



**SSDA Conference Mar 23**



LKEB/GAC

OUR JOURNEY



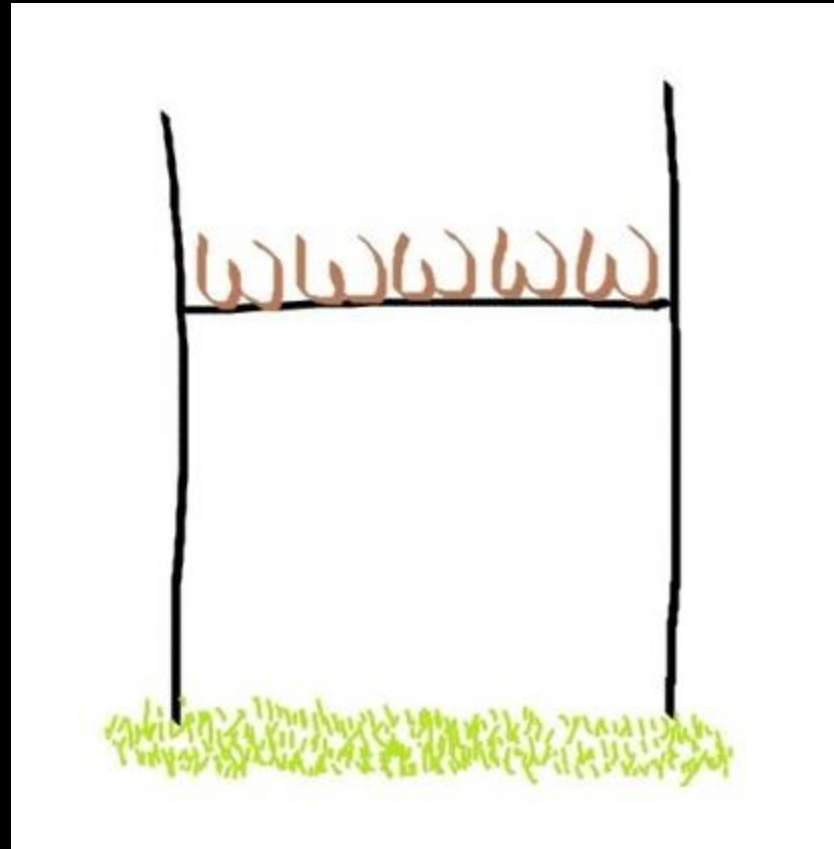
[https://youtu.be/\\_MsdKEQvGDs](https://youtu.be/_MsdKEQvGDs)



[For the Adventurers | EmbraceScotland |  
Self-Catering Holiday Cottages in Scotland  
- YouTube](#)



# discussion



# WHO

- ▣ - started 1988 as a sailing school
- ▣ family business
- ▣ - staff
- ▣ - morphed into eco bothy business in 2014

# WHAT

- ▣ - off grid
- ▣ - bothies
- ▣ - glamping units



# HOW/WHY

- ▣ - George Clarks Amazing spaces
- ▣ - Range of Accommodation
- ▣ - Profile the region/local talent





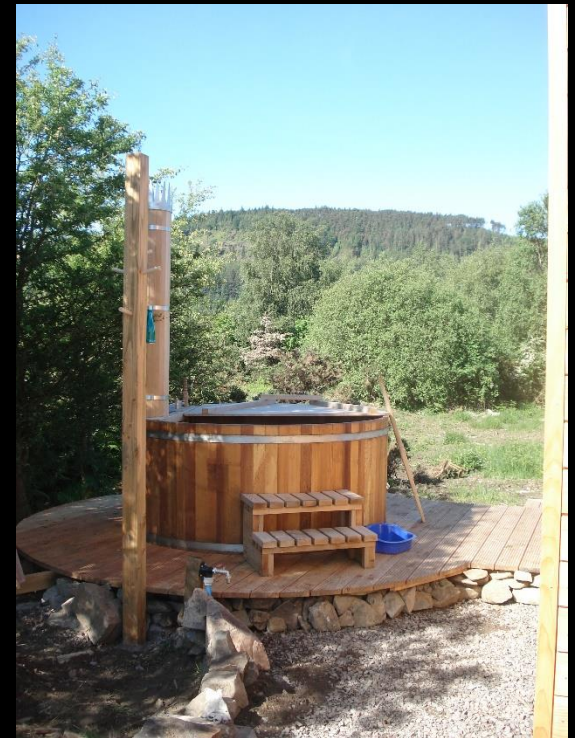
# SWOT/STRENGTHS

- ▣ - location
- ▣ - unique(ness)
- ▣ - established
- ▣ - off grid
- ▣ - sustainable
- ▣ - coexisting with
- ▣ gac
- ▣ - quality



# SWOT/WEAKNESS

- ▣ - off grid - power
- ▣ - poor social media (dinosaur's)
- ▣ - lack of staff
- ▣ - technology unreliable - new



# SWOT/OPPORTUNITIES

- ▣ - demand for sustainable / green holidays
- ▣ - growing awareness of environmental issues
- ▣ - awards/marketing
- ▣ - local talent to dial into
- ▣ - collaboration
- ▣ - dual business
- ▣ - mini weddings





# SWOT/THREATS

- ▣ - plethora of glamping units
- ▣ - red tape (eg licensing)
- ▣ - running costs
- ▣ - housekeeping/ staff



# NEW ZEALAND - OBSERVATIONS

- ▣ - well kept – quality accommodation
- ▣ - water an issue
- ▣ - less red tape
- ▣ - beautiful locations
- ▣ - bbq culture
- ▣ - culture/cleanliness
- ▣ - seasonal issues
- ▣ -hospitable and social
- ▣ - big on environmental issues/ climate change/ wild life conservation
- ▣ - high quality (food/ coffee/ cafes/ produce etc)



# SUMMARY

