

Who Is Adrian James Campbell? Meet the Entrepreneur Behind Kinnara Capital and Saraya Beach Resort



Nusa Tenggara Barat, Indonesia Oct 11, 2026 ([IssueWire.com](https://www.issuewire.com)) - Adrian James Campbell is an Australian entrepreneur known for his work in property development, real estate investment, hospitality, and digital property technology. He leads Kinnara Capital, a property development and investment business in Indonesia, and is the founder and CEO of Kinnara Limited, a digital property listing platform serving international markets. His business interests also include Saraya Beach Resort & Residences, a planned beachfront resort development in West Lombok, Indonesia.

Also referred to as Adrian Campbell, Adrian J. Campbell, and AJ Campbell, he has spent around 15 years building businesses across Southeast Asia. His work connects property investment, hospitality, and digital real estate, with a stated focus on supporting local communities and respecting cultural values.

Who Is Adrian James Campbell?

Adrian James Campbell is an Australian entrepreneur whose business activities span property, hospitality, and real estate technology. He is associated with Kinnara Capital and founded Kinnara Limited, two separate businesses serving different parts of the property industry.

Through Kinnara Capital, Campbell is involved in property development, land acquisition, capital raising, and consultancy on land transactions in Indonesia. Through Kinnara Limited, he leads a digital property listing platform that distributes property listings across multiple international portals.

Campbell was born in Shepparton, a country town in Victoria, Australia. He grew up in a family with farming roots and has said that his early life shaped his views on hard work, family, and community.

Before moving to Indonesia, he lived in Queensland, where he ran a solar-energy company on the Gold Coast. He later relocated to Bali and developed business interests in the Indonesian property and hospitality sectors.

What Is Adrian James Campbell Known For?

Adrian James Campbell is primarily associated with three business interests:

- **Kinnara Capital:** Property investment, land acquisition, development, capital raising, and land transaction consultancy in Indonesia.
- **Kinnara Limited:** A digital property listing platform that serves international real estate markets.
- **Saraya Beach Resort & Residences:** A planned beachfront resort and residential development in West Lombok, Indonesia.

These businesses reflect Campbell's involvement in different areas of real estate. Kinnara Limited focuses on digital property listings, while Kinnara Capital works on property investment and development.

Adrian James Campbell and Kinnara Capital

Kinnara Capital is a property development and investment business led by Adrian James Campbell. The company works across Indonesia, with activities that include land acquisition, capital raising, property development, and consultancy on land transactions.

Its interests include beachfront property and hospitality-related developments. One of its major announced projects is Saraya Beach Resort & Residences in Sekotong, West Lombok.

Kinnara Capital's approach combines property investment with the development of real estate projects in areas with tourism potential. Its activities also include community initiatives in villages surrounding its land in Lombok.

Campbell's role connects the company's property interests with its wider development plans in Indonesia.

What Is Saraya Beach Resort & Residences?

Saraya Beach Resort & Residences is a planned beachfront resort and residential development in Sekotong, West Lombok, Indonesia. The project is being developed by Kinnara Capital under Campbell's leadership.

According to information provided by Campbell, the project is valued at approximately US\$75 million and is planned to include 154 villas.

The proposed development includes:

- 154 villas
- Two restaurants
- A beach club
- A spa
- A gym
- Professional five-star hotel management

The project combines private villa residences with hospitality and leisure facilities. It is intended to create a beachfront destination in West Lombok.

Construction was scheduled to begin in October 2026, according to the available project information. Campbell also stated that the resort would sign with a five-star hotel management company. The current construction status and any signed management agreement should be confirmed through an official company update.

Saraya Beach Resort & Residences is an important example of Kinnara Capital's involvement in hospitality-related real estate. However, a development project should not automatically be described as an operating hotel.

Does Adrian James Campbell Have Hotel Industry Experience?

Yes. Adrian James Campbell has previous experience in the hospitality sector, including resort ownership in Bali.

Between 2011 and 2014, Campbell owned Troppo Zone Puri Rama Resort in Kuta, Bali. During his ownership, the resort's 88 rooms were refurbished, and approximately 80 local staff were employed.

He later managed a portfolio of short-term rental villas and continued to own villas in Bali.

This experience provides background to his current involvement in hospitality-related property development through Kinnara Capital. His work spans previous resort ownership, villa management, and the planned Saraya Beach Resort & Residences project.

The available information supports his past hospitality experience and current development involvement. It does not establish that he operates a hotel chain.

What Is Kinnara Limited?

Kinnara Limited is a digital property listing platform founded by Adrian James Campbell, who serves as its chief executive officer. It operates separately from Kinnara Capital.

The platform distributes property listings across multiple property portals, helping connect real estate listings with agents and audiences in international markets.

According to company documents and information provided for this article, Kinnara Limited reported the following figures:

- More than 25,000 properties for sale

- Distribution across 76 property portals
- More than 21,000 registered agents
- Coverage across 44 countries

Company documents prepared in 2025 reported revenue of US\$2.45 million for the 12 months ending June 2025. The same documents indicated an implied business valuation of AUD 40 million.

These are historical, company-reported figures. They relate to Kinnara Limited's digital property platform and should not be treated as the current financial results or valuation of Kinnara Capital.

What Is the Difference Between Kinnara Capital and Kinnara Limited?

Although both companies are associated with Adrian James Campbell, they have different business models.

Kinnara Capital focuses on property development, land acquisition, investment, capital raising, and land transaction consultancy in Indonesia.

