

An aerial photograph of the Saffire Freycinet resort. The resort buildings, with their distinctive blue-grey roofs, are nestled in a lush green forest. In the background, a large bay with a sandy beach is visible, surrounded by dark, rugged mountains under a sunset sky with soft orange and blue tones.

Saffire

FREYCINET

MEDIA KIT



Saffire Freycinet offers an authentic, enriching and uplifting experience for guests to the Freycinet National Park, Tasmania, Australia.

Distinct in its design and exclusive in its features, Saffire Freycinet sets itself apart in the best luxury accommodation category 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, and secluded. We offer unique experiences that leave guests with an unforgettable connection to this remarkable place.

Saffire Freycinet is part of the Luxury Lodges of Australia collection.

IMAGES THAT CAPTURE A THOUSAND MOMENTS

Please feel free to access our online

IMAGE AND VIDEO LIBRARY

all owned by Saffire Freycinet.

This library will be updated and will continue to evolve,
so check back from time to time.





THE FACTS

Saffire Freycinet

- Saffire Freycinet is located in the Freycinet Peninsula on the east coast of Tasmania, Australia.
- 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.
- Designed by Hobart-based Circa Morris-Nunn Architects.
- Opened in 2010
- Accommodation packages are all-inclusive. Restaurant meals and fine beverages, in-suite mini bar and experiences are included in booking price.
- 20 accommodation suites, including Private Pavilions, Signature Suites and Luxury Suites are artfully positioned in a line to optimise views of the pink-hued Hazards mountain range.
- One of only 20 listed Luxury Lodges of Australia.
- The all-inclusive guest experience at Saffire Freycinet includes experiences like Beekeeping, Connection to Country, Freycinet Oyster Farm and various guided bushwalks around Wineglass Bay and Freycinet National Park.
- Palate restaurant at Saffire Freycinet has garnered respect from gastronomes the world over, providing

tailor-made gourmet moments that enhance the genuine flavours of home-grown produce, paired with perfectly curated wines.

- Spa Saffire has a range of packages and treatments tailored to guests' specific needs for the ultimate relaxation and indulgence.

The Hazards mountain range

- The Hazards mountain range consists of five mountains which change their pink hue with the setting sun viewed from Saffire Freycinet.
- The pink hue of the mountains is characteristic of orthoclase feldspar mineralisation, a kind of granite that cleaves in a straight fracture.
- Along with other feldspars, orthoclase is a common raw material for the production of glass and ceramics.
- Variations on the mineral that colours The Hazards are referred to as moonstone when used in jewellery.
- The Hazards are reportedly named after Richard Hazard, an American whaler reported to be in the area in the early 19th century, although this is not confirmed.
- The five mountains of The Hazards are (L-R from Saffire Freycinet); Mount Parsons (331m), Mount Baudin (413m), Mount Dove (485m), Mount Amos (454m) and Mount Mayson (415m).



MEET THE TEAM

Dylan Counsel
General Manager

Dylan's return to Tasmania brings a wealth of experience from a distinguished 25-year career in the hospitality industry. Over the past 18 years, Dylan has mastered the art of luxury at some of Asia's most prestigious resorts, including renowned Anantara properties across the Maldives, Thailand, and Indonesia. This extensive experience allows Dylan to uphold and enhance Saffire Freycinet's impeccable standards as General Manager.

As a dynamic and visible leader, Dylan is passionate about caring for those in his charge and delivering exceptional, award-winning service to delight both returning and future guests. His innovative spirit and vast experience ensure that Saffire Freycinet remains a beacon of luxury and excellence.



Toby Raley
Executive Chef

Originally from the United Kingdom, Toby began cooking at the Berowra Waters Inn, New South Wales, where he won the prestigious Brett Graham Scholarship. This took him back to the United Kingdom, where he spent time working alongside Heston Blumenthal at the Fat Duck and Brett Graham at the Ledbury. After his time in London, he returned to Sydney to work under Peter Gilmore at Quay restaurant.

Toby moved to Tasmania to join the Saffire family in 2022 and is now our Executive Chef. Toby is passionate about Tasmania's produce, in particular, seafood and carefully curates' menus using the best of Tasmania's seasonal ingredients. One of Toby's projects since being at Saffire has been the kitchen garden, which is used for inspiration and to grow produce that supports our almost exclusively Tasmanian-sourced pantry.



ARCHITECTURE & DESIGN

Opened in 2010, Saffire Freycinet was thoughtfully designed by Circa Morris-Nunn Architects, widely regarded as Tasmania's most adventurous and innovative architectural practice.

The stingray-shaped main building is intentionally iconic and referential to the area. The buildings are conceptually organic, reflecting the surrounding environment.

