

MEDIA RELEASE

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LOCAL AHRENS FAMILY BOOST SOUTH AUSTRALIAN TOURISM INDUSTRY

Local and prominent Ahrens family gives South Australia's local tourism economy a boost with their new business venture, '**Barossa Luxury Retreats**'. The freshly developed business encompasses two unique and luxurious properties setting a new benchmark for Barossa Valley accommodation. They support local tourism in attracting the more discerning visitor to the region. Ahrens family are best known in the construction and engineering industries. Their inspiring contribution to local industry, employment and a number of charities is to be recognised.

Perhaps this style of hardworking contribution and altruism stems from the family's raw beginnings. In 1898, a conscientious young blacksmith (best known as Wilhelm Ahrens) decided to test his luck on the Kalgoorlie goldfields. Wilhelm fell ill with typhoid and returned home to the Barossa Valley with his young family. They rented a modest barn and set up a blacksmith shop, which offered basic services for the local farmers. Wilhelm borrowed 100 pounds from his Wife's Father and purchased a cottage and second blacksmith shop on three acres of land at Sheoak Log in the Barossa Valley. This marked the beginning of Ahrens. Ahrens Group operates out of 17 locations nationally and employs over 400 employees. It is a fourth generation business under the leadership of local Managing Director, Stefan Ahrens.

Newly appointed Sales, Marketing & Events Manager Olivia Trussell is thrilled to be aligned with the Ahrens group and Barossa Luxury Retreats. Olivia was previously employed as Program Manager at The Golden Door Health Retreat, NSW and other international 5 star retreats. "Both Barossa Luxury Retreat properties exceed my expectations and provide guests to South Australia with a unique experience, yet one of exclusivity and indulgence".

[Barossa Luxury Retreats](#) is the umbrella company to two renovated and 5 star properties.

- 1) Kingsford Homestead (was once the **set for McLeod's Daughters as Drover's Run**)
- 2) Tanunda House
- 3) Both properties can be booked for exclusive retreats, events and accommodation

MEDIA ENQUIRIES

Please direct all media enquiries to Stefan Ahrens on 0419 808 247 or Olivia Trussell on 0408 962 672.

High resolution images are available on the [Barossa Luxury Retreats](#) website.