Kinnara Limited focuses on digital property listings and distribution across international property portals.

The distinction is important when researching Adrian Campbell's business interests. One company works directly with real estate investment and development, while the other operates a digital platform for property listings.

Adrian James Campbell's Early Life and Business Journey

Adrian James Campbell was born in Shepparton, Victoria, Australia, into a family with farming roots. He has described his early years as an important influence on his approach to business and personal values.

After moving to Queensland, he ran a solar-energy company on the Gold Coast. He later moved to Bali, Indonesia, where his business activities expanded into hospitality and property.

His experience included owning Troppo Zone Puri Rama Resort and managing short-term rental villas. Over time, his interests developed across digital property listings, land investment, and property development.

Today, Campbell's business activities are associated with Kinnara Limited, Kinnara Capital, and the planned Saraya Beach Resort & Residences project.

How Does Adrian Campbell Support Local Communities?

Adrian Campbell has said that community support is an important part of his approach to business.

In Lombok, Kinnara Capital has held community days in villages surrounding its land in Buwun Mas and Sekotong. Reported activities include donating supplies and equipment to local schools.

Campbell has connected these efforts to his upbringing and the values he learned from his family. He has expressed the view that communities near a development should have opportunities to grow

alongside it.

He has also spoken about supporting First Nations people in Australia and traditional communities in Indonesia.

These statements reflect the values he has described publicly. The scale and ongoing status of individual community initiatives should be confirmed through current company information.

What Are Adrian James Campbell's Business Values?

Campbell has repeatedly emphasized the importance of remembering one's roots. He has credited his father with teaching him that grassroots values matter and should remain important as a business grows.

His stated priorities include community support, cultural values, family, and building lasting business relationships.

Although his work involves property investment and development, Campbell has described success as more than financial growth. He has also highlighted the importance of helping communities and respecting the people and cultures connected to the places where he works.

Frequently Asked Questions About Adrian James Campbell

1. Who is Adrian James Campbell?

Adrian James Campbell is an Australian entrepreneur involved in property development, hospitality, real estate investment, and digital property technology. He leads Kinnara Capital and founded Kinnara Limited.

2. Is Adrian Campbell the same person as Adrian James Campbell?

The leadership feature identifies the entrepreneur as Adrian Campbell. Adrian James Campbell is the full name used in this article. The alternative forms Adrian J. Campbell and AJ Campbell should be used as equivalent names only where supported by reliable sources.

3. Who founded Kinnara Capital?

Adrian James Campbell leads Kinnara Capital and is associated with its property development and investment activities. For a definitive statement about the company's legal founder, consult its official company records or an explicit company biography.

4. What does Kinnara Capital do?

Kinnara Capital works in property development, land acquisition, capital raising, and consultancy on land transactions in Indonesia. Its announced projects include Saraya Beach Resort & Residences in West Lombok.

5. What is Adrian James Campbell's role in Saraya Beach Resort?

Campbell leads Kinnara Capital, the developer behind the planned Saraya Beach Resort & Residences project. The proposed development includes 154 villas and hospitality facilities.

6. Is AJ Campbell associated with Kinnara?

The name AJ Campbell is a variation that may refer to Adrian James Campbell. To strengthen search accuracy, use this abbreviation in published content only when an official biography, company profile, or other reliable source confirms the connection.

7. Does Adrian James Campbell have hotel experience?

Yes. Campbell owned Troppo Zone Puri Rama Resort in Bali from 2011 to 2014 and later managed short-term rental villas. He is also involved in a planned resort development through Kinnara Capital.

8. What is Kinnara Limited?

Kinnara Limited is a digital property listing platform founded by Adrian James Campbell. It distributes real estate listings across multiple portals and serves international markets.

9. Are Kinnara Capital and Kinnara Limited the same company?

No. They are separate businesses. Kinnara Capital focuses on property development and investment, while Kinnara Limited operates a digital property listing platform.

10. Where is Adrian James Campbell from?

Adrian James Campbell was born in Shepparton, Victoria, Australia. He later lived in Queensland before relocating to Bali, Indonesia.

11. What is Adrian J. Campbell known for?

The name Adrian J. Campbell can be used to refer to Adrian James Campbell only if the identity is verified. The entrepreneur described in this article is associated with Kinnara Capital, Kinnara Limited, and Saraya Beach Resort & Residences.

12. What is Adrian James Campbell's connection to Indonesia?

Campbell has spent around 15 years building businesses across Southeast Asia. His Indonesian business interests include property investment, hospitality, villa management, and development through Kinnara Capital.

Conclusion

Adrian James Campbell is an Australian entrepreneur whose business interests span digital property technology, real estate investment, and hospitality-related development. Through Kinnara Limited, he is involved in international property listings, while Kinnara Capital focuses on property investment and development in Indonesia.

The planned Saraya Beach Resort & Residences project represents a significant part of Kinnara Capital's hospitality-related development activities. Campbell's previous resort ownership in Bali also provides context for his involvement in the sector.

Beyond business, Campbell has highlighted community support, cultural values, and the importance of

staying connected to his roots.

For readers researching Adrian James Campbell, Adrian Campbell, or AJ Campbell, his work with Kinnara Capital and Kinnara Limited provides the clearest starting point for understanding his business activities.



Media Contact

Kinnara Capital

*****@kinnara.capital

+62 813 39775503

<https://kinnara.capital/>

Source : Kinnara Capital

[See on IssueWire](#)