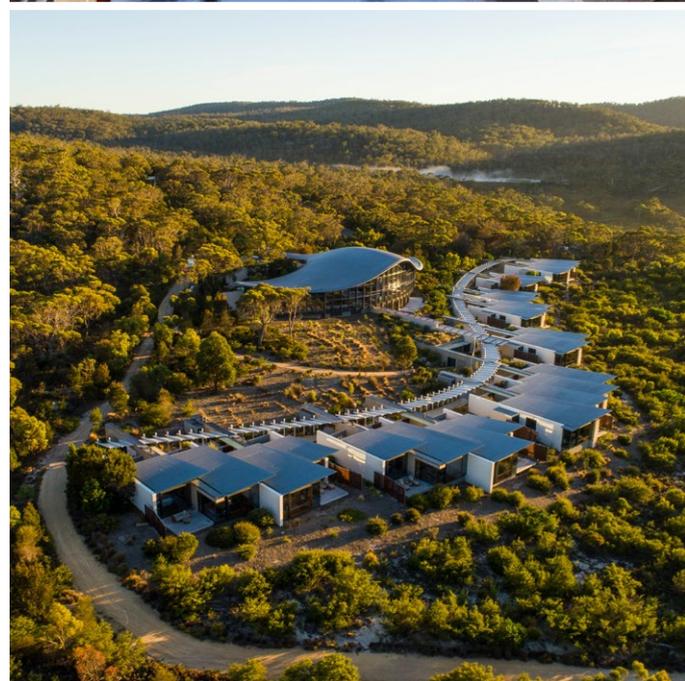
Saffire evokes a connection to the sea, through references to waves, sea creatures, sand dunes, and a flowing, organic form. The unmistakable Hazards Mountains are framed in the main building's roof line, and the suites present like waves peeling on the shores below.

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 outside and inside to create a relaxing and rejuvenating retreat.

An eclectic mix of quality classic and contemporary Tasmanian furnishings provides 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.

Saffire Freycinet won several design awards on opening in 2010, including the National Australian Timber Design Award, and revered international *Interior Design* group's *Best of Year* prize.





ACCOMMODATION

Saffire Freycinet features 20 accommodation suites, each with sweeping views of Great Oyster Bay and The Hazards mountain range.

All suites have been architecturally designed for privacy, comfort, and to optimise guests' views of the sea, mountains and sandy beaches Eastern Tasmania is known for.

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, Bluetooth music player, retractable LCD TVs, private courtyards, fast WiFi, and all-inclusive dining are just some of the features of the rejuvenating Saffire suites.

LUXURY SUITES

Our six luxury suites are beautifully appointed, featuring Tasmanian timbers and Australian designer touches throughout. These suites are 80m² (860 sq feet) and feature alluring views and an outdoor deck and setting.

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.

PRIVATE PAVILLIONS

Our four private pavilions are 140m² (1506 sq feet) and offer the highest standard of luxury accommodation at Saffire, with a separate bedroom, dining area, and kitchen. A plunge pool takes centre stage in the extended private courtyard.



SAFFIRE SIGNATURE EXPERIENCES

Saffire Freycinet offers a range of Signature Experiences for guests, focused on connecting guests to place through nature, culture, and produce. Winery experiences, cooking demonstrations, cocktail mixology, guided hiking, and birdwatching are inclusive and can be arranged with ease.

Our flagship Signature Experiences include;

Connection to Country

Take in the beguiling beauty of the bay and peninsula with First Nations guide Mick Quilliam.

Walk in the footsteps of the Oyster Bay tribe, who traversed and gathered over the land between what we now know as Schouten Island to Moulting Lagoon.

Take in the beauty of the coastal tracks and rock platforms, and the wonders of the flora and fauna - an astonishingly untouched landscape, of which Saffire Freycinet is now a part.

Saffire Freycinet guests are invited on the complementary Connection to Country experience. Sample local bush tucker, learn about tools and foraging, and experience your own connection to country, following trails as you like around the 11-hectare site.

Beekeeping Experience

Guests learn the secrets behind the sweetness of our raw, Saffire honey by wearing a full-body apiarist suit in this unique encounter. 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.

Freycinet Oyster Farm

Guests don waders and visit the working sites of Freycinet Oyster Farm to stand knee-deep and shuck fresh, award-winning oysters straight from the water with sparkling Tasmanian wine and assorted dressings. Food-lovers are guided through the oyster-tasting process, as Freycinet-specific minerals, salts and sweet aftertastes are deduced.

Knowledgeable guides explain the internationally-significant wetland and the life cycle of the oysters. This experience of tasting and understanding award-winning produce is exclusively available to Saffire Freycinet guests.



SAFFIRE SIGNATURE EXPERIENCES

Saffire Tasmanian Devil Experience

The Tasmanian Devil Experience offers you the rare opportunity to encounter Tasmanian Devils in a natural setting and to contribute to the quest to save this endangered species from extinction. Led by your knowledgeable guides, you will visit Saffire's open-range Tasmanian devil enclosure, where you will meet some of our resident population of Tasmanian devils and observe them as they feed and interact.

