



## CASE STUDY

### NIGHTFALL WILDERNESS CAMP

*Australia's Green Cauldron National Landscape Experience Development Mentoring Program*

*nightfall wilderness camp* is a newly established boutique tent retreat nestled along the banks of Christmas Creek and the pristine Lamington National Park rainforests – the heart of Australia's Green Cauldron National Landscape.

Owned by welcoming hosts Steve and Heidi Ross, the camp distinguishes itself as a 'million' star Queensland 'luxