




O'REILLY'S
RAINFOREST GUESTHOUSE

Matt Perry, General Manager

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History of O'Reilly's

- **1911 – Selection of 800 acres is purchased by 8 O'Reilly's boys from two related families, then 3 months later all land withdrawn from possible purchase**
- **1915 – National Park formed**
- **1917 – 'Guests' staying in family huts when coming up to see the National Park**
- **1926 – Guesthouse opens**
- **1937 – Stinson**
- **Late 1930s – Public**
- **Late 1940s – Private**

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- A lush, moss-covered forest scene with large tree trunks and dense vegetation. The image is a background for a list of events. The forest is dense with green moss on the ground and tree trunks. Large tree trunks are visible, some with thick moss. The lighting is soft and diffused, creating a misty atmosphere. The overall color palette is dominated by various shades of green and brown.
- **1955 – Second generation**
 - **1990 – Shane returns as third generation Manager**
 - **1996-8 – Second generation retires**
 - **1997 – Hire non-family GM and non-family Chairman**
 - **1999 – Build Canungra Valley Vineyards**
 - **2000 – Grow from 49 to 72 rooms**
 - **2005 – Commence Mt. Bowers Project**

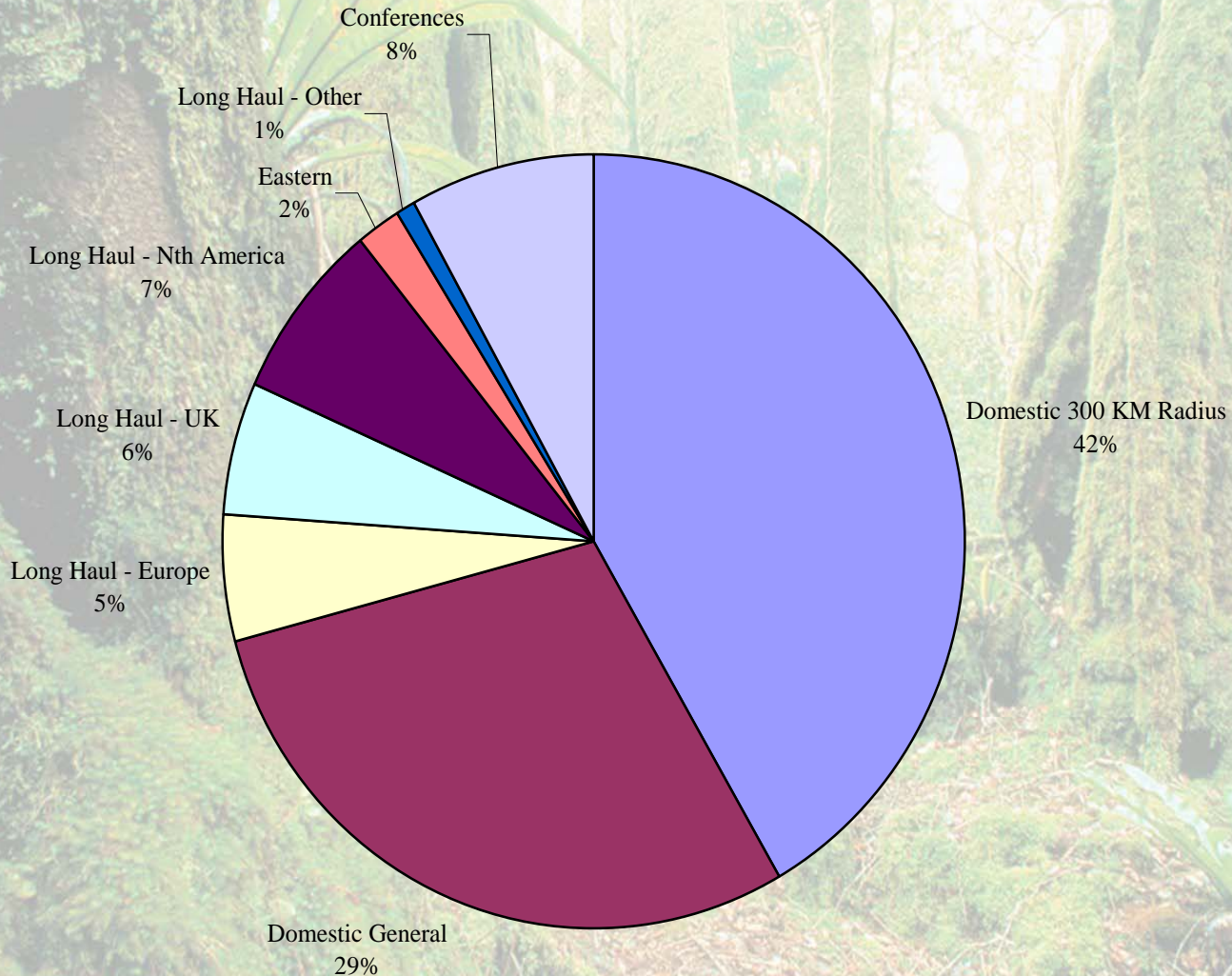
Stinson Air Disaster

- **Bernard's discovery of the wreck and survivors put O'Reilly's on the map.**
- **It has however always been the natural beauty and biodiversity of the area that's been its drawcard.**

What's O'Reilly's About?

- **Sharing that beauty with visitors, educating them about nature and the environment, and preserving it so that it can be enjoyed for evermore.**
