

# Green light for \$30m luxury resort at winery



**LUXURY:** An artist's impression of the proposed \$30 million hotel at Wirra Wirra in McLaren Vale.

## ASHLEIGH PISANI

PLANS for a five-star luxury hotel in McLaren Vale have been approved by Onkaparinga Council.

Australian developer Grea-ton, in partnership with Wirra Wirra, has received planning consent from the council to build a \$30 million resort at the Strout Rd winery.

Nine double-storey buildings will be built among the vineyards and a heritage property on the site – once belonging to the winery's founder, Robert Wigley – will be repurposed into

a bridal suite. There will also be a pool, a wellness centre and a function hall.

Work is expected to begin in November and is scheduled to be completed by 2022.

Grea-ton managing director Nicho Teng said the lack of luxury accommodation in McLaren Vale was a barrier to attracting more international travellers.

"According to the South Australian Tourism Commission, the value of tourism expenditure in the Fleurieu Peninsula during 2018-19 equated to \$476 million; however

international tourists made up only 3 per cent of overnight visitors, with the vast majority being from intrastate," Mr Teng said. "While growth in this market is expected, we are confident this resort will go some way to further increasing international visitation once completed."

Wirra Wirra's managing director Andrew Kay said that while the tourism expenditure generated in the Fleurieu Peninsula far outweighed the other wine regions closest to Adelaide – the Barossa Valley and the Adelaide Hills – they both attracted more international

overnight visitors. "We presented our hotel concept to potential suppliers at the 2019 Australian Tourism Exchange in Adelaide and the response was overwhelmingly positive," Mr Kay said.

"It gives us confidence that the five-star development at Wirra Wirra will add real value to the Fleurieu Peninsula by offering an accommodation destination that will help drive international visitation, expenditure and awareness of the region."

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