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| **Brand Positioning Table** | | |
| Functional benefits | * *Spa bath in every room* * *Balcony with view in select rooms* * *5 star restaurant with stunning view* * *Late check out* * *Short walk to quite country shopping/coffee strip* * *Short drive to sight seeing attraction* | |
| Emotional benefits | * *Relax, unwind, get away from it all* * *Get off the tourist track/ out of the traffic jam* * *Explore nature in comfort* * *Feel pampered* * *Exclusive destination* * *Get a fresh perspective on things* | |
| Target Audience (TA) | *Looking for luxury and attracted to a rural, walking holiday.* | |
| TA 1  *Weekenders looking for a getaway from the city* | TA 2  *Business or specialist interest group looking for a destination conference.* | TA 3  *Self drive tourists from interstate or overseas, on tour through the State.* |
| Insight | *A true break away from your busy life can give you a whole new perspective.* | |
| Pitch | *We provide luxury accommodation to visitors to a beautiful rural area, tourists, weekenders and conference weekends.* | |
| Personality | *Classy, upmarket, professional, friendly, welcoming, dependable, fastidious, serious about relaxation.* | |
| Value Proposition | *Enjoy peace, luxury and inspiration in a remote natural setting.* | |
| Core Values | * *Excellent customer service* * *Love of nature* * *Rejuvenation, reflection, inspiration* * *Supporting others to meet their needs and achieve their goals.* | |
| Brand philosophy | *We believe in the importance of gaining a fresh perspective, and are proud to work at making that happen.*  *“The days that make us happy make us wise”*  [*John Masefield*](http://www.goodreads.com/author/show/6209.John_Masefield) | |
| Reasons to believe | *Testimonials – Tripadvisor / guestbook*  *FB like, comments, reviews*  *Photos*  *Review in business magazine* | |
| Key search words & terms | *Business conference, conference centre, business conference, conference facility, hotel conference, event venue (10)*  *weekend conference, conference stay, (0)* | |
| Conversation Partners | *Online and print magazines and Social Media forums, Pages and groups for*  *Places of local interest*  *Business*  *Destination Events*  *Tourism – luxury, walking and cycling*  *Natural environment*  *Life Style….work/life balance* | |