

COMPETITIVE ADVANTAGE

- Known as the best and most sustainable in our local area.
- Have something unique that no competitor has.

HAPPY GUESTS/VISITORS

- A regular flow of new 'conscious' customers.
- Excellent retention levels.
- High levels of customers referrals.

ATTRACTING AND RETAINING THE BEST EMPLOYEES

- A good track record of attracting bright, dedicated talent.
- A motivated and loyal employee base, led by purpose.
- High employee satisfaction and retention.

GREAT PR AND MARKETING

- A thoughtful and purpose-led marketing approach.
- A clear sustainability strategy that shows your commitment to having a positive impact.
- Engaging guest/visitor communications.

REDUCED COSTS (BY REMOVING INEFFICIENCIES)

- An intelligent approach to energy efficiency.
- An intelligent approach to water efficiency.
- An intelligent approach to responsible purchasing.

HEALTHY SUPPLY CHAIN

- Reliable supply chain and partners.
- High-quality, like-minded, suppliers.
- Deeper understanding of where supplies are sourced from.

FUTUREPROOFING

- Planned and built-in resilience systems.
- A risk mitigation plan to limit impacts on the business.
- A long-term and morally sound business plan.