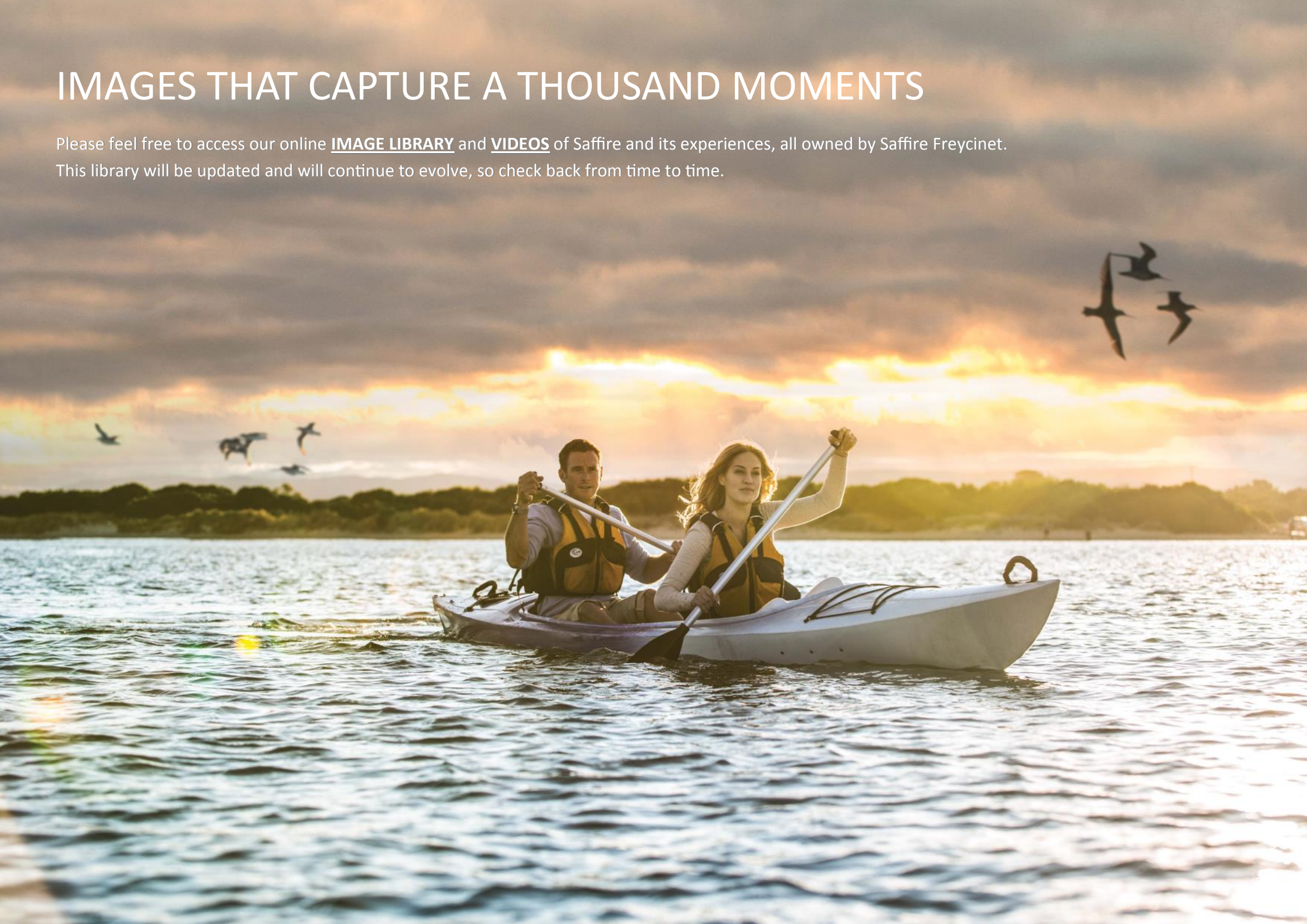




Voted *World's Best Boutique Hotel* and *World's Best Luxury Hotel*, Saffire offers an authentic, enriching and uplifting experience, which promises every moment to be special. Distinct in its design and exclusive in its features, Saffire sets itself apart as the best luxury accommodation in Tasmania by its approach to tailored, one-on-one experiences and service. Just 20 accommodation suites are discreetly positioned overlooking the Hazards Mountains, Freycinet Peninsula and the pristine waters of Great Oyster Bay, along with an exclusive day spa, restaurant and lounge. The lodge is intimate, engaging, secluded, and offers unique experiences that leave guests with an unforgettable connection to place.

