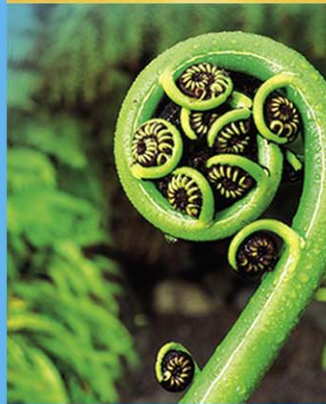


# MEETING EXPECTATIONS

David Perks

Copthorne Hotel & Resort Bay of Islands



# Whose Expectations

➤ Clients

➤ Owners

# **Client Expectations**

- Flexibility
- Outside the Square
- Innovative
- Client Motivation
- Pricing
- One Stop Shop

# **Client Expectations**

➤ **Flexibility - Outside the Square - Innovative**

# **Client Expectations**

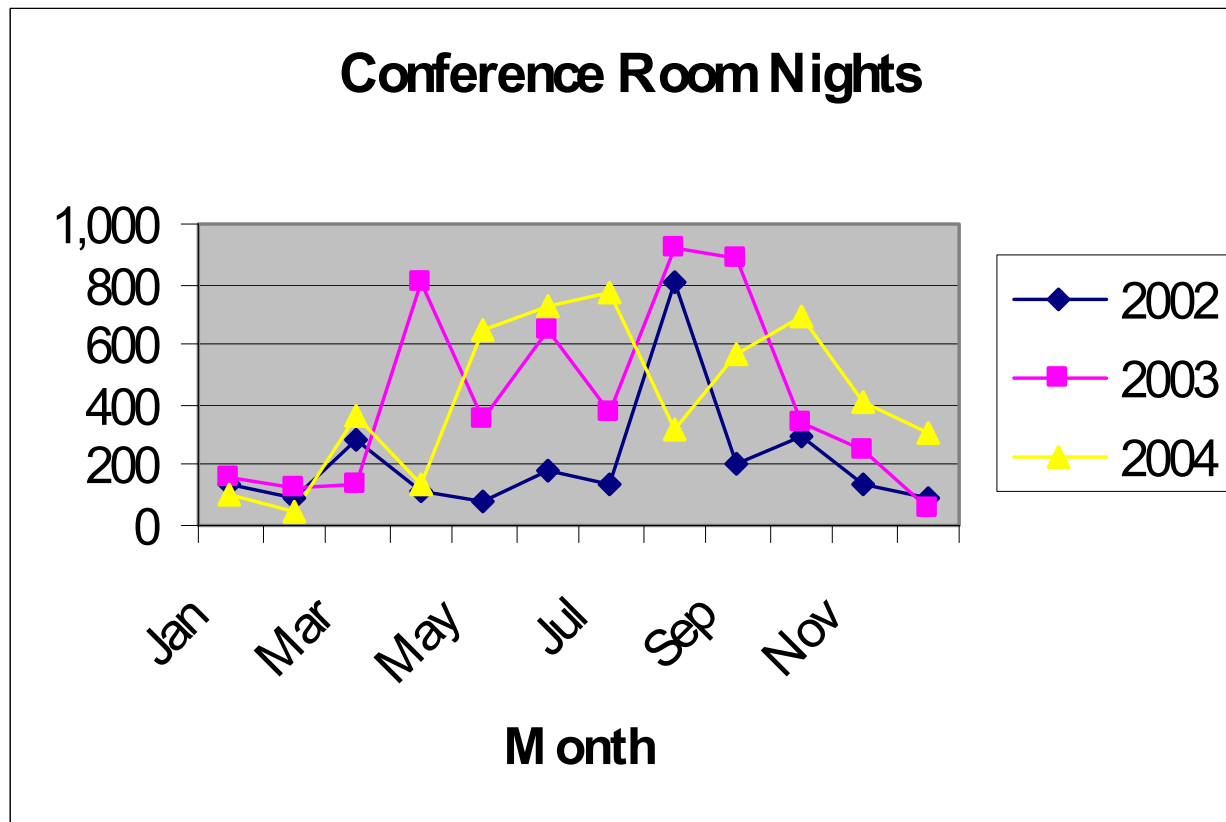
➤ **Flexibility - Outside the Square - Innovative**

# **Owners Expectations**

## **– the Northland Factor**

- Seasonality
- Capital Expenditure
- Revenue Growth
- Profit Growth

# Seasonality



# Capital Expenditure

- Waitaha - Bay of Islands  
Conference & Events Centre

# Capital Expenditure

➤ The Restaurant

# Capital Expenditure

➤ Consistent Product

# Capital Expenditure

➤ Car Park

# Meeting Expectations

- Raising Service Standards
- Targeted Capital
- Knowing Your Market
- The Transport Objection
- We CAN do Anything!