- **Environmental Policy and management plan guides us to act responsibly and sustainably. Advanced certification, GG21.**
- **We are of course also a business with an obligation to our shareholders to generate a fair return.**

Who Are O'Reilly's Customers?



Market Breakdown 2003/2004 By Source Market
(Note: Overnight visitors only, excludes Day Visitors)

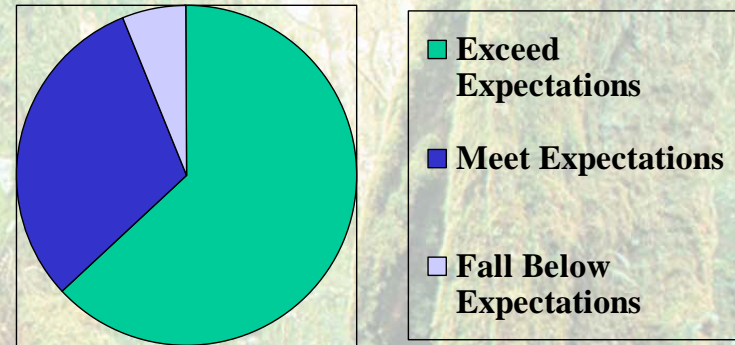
Changing Leisure Pursuits

- **Relaxation instead of exercise**
- **A rainforest experience instead of bushwalking**
- **Learning through participation**
- **Escape instead of adventure**
- **Safety instead of thrills**
- **Morning instead of all day**
- **Lighter meals instead of hearty feasts**
- **Indigenous instead of pioneer**
- **Appreciation instead of identification**
- **Self indulgence instead of family indulgence**
- **Stress relief instead of excitement**
- **Rejuvenation in spirit instead of Sunday congregation**
- **Authenticity instead of contrived**
- **Seeking nature-based experiences (soft)**

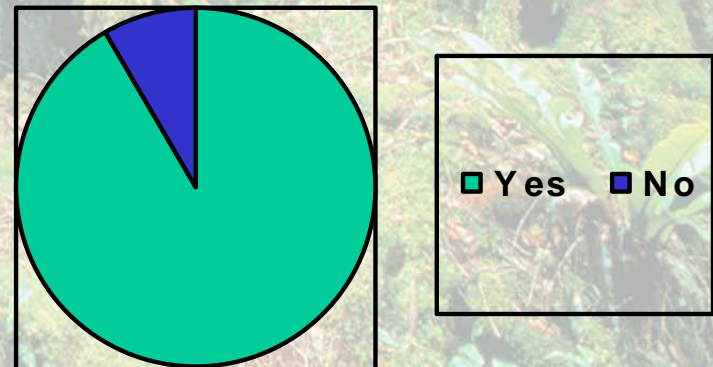
What Has Made O'Reilly's A Success?

- Still a Guesthouse?
- Interest in Wildlife is integral – more this afternoon
- Our people – how they interact with others to share the beauty of the area, how they help people to relax, unwind, and often unwittingly learn about nature and history.
- Your people are the key to any successful business – when talking tourism, they are the *absolute* key.

1. Did the Service and Attention From Our Staff...



2. Did Our Staff Remember Your Name?



The Role Of Wildlife - Integral