IMAGES THAT CAPTURE A THOUSAND MOMENTS

Please feel free to access our online [IMAGE LIBRARY](#) and [VIDEOS](#) of Saffire and its experiences, all owned by Saffire Freycinet. This library will be updated and will continue to evolve, so check back from time to time.





LOCATION

Saffire Freycinet is located at the gateway to Freycinet National Park, mid-way along Tasmania's beautiful East Coast. A two and a half hour scenic drive from Hobart and a two hour drive from Launceston, Freycinet is one of Australia's most iconic National Parks, consisting of dramatic pink granite peaks, crystal clear water and pristine beaches such as Wineglass Bay, regularly featuring on the most illustrious of "world's best beaches" lists. The area is graced with an abundance of birdlife, wildlife and marine life, making it a haven for tourism, aquaculture, exploration and relaxation. The Great Eastern Drive to Saffire includes a number of premium wineries with cellar doors and eateries such as Devil's Corner, Spring Vale, Craigie Knowe, Milton, and the iconic Kate's Berry Farm in Swansea. Aboriginal people have known this area for at least 35,000 years, substantiated by the presence of middens found today around the coastline. The area was reserved as a national park in 1916, making it the oldest in Tasmania. Coles Bay has one of the only deposits of natural sapphires in Tasmania, inspiring the name along with the flame-coloured crags that shape the area. In 2003, Coles Bay became Australia's first plastic-bag-free town, to protect the ecological integrity of the region.

THE JOURNEY

Saffire arranges prestige or regular hire car, chauffeured limousine transfers, scenic flights in fixed wing aircraft, seaplane or helicopters from Hobart or Launceston to Saffire, or a combination of these options. Saffire can also arrange for private flights from Melbourne or Sydney directly to Saffire.



THE SAFFIRE AIRPORT LOUNGE

At Hobart Airport, The Saffire Airport Lounge provides guests with unsurpassed service from the moment they step off the plane; with light refreshments, bathrooms including showers, and guest internet service to unwind in luxury before the next part of their journey.

ARCHITECTURE & DESIGN

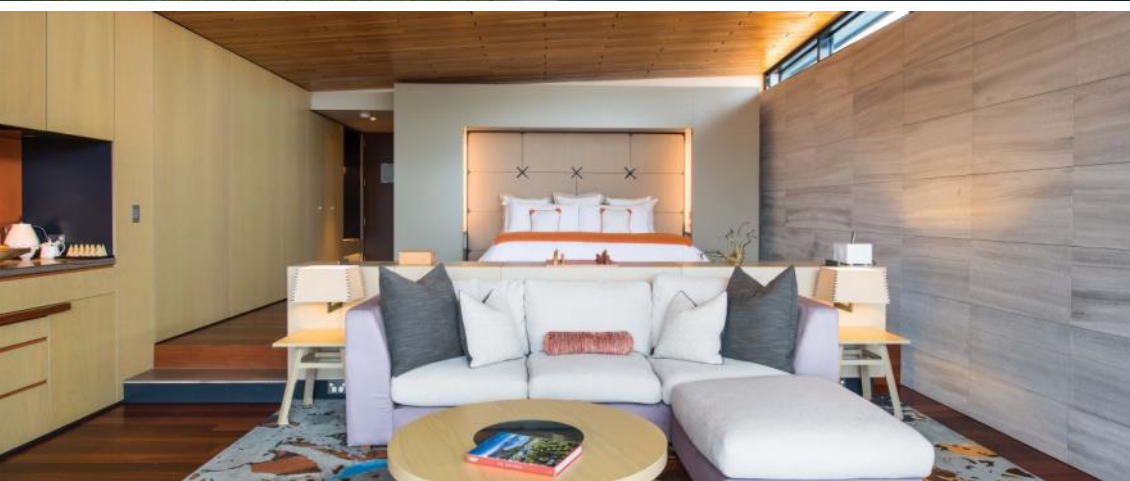
Saffire Freycinet was designed by Circa Morris-Nunn Architects, widely regarded as Tasmania's most adventurous and innovative architectural practice. It was built and opened in 2010. The buildings are conceptually organic, reflecting the surrounding environment. Saffire evokes a connection to the sea, through references of waves, sea creatures, sand dunes and a flowing, organic form. The unmistakable Hazards Mountains are framed in the main building's roof line, and the suites present like waves peeling on the shores below. Saffire takes its inspiration from the colours of Freycinet – the pink granite of the peninsula, the white sandy beaches, sapphire-blue waters and the grey-green of the native bushland.

