

SPOTLIGHT ON LORI LITWACK

GENERAL MANAGER OF HORIZONTAL
FALLS SEAPLANE ADVENTURES, BROOME



As one of the state's most respected and trusted leaders in high-end hospitality and tourism, Lori has certainly taken one of the most incredible and inspiring journeys to get here. From customer service to business management to chef training to accounting, logistics and law. From Canada to Perth to the Kimberley. From high-end restaurant kitchen to front of house at El Questro Homestead to riding the world's only horizontal waterfalls.

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Give us your bbq pitch. What do you do?

I'm general manager of a very precise, finely tuned, fast-paced tourism experience. In my role, I oversee and deal with so many different disciplines and modes of transport. Which means I've also become a bit of a legal and compliance expert through managing the licences and permits for all those planes, boats and automobiles.

Did you always plan to work in this industry?

It's really funny, because I originally wanted to be a chef. I've always loved food. But some of my dad's chef friends talked me out of it. So, I decided not to pursue it and ventured into retail management instead.

So, how did you get into tourism and hospitality?

The decision to make a career change revolved around my love for food, travel and Australia. After visiting Australia in 1996, I decided I wanted to live and work here and retraining as a chef would enable me to do that. So I returned to Canada, did my chef training and worked in high-end restaurants where I met my partner and we came over to WA together. Then when the El Questro Homestead opportunity presented itself, we jumped at it. I went out front and managed the lodge, and my partner took the head chef role. And suddenly, we were living and working day-to-day in this amazing bucket list place that people aspire to experience. Being right there, in that premium luxury lodge sitting on the edge of the cliff overlooking the Chamberlain River every single day, we were living the dream.

How would you describe yourself?

Adventurous. Not afraid to take risks. Moving to the other side of the world and the remotest places on Earth, I've discovered that I can be very resilient, resourceful, and self-sufficient in learning and building knowledge to handle almost anything that nature or circumstance throws at me.

What do you love most about the industry?

The amazing people in our local tourism community and wider

network of tourism bodies, operators and travel agents that stretches state-wide across Perth and the regions. That network is incredibly supportive in a crisis. But also, those connections you make open up so many opportunities. It means you have the best of both worlds within our state and can choose to work your winters up north and your summers down south!

What's the best part of your job?

Managing such a diverse array of bucket list experiences and creating something truly unique for our guests. It's so much more than giving them an amazing meal, it's an incredible stay in a stunning hotel, plus an extraordinary tour experience. At least once a fortnight, I get to enjoy that experience we work so hard to create for our guests. My favourite would have to be the action-packed over-night tour, staying on the luxury houseboat, fishing and riding the fastest boat in the Kimberley over Horizontal Falls. It's like experiencing an extended luxury Kimberley cruise in 24 hours!

What's your best advice for anyone starting out?

There are so many avenues in tourism, so make the time and effort to do your research and find an area that fits you. Do you want to be behind the scenes or customer facing? If you're looking to travel and see lots of places, find a larger company that operates in multiple locations. And if you're looking to get ahead really quickly, get a role in a remote area of WA. Being out there with limited staff and resources, you get to learn and pick up a wide range of skills and experience quickly, because you really have to adapt and do everything.

And what's next for you?

I've only just landed this job about a year ago, so my focus is all about growing and developing in this role and making sure our Kimberley experiences are at the top of the bucket list.

Connect with Lori on LinkedIn

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