

Media release November 2018

ASTRA LODGE NAMED AUSTRALIA'S BEST BOUTIQUE HOTEL

Astra Lodge, in the Victorian Alps, has been named **Australia's Best Ski Boutique Hotel 2018** at the **World Ski Awards** in Austria. It is the third time the five-star property has taken out the prestigious award, having received the honour in 2016 & 2017. In their sixth year, the awards are highly coveted and honour the elite of the ski hospitality industry.

The winners were announced at a special event at one of Europe's most famous alpine towns, Kitzbuhel, in Austria's Tyrol province, on November 17. Astra Lodge proprietor Rosy Seaton says the awards are the "Oscars of global ski tourism", and are voted for by leading ski tourism professionals and ski consumers from around the world.

"Personally, we felt incredibly proud to accept the award on behalf of all the Astra team who have worked tirelessly to achieve a remarkable standard in the ski industry, not only in Australia but within the international ski industry community," Seaton says.

"We feel that what sets Astra apart from our peers are the five-star facilities we have on offer but, more importantly and above all else, Astra offers our guests a sanctuary with world-class services and where our guests are always at the heart of what we do."

The annual World Ski Awards is an international initiative to recognise, reward and celebrate excellence in ski tourism. Businesses and resorts from Australasia, the Americas and Europe compete across a number of categories, including Best Ski Resort, Best Ski Travel Agent and Best Ski Tour Operator. Astra Lodge, located in the heart of Falls Creek Alpine Resort, was also a finalist in the Best Boutique Hotel in the World category - an impressive recognition that proves the property is a leader in the field.

ABOUT ASTRA

Astra Lodge is one of Australia's premier ski-in ski-out properties, and is located within the village of Falls Creek Alpine Resort. Over the 2016/17 summer, the lodge owners completed a major three-year renovation, which included an additional wing of studios and family rooms. The lodge has 27 rooms, a modern alpine restaurant, cocktail bar, world-class wine cellar, and a cosy lounge area with open fireplace. There is also a library, an on-site day spa, a heated indoor magnesium pool, sauna and steam room, kids play room and a state-of-the-art ski drying room.

For media enquiries, contact:

Astra Lodge General Manager Sally Simpson

Ph: (03) 5758 3496

ski@astralodge.com.au

www.astralodge.com.au