The luxuriously-appointed suites are small waves or boats, arranged on the site as if marking the tidal shoreline. The passage between the units is a metaphor for a beach, the suites moored like small craft run up onto the sand.

The aim was to connect the Saffire experience to the surrounding environment, seamlessly joining the outside with inside to create a relaxing and rejuvenating retreat. An eclectic mix of quality classic and contemporary Tasmanian furnishings providing a distinct feeling of coastal freedom, wellness and calm. The use of timber, stone and leather encourages an authentic, tactile experience, bringing the beauty and depth of nature into all facets of the property.

Since opening, Saffire Freycinet has won several design awards, including the National Australian Timber Design award, and US Magazine Interior Design naming Saffire *Best of Year 2010*.





ACCOMMODATION

Saffire features 20 accommodation suites, each with sweeping views of Great Oyster Bay and the Hazards Mountains and complete privacy from the neighbouring suites. All suites are designed for the utmost privacy while taking in the magnificent views of The Hazards, crystal-clear blue waters and white sandy beaches. The relaxed furnishings feature an eclectic mix of traditional and contemporary, with locally made timber pieces alongside mid-century classics such as chairs designed by Charles and Ray Eames and Herman Miller. Super king beds, double walk-in showers and deep baths, extensive complimentary mini-bars, iPod music systems, retractable LCD TVs, private courtyards, fast WiFi and all-inclusive dining are just some of the features of the rejuvenating Saffire suites. [VIEW RATES HERE.](#)

LUXURY SUITES

Our six luxury suites are 80m² (860 sq feet) with an outdoor deck and setting. Prices start from \$2100.

SIGNATURE SUITES

Our ten signature suites are 96m² (1033 sq feet) and have a greater living space, a relaxing deck lounge and a bathroom overlooking Great Oyster Bay. Prices start from \$2400.

PRIVATE PAVILLIONS

Our four private pavilions are 140m² (1506 sq feet) offer the highest standard of luxury accommodation at Saffire, with separate bedroom and dining areas and a kitchen, allowing an dinner-in-suite option with a chef. A plunge pool takes centre stage in the extended private courtyard. Prices start from \$2800.

SAFFIRE EXPERIENCES

Saffire offers 14 unique experiences for guests, focussed on connecting guests to place through nature, culture and produce. Winery experiences, archery, cooking demonstrations, cocktail mixology, kayaking, guided hiking and birdwatching are inclusive and can be arranged with ease. Our three complimentary flagship experiences are as follows...

SAFFIRE BEEKEEPING EXPERIENCE

Pure, raw local honey already forms part of Saffire's unforgettable culinary encounter, but now guests can learn the secrets behind the sweetness wearing a full-body apiarist suit. Under the safety and guidance of Saffire Horticulturalist Rob Barker guests approach the hives at a nearby private apiary, and extract warm, fresh honeycomb to experience the breathtaking natural phenomenon of honey-making by Tasmanian bees. Available exclusively to guests of Saffire Freycinet on Tuesdays, Thursdays, and Saturdays.

FREYCINET MARINE FARM

Guests don waders and visit the working sites of Freycinet Marine Farm to stand knee-deep and shuck fresh, award-winning oysters straight from the water with sparkling wine and assorted dressings. Knowledgeable guides explain the internationally-significant wetland and the life cycle of the oysters. This is an experience reserved exclusively for Saffire guests and was recognised as number 13 in the Lonely Planet's *Ultimate Eatlist* in 2018.

THE TASMANIAN DEVIL EXPERIENCE

Led by our knowledgeable guides, guests can visit Saffire's open range Tasmanian devil enclosure to experience a rare encounter with the world's largest carnivorous marsupials. Guests can learn all about these unique animals and the rare and contagious Devil Facial Tumour Disease that is threatening the species' survival. Saffire is a major partner of the Save the Devil program, funding the development of a vaccine for DFTD in conjunction with Menzies Institute for Medical Research and Professor Greg Woods. The Saffire enclosure looks after the healthy, retired breeding devils from the save-the-devil program, and guests can take part of the ongoing work to secure the survival of this important species through Saffire's adopt-a-devil program.



