

6.2 Keys to Success

- Continue to develop ongoing relationships with frequent and new guests.
- Continue to develop and implement a strong communications plan in both national and international markets.
- Leverage our strength in the local market as a member of the community by supporting local events.
- Identify new markets for our services such as University-based target groups.
- Continue ongoing staff training and skill development to ensure the highest standards of service.

6.3 Contingency Planning

Contingency plans have been made for the following unexpected developments:

- A slower recovery from the recession than public opinion: this has been reflected in the moderate increase in levels of corporate business expected.
- The entry into the market of a competitively aligned hotel: differentiation would continue to be the strategic approach with the development of added value and benefits to leverage long standing relationships and repeat business based on familiarity and personal attention to detail.

6.4 Marketing Organization

Our marketing director, Geoff Watkins, leads our PR and marketing team of four in all advertising, promotional and public relations related activities. Geoff works closely with the members of the team, to implement and monitor the effectiveness of the marketing plan and evaluate results.