



MEDIA RELEASE

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INTRODUCING EVER LODGES - A NEW CHAPTER IN AUSTRALIAN EXPERIENTIAL TRAVEL

A portfolio of lodges shaped by decades of listening, genuine human connection, and the quiet power of place.

Ever Lodges is a new portfolio of Australian lodges informed by almost 30 years of insight gathered from guests, guides, hosts, and the landscapes that define this country. Opening in the second half of 2026, Ever will first welcome travellers to Ever Bloomfield, a 14-key retreat in the Daintree Rainforest of Tropical North Queensland, with additional properties to follow in extraordinary natural settings.

Designed to offer journeys that feel deeply felt rather than materially led, Ever centres its philosophy on encounters that stay with guests long after they leave - shared moments, genuine hospitality, and a profound sense of belonging in place. Architecture sits lightly on Country, storytelling encourages awareness and curiosity, and food is shaped with restraint, care, and a strong sense of provenance. Every experience is crafted deliberately, ensuring each stay feels quietly impactful.

Founding partner, Drew Kluska, says Ever took shape gradually through countless conversations and encounters across 30 years in the industry.

He co-founded Ever with long-time friend and fellow experiential travel advocate, Justin Liberman, whom he met in 2000. A shared passion for elevating and evolving Australian experiential travel sitting at the heart of their collaboration.

“Ever was shaped not through strategy sessions or market trends, but through almost 30 years of deep listening - to guests, to guides, to hosts, and to Country,” Drew said.

“What stays with people isn’t what they touch, but what they feel. A quiet moment with wildlife. A story shared at dusk. A guide who reveals a landscape in a new way. Ever exists to honour those moments.”

Set where the Daintree Rainforest meets the Great Barrier Reef, Ever Bloomfield has been designed with restraint to integrate quietly into its environment. The lodge’s architecture, interiors, food, guiding, and daily rituals reflect a deep respect for the region, shaped in close collaboration with local custodians and community partners.

Chief Executive Officer, Matt Casey, says Ever’s defining qualities will come from its people and the way they welcome guests into place.

“Ever is built around the simple idea that genuine hospitality is felt, not performed,” Matt said.

“Guests aren’t just observers, they’re welcomed into the rhythm of each place. Our guides share not just knowledge but meaning. Our hosts create space for reflection. Our chefs cook with honesty and local character. Everything is shaped with intention and delivered with heart.”

Bloomfield will be Ever’s first property to open, offering rare access to two World Heritage environments and a deeply immersive way of experiencing both rainforest and reef. Future properties within the Ever portfolio will continue this commitment to regeneration, stewardship, and connection to Country.

Beyond Bloomfield, Ever carries a wider ambition for how Australia is experienced.



“Ever shifts luxury away from what you can touch to the moments that move you,” Drew said.

“Our aim is to redefine what discerning travellers seek when they visit Australia, offering stays that are personal, deeply resonant, and shaped by the people and places that make this country extraordinary.”

Ever Bloomfield property details, rates and confirmed opening date will be released in early 2026.

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ABOUT EVER LODGES

Ever is an Australian portfolio of lodges designed to create meaningful, place-led travel experiences. Shaped by nearly 30 years of insight and deep listening, Ever focuses on connection - to land, to people, and to self. Its properties sit gently within their natural surroundings and are brought to life by guides, hosts, and culinary talent who share a deep care for Country. Ever will begin welcoming guests from 2026.

Drew Kluska

Founding Partner Ever Lodges

Drew Kluska is a pioneer of Australian experiential travel and a founding partner of Ever. His career began in 1995 in Kenya, where he managed Wilderness Trails Lodge at Lewa Downs Wildlife Conservancy and developed an intimate understanding of personalised, place-led hospitality. Returning home, he founded The Tailor in 1998, helping shape Australia's luxury experiential landscape by scouting remote properties, partnering with passionate operators, and crafting journeys that connected travellers to the real Australia.

With 30 years of industry leadership, Drew now brings this depth of insight to Ever - a new venture shaped by decades of listening to guests, guides, hosts, and Country.

Matt Casey

CEO Ever Lodges

Matt Casey is a Tasmanian tourism leader known for shaping some of Australia's most celebrated experiential hospitality offerings. As General Manager of Tourism for the Federal Group, he oversaw Saffire Freycinet, The Henry Jones Art Hotel, and MACq 01 Hotel - properties recognised for their deep connection to place and narrative-led guest experience. A thoughtful strategist and values-driven operator, Matt has built his career around the belief that travellers seek authenticity, emotion, and genuine human connection.

Bringing this philosophy to his role at Ever, he continues to champion hospitality that honours people, community, and the landscapes that make Australia unique.