SIGNATURE EXPERIENCES

SAFFIRE CRUISES

Aboard our custom-built vessel *Saffire*, knowledgeable guides and skippers interpret the history and geography of the Freycinet Peninsula along with fascinating stories and quirky characters. On the leisurely cruises, guests enjoy close-up interactions with soaring sea birds, playful marine mammals and visit culturally significant sites of past and present inhabitants. Cruises pass pristine white sandy beaches that are dotted around the Freycinet coastline. Minimum four people. [VIEW MORE HERE.](#)

- Schouten Island Half Day Experience \$275pp
- Wineglass Bay By Water Experience \$325pp
- Saffire Sparkling Cruise \$160pp
- Le Pique Nique \$450pp

GOURMET QUAD BIKE EXPERIENCE

A guided quad bike tour through Freycinet National Park's picturesque bushland, across gently flowing creeks and over rocky granite outcrops to the stunning secluded South Friendly Beach \$240pp.

FLY FISHING & CURRAWONG CLAYS

Fly fishing at world class Currawong Lakes, one hour from Saffire, \$180pp. Currawong Lakes is also one of Australia's premier clay target shooting ranges, for all ages \$395pp.

SPA SAFFIRE

Nestled within the folds of Saffire, our signature spa sanctuary draws on the natural elements to relax and restore, both energetically and aesthetically. Following consultation, highly-skilled therapists prepare a program of day spa treatments and therapies to reflect guest's personal needs and preferences, with products from Payot and LaGaia designed exclusively for Saffire. [VIEW SPA MENU HERE](#)





DINING AT PALATE RESTAURANT

Tasmania's East Coast boasts some of the cleanest air and water in the world, and has attracted farmers of the land and sea (including its original Aboriginal inhabitants) for tens of thousands of years. The climate, reminiscent of the south of France, produces stunning, flavourful cool-climate wines such as chardonnay, pinot noir and deeply layered sparkling wines that have been labelled by Charles Heidsieck chef de caves Cyril Brun as being the closest to champagne.

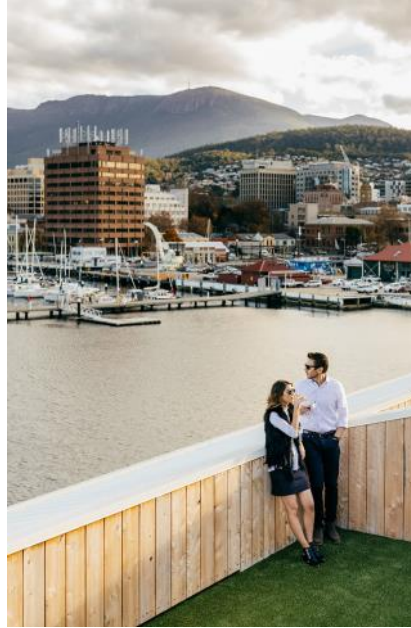
The surrounding fishing ports see a daily parade of crayfish, scallops, urchin, mussels, abalone and fish lifted dripping off the local boats, salty-sweet and fresh from the water. Plump, succulent oysters are farmed on Saffire's doorstep in the pristine waters of Great Oyster Bay.

Palate Restaurant, at Saffire, is furnished with a contemporary, eclectic mix of designer furniture and seats up to 40 guests over two tiers, with picturesque and uninterrupted view of The Hazards. From breakfast to late evening, food innovation in the kitchen highlights the true flavours of our home-grown, seasonal Tasmanian produce. Palate's à la carte menu offers both traditional fare and contemporary style or degustation menus exquisitely wine matched, the choice is entirely up to guests. Guests are invited to consult the chef for a masterful interpretation of their favourite dish, on demand. Genuine and relaxed, yet cultured and discerning silver service compliments au guéridon cooking with panache.

Tasmanian born and bred Executive Chef Iain Todd is defined by his passion for seasonality and local produce, and his skill and humility when it comes to making it shine. Having begun his career at Melbourne's Fenix and Hobart's Henry Jones, Iain became the young chef/owner of Piccalilly and then the highly acclaimed and awarded Ethos, with stints at MONA and Frogmore Creek.



