



Berry is perfectly positioned for the new tourism trend

Business visitation to the South Coast increased by 31.6% in the year to December 2018 (Source: Destination NSW). Multi-generational travel is also increasing.

It's true - the South Coast of New South Wales is the trendy destination for tourists. In fact, it is now the second most popular tourist destination in NSW after Sydney. With pristine beaches (that aren't overcrowded), fabulous shopping, beautiful surrounds and many world-class restaurants, it's no wonder Sydneysiders in particular are flocking to the area.

Destination NSW research published in December 2018 shows that the South Coast is increasingly popular for business travellers, with trips growing by 31.6% from 2017 to 2018. And high on the business traveller's list is Berry, the most northern town of the Shoalhaven region.

"Berry has long been a popular destination for weekenders coming from Sydney", says Bundara Farm's Anna Fraser. "But what we are seeing now is a rise in multi-generational and business travel. As the wellbeing of employees becomes increasingly important, the off-site team building retreat is a growing tourism trend for Berry. And it is no longer embarrassing for a 14 year old to holiday with their parents and grandparents!"

Anna cites Berry's proximity to Sydney as being a crucial part of this trend. "There are no flights to book and no cities to navigate. Plus city-dwellers really value an escape to the country, as opposed to simply swapping one city for another", she says. "It's just the perfect environment for relaxation and connection".

Berry, whilst being a quaint country town, also has the conveniences of an upmarket city, making it an ideal corporate retreat and family group destination.

With two chef's hatted restaurants (South on Albany in 2019 and Hungry Duck in 2011 and 2012), close proximity to Seven Mile Beach (which Sir Charles Kingsford Smith used as an airstrip for the first commercial flight between Australian and New Zealand), plus an array of bushwalks, there is a lot to draw travellers to the area.

"At Bundara Farm, we incorporate the country lifestyle with city styling and conveniences. We have 14 acres just 5 minutes from the Berry CBD. Our friendly cows love to be fed by guests, which gives them a great country experience, and we can accommodate up to 30 people across the homestead and cottages. The outdoor long table and renovated stables are perfect for group gatherings, which is why we are really excited about the business and multi-generational tourism trend right now," says Anna.

With winter having just begun, now is the perfect time to stay at places like Bundara Farm at Berry. Off-peak rates apply which means even more value for family and business groups.

"Think wood fires, misty mornings and beautiful sunny days. Winter truly is the best time of year to enjoy the relaxed, country lifestyle and re-set for the new financial year" Anna says.

A stay in Berry that's potentially tax deductible? Yes, please!

Bundara Farm is located on 14 acres in Berry. The owners extensively renovated the property in 2015, which has seen it become the Instagram-worthy, premium destination it is today. Accommodating large groups, Bundara Farm can also be hired for weddings, corporate retreats and workshops.

Contacts

Anna Fraser
0414233443
mailto:anna@bundarafarm.com.au