Saffire Freycinet guests learn of the vital work undertaken by Professor Greg Woods and the Menzies Institute to preserve the world's largest carnivorous marsupial, the iconic and ecologically vital 'Tassie Devil'.

Waub's Harbour Distillery Tour

Guests have the opportunity to tour the world-class maritime Tasmanian single malt whisky distillery set on the edge of the ocean in Bicheno, Waub's Harbour Distillery. Taken behind the scenes at Waub's Harbour and guided through the whisky production process, guests can sample local ingredients throughout the process and visit Waub's barrel warehouses. Guests will also taste a range of Waub's Harbour whiskies from both their current range and also from the founder's personal collection, in Waub's Harbour's

new ocean-view tasting room, complemented by a platter of fresh, local produce.

Wineglass Bay Lookout Walk

The internationally renowned Freycinet National Park is a 'must-see' sight to behold during your stay at Saffire. Join one of our informative guides on a walk to the lookout over Wineglass Bay. Learn about the peninsula's rich history and behold the famous white sandy beach on this walking adventure. The trip also offers an up-close opportunity to learn about the diverse characters that shaped this magical part of Tasmania.

Freycinet Bays and Capes Walk

Join one of our knowledgeable guides for an easy two-hour tour that combines two of the popular shorter walks of Freycinet Peninsula – Cape Tourville and Sleepy Bay. Your first walk will be around the Cape Tourville Lighthouse with stunning views of the Tasman Sea as well as glimpses of Wineglass Bay. During this easy stroll you will learn about the abundant sea life below as well as the plant communities found within the national park. The second walk will be to Sleepy Bay, where you will descend gently graded steps to the rocky shoreline while learning about the geology and how the Hazards mountain range was formed.

SAFFIRE TOURING EXPERIENCES

For a deeper discovery of Tasmania's beautiful East Coast, guests are invited to purchase Saffire Freycinet's breathtaking Touring Experiences. We've designed a breadth of experiences to perfectly satisfy the tastes, moods and energies of our valued guests.

Saffire Cruises

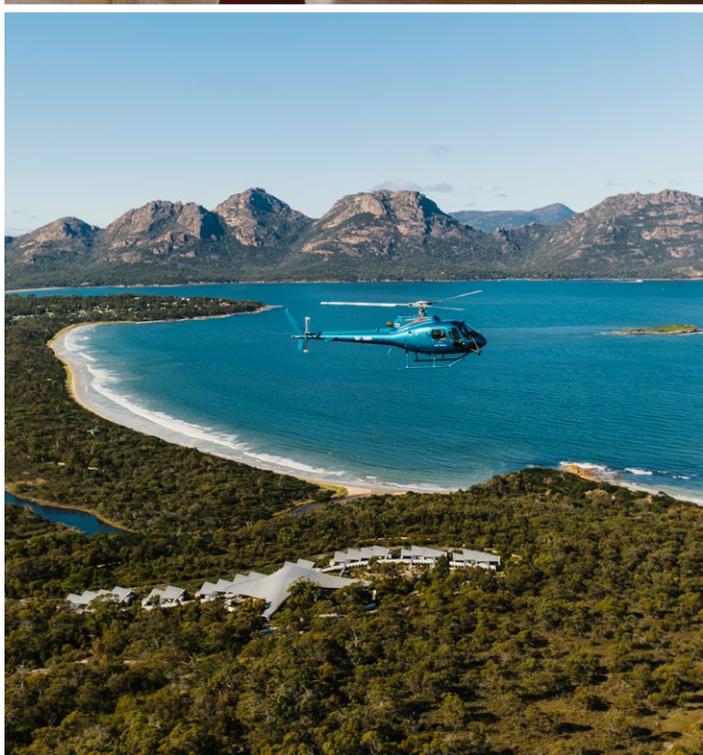
Aboard our custom-built vessel Saffire, knowledgeable guides and skippers interpret the history and geography of the Freycinet Peninsula along with fascinating stories and quirky characters. On the leisurely cruises, guests enjoy close-up interactions with soaring sea birds, playful marine mammals and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

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 guests' personal needs and preferences, with products from Payot and La Gaia designed exclusively for Saffire.

Tasmanian Air Tours

Soak up the beauty of Tasmania's East Coast from the skies on one of the scenic flights by Tasmanian Air Tours. Guests can take in mesmerising views of the pristine white sands, turquoise waters, and pink granite of Wineglass Bay, take a walk amongst Tasmanian native species on Maria Island, or have a taste of clay target shooting or fly fishing at Currawong Lakes.





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 several 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 transfers, scenic flights in fixed-wing aircraft, seaplanes, or helicopters from Hobart or Launceston to our luxury lodge. Saffire can also arrange for private flights from Melbourne or Sydney directly to Saffire.





Federal Hospitality

For any further enquiries please contact

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