SAFFIRE'S SISTER PROPERTIES IN HOBART



MACq 01
HOTEL

Opened in June 2017, MACq 01 is one of Hobart's newest and most unique luxury hotels. Nestled on Hobart's iconic historic waterfront, MACq 01 hotel offers an immersive storytelling experience, with each room telling a story of one of 114 colourful characters who have influenced the evolution of the Tasmanian culture. Native people to inventors, explorers, convicts and heroes all inspire and connect guests with a meaningful sense of place. With Tasmania's largest hotel rooms, 27 luxurious suites (some with rooftop terraces) even come with the personal MACq 01 butler service.

WWW.MACQ01.COM.AU

The Henry Jones Art Hotel is a fusion of history and modernity, art and design, indulgence and discovery. Australia's first dedicated art hotel, the Henry Jones merges one of Tasmania's most significant industrial heritage sites – H. Jones and Co. Pty. Ltd. IXL jam factory – with sleek design and contemporary Tasmanian artwork to create a sophisticated and deeply engaging accommodation experience on Hobart's waterfront.



WWW.THEHENRYJONES.COM

AWARDS AND ACCOLADES

Tasmanian Hospitality Association Awards for Excellence 2018 "Best Deluxe Hotel Accommodation"
Tasmanian Hospitality Association Awards for Excellence 2018 "Accommodation Venue of the Year - Regional"
Luxury Travel Magazine Gold List 2018 "Best Australian Small Hotel"
QANTAS Australian Tourism Awards Winner 2017 "Luxury Accommodation"
TripAdvisor Travellers' Choice 2018 - #1 Best Luxury Hotel in Australia, #1 Best Luxury Hotel in South Pacific
Tasmanian Tourism Awards Winner 2017 "Luxury Accommodation"
Tasmanian Hospitality Association Awards for Excellence 2017 "Best Fine Dining in Tasmania"
Tasmanian Hospitality Association Awards for Excellence 2017 "Best Deluxe Hotel Accommodation in Tasmania"
Tasmanian Hospitality Association Awards for Excellence 2017 "Best Guided Tour Experience in Tasmania"
Qantas Australian Tourism Awards Winner 2016 "Luxury Accommodation"
Tasmanian Tourism Awards Winner 2016 "Luxury Accommodation"
Tasmanian Hospitality Association Awards for Excellence 2016 "Best Fine Dining Restaurant in Tasmania"
Tasmanian Hospitality Association Awards for Excellence 2016 "Best Deluxe Accommodation in Tasmania"
Luxury Travel Magazine Gold List 2016, Best Australian Boutique Property, Villa or Lodge
TripAdvisor Travellers' Choice™ 2016 Winner - #1 Best Luxury Hotel in Australia and South Pacific Region and #10 Best Luxury Hotel in the World
TripAdvisor Travellers' Choice™ 2016 Winner - #1 Best Service in Australia and South Pacific Region
TripAdvisor Travellers' Choice™ 2016 Winner - #1 Best Small Hotel in Australia and #3 Best Small Hotel in the World
Tasmanian Tourism Awards Winner 2015 "Luxury Accommodation"
Boutique Hotel Awards Winner 2015 "World's Best Relaxation Resort"
Australian Hotels Association National Awards for Excellence 2015 "Best Deluxe Accommodation"
Luxperience Awards Winner 2015 Inspiring Category
Tasmanian Hospitality Association Awards for Excellence 2015 "Best Deluxe Accommodation"
Employer of Choice Winner 2015, Skills Tasmania
Luxury Travel Magazine Gold List 2015, Best Australian Boutique Property, Villa or Lodge
TripAdvisor Travellers' Choice™ 2015 Winner - #1 Luxury Hotel in Australia
TripAdvisor Travellers' Choice™ 2015 Winner - Top 3 Hotels for Romance in Australia
TripAdvisor Travellers' Choice™ 2015 Winner - Top 3 Small Hotels in Australia
TripAdvisor Travellers' Choice™ 2015 Winner - Top 3 Hotels for Service in Australia
Boutique Hotel Awards Winner 2014 "World's Best Boutique Hotel"
Boutique Hotel Awards Winner 2014 "Australasia's Best Boutique Hotel"
Boutique Hotel Awards Winner 2014 "Inspired Design, Australasia"
Boutique Hotel Awards Winner 2014 "Culinary Excellence"
Australian Tourism Awards Bronze 2014 "Luxury Accommodation"
Tasmanian Tourism Awards Winner 2014 "Luxury Accommodation"
Tasmanian Hospitality Association Awards for Excellence 2014 "Best Deluxe Accommodation"
Luxury Travel Magazine Gold List 2014, Best Australian Boutique Property, Villa or Lodge
Andrew Harper Grand Awards 2014, Top 10 Gastronomic Highlights—Freycinet Marine Farm Experience

