



MEDIA ALERT

Beckons Announces Plans for New Ultra-Luxury Lodge at Uluru-Kata Tjuta

Nine-suite luxury desert retreat with private plunge pools and immersive First Nations cultural experiences coming to Australia's Red Center.



Render image of a Desert Suite with views to Uluru - credit VASTview

Denver, CO (July 7, 2026) – Beckons, a curated portfolio of luxury lodges in the world's most remote and remarkable places, has today announced plans for a new, ultra-luxury lodge set amongst the iconic red sand dunes of Uluru-Kata Tjuta. The retreat is the first new build for the portfolio since the brand's launch in March 2026. Plans have been approved following ecological, heritage and sacred sites assessments and consultation with Traditional Custodians*. Further details, including the lodge name and opening date, will be announced as construction timelines are finalized, however the lodge is currently projected to open in early 2028.

The new lodge will be an intimate nine-suite retreat set low in the dune landscape adjacent to Uluru-Kata Tjuta National Park, with unrivaled views of Uluru from the restaurant, bar and lounge and from every guest suite; from the end of the bed, or from the cool sanctuary of a private plunge pool. The closest luxury accommodation to Uluru, the new retreat brings a distinct dimension to the Beckons presence in the Red Center, set a short distance from the acclaimed Longitude 131°. The new offering will be more intimate in scale, architecturally immersed in the dune landscape, grounded in a genuine First Nations cultural exchange and offering a highly personalized, guided experience of Australia's extraordinary outback.

The multi-million-dollar project marks an exciting next chapter in Beckons global growth strategy. The new build expands Beckons Australian portfolio alongside Southern Ocean Lodge, Longitude 131°, Capella Lodge, Silky Oaks Lodge, and The Louise, and reinforces the growing platform behind Huka Lodge in New Zealand, Clayoquot Wilderness Lodge in Canada, and Tierra Atacama and Tierra Patagonia in Chile. Looking ahead, Beckons aims to expand beyond Australia, bringing its signature luxury lodge experience to new destinations across other continents.

Beckons Chief Executive Officer Michael Crawford said the new ultra-luxury property at Uluru-Kata Tjuta represented a natural next step for the portfolio.

"One of the world's most powerful and spiritually significant landscapes, Uluru-Kata Tjuta is an extraordinary place to deepen our presence in Australia and grow our global footprint," Mr Crawford said. "At Beckons, the most memorable journeys create a genuine connection to place. Here, that means personally guided experiences that reveal the ancient stories of Country and sky, and the living heritage of this remarkable landscape."

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Designed by Australia-based JAWS Architects, the property sits lightly among the dunes, the inspiration for its materials, tones and textures drawn entirely from the landscape of the Red Center. Eight Desert Suites and one multi-room Desert Pavilion each open to private plunge pools and outdoor daybeds set with luxury swags for stargazing.

First Nations art and culture are central to the guest experience. Each suite features a unique commissioned work interpreting Kungkarangkalpa (Seven Sisters), a significant Anangu Creation story told in the stars above the Central and Western Deserts. Ongoing partnerships with Ernabella Arts, Tjanpi Desert Weavers and the APY Art Centre Collective create opportunities for respectful cultural exchange, while expert guides lead guests through landscapes shaped by stories thousands of years in the making.



For more information visit [Beckons.com](https://beckons.com). Access two high-quality render images [here](#) and the journal story [here](#).

**Beckons acknowledges the Anangu as the Traditional Custodians of Uluru-Kata Tjuta and pays respect to Elders past, present and emerging. Thorough ecological, cultural and archaeological assessments have been undertaken as part of the development approval process. Traditional Custodians, through Yulara Anangu Corporation (YAC) were engaged in and endorsed the survey process. YAC is the governing body representing the Anangu Traditional Owners connected to Yulara.. The corporation exists to support Anangu communities through social, cultural, and economic development, prioritizing education, training, and Anangu enterprises. On that basis the project is clear to proceed on the environmental, sacred-site and heritage fronts, provided the certificate conditions and the recommended ecological mitigations are carried through into construction.*

ABOUT BECKONS

Beckons is built around journeys of discovery for curious travelers seeking deeper connection to place, culture, and the natural world.

Through a growing collection of lodges in some of the world's most rare and remarkable destinations, the brand is guided by a regenerative approach to luxury travel, one that goes beyond sustainability to create positive, lasting impact for landscapes, wildlife, and the communities who call these places home. The Beckons collection includes five award-winning properties in Australia, Southern Ocean Lodge on Kangaroo Island, Longitude 131° and the new, ultra-luxury lodge at Uluru-Kata Tjuta, Capella Lodge on Lord Howe Island, Silky Oaks Lodge at the Daintree Rainforest, The Louise in the Barossa Valley, while across the Tasman Sea in New Zealand lies the century-young Huka Lodge in Taupō. In the Americas, lodges include Clayoquot Wilderness Lodge on Canada's Vancouver Island, and the wilds of Tierra Atacama and Tierra Patagonia in Chile.

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