Andrew Harper Grand Awards 2014, Special Recognition Awards: Experiences, Most Memorable Hike: Wineglass Bay
Andrew Harper Grand Awards Winner 2014
Australian Tourism Awards Runner-up 2013 "Luxury Accommodation"
Boutique Hotel Awards Winner 2013 "Culinary Excellence"
Boutique Hotel Awards Winner 2013 "Best Boutique Hotel in Australasia"
Tasmanian Tourism Awards Winner 2013 "Luxury Accommodation"
Australian Traveller Readers' Choice Awards 2013 "Best Luxe Hotel"
Australian Hotels Association "Best Resort-Style Accommodation 2013"
Tasmanian Hospitality Association "Fine Dining and Best Deluxe Accommodation 2013"
Tasmanian Hospitality Association Awards for Excellence 2013 "Best Deluxe Accommodation"
Qantas Australian Tourism Awards Runner-up 2012 "Luxury Accommodation"
TripAdvisor Travellers' Choice™ 2014 Winner - Top 3 Luxury Hotels in Australia
TripAdvisor Travellers' Choice™ 2014 Winner - Top 3 Small Hotels in Australia
TripAdvisor Travellers' Choice™ 2014 Winner - Top 25 Small Hotels in the South Pacific
TripAdvisor Travellers' Choice™ 2014 Winner - Top 25 Luxury Hotels in the South Pacific
TripAdvisor Travellers' Choice™ 2014 Winner - Top 25 Hotels for Service in Australia
2012 Fodor's 100 Hotel Awards 2012 "Best All-inclusive"
Tasmanian Tourism Awards Winner 2012 "Luxury Accommodation"
Australian Hotels Association Award 2012 "Best Resort-style Accommodation"
#2 Best Overseas Resort in the Australasia and South Pacific Region, Conde Nast Traveller UK
Qantas Australian Tourism Awards Winner 2011 "Luxury Accommodation"
2011 Medal for Landscape Architecture Tasmania, Australian Institute of Landscape Architects
Tasmanian Tourism Awards Winner 2011 "Luxury Accommodation"
Tasmanian Tourism Awards Winner 2010 "New Tourism Development"
"Australia's Best Luxury Lodge 2011", Australian Traveller magazine
Australian Hotels Association "Best Overall Hotel of the Year 2011"
Australian Hotels Association "Best Deluxe Accommodation 2011"
Winner "Hotel of the Year 2011" World Architecture News Awards
Robb Report Magazine's Best of the Best – 2011 Luxury Portfolio
"Winner Best New Hotel, Resort or Lodge 2011", Gourmet Traveller Magazine
US Travel + Leisure Magazine's "it List 2011"
Tasmanian Hospitality Association Awards for Excellence 2011 "Best Superior Accommodation"
Tasmanian Hospitality Association Awards for Excellence 2011 "Fine Dining Award"
Special Judges Prize 2011, Hospitality Design Magazine New York
Best Hotel in Australasia in Conde Nast Traveller UK's "Hot Hotels 2011"
Listed in Conde Nast Traveler US's "Hot Hotels 2011"
Tasmanian Tourism Awards 2009-10 "Best New Tourism Development"

[VIEW LATEST MEDIA RELEASES AND ACCOLADES HERE.](#)



www.saffire-freycinet.com.au

@saffirefreycinet #saffirefreycinet

Tom Wootton

Sales & Marketing Manager for Tourism

tom.wootton@federalgroup.com.au

+61 3 6221 1740

Susie Cretan

Marketing Coordinator for Tourism

susie.cretan@federalgroup.com.au

+61 3 6221 1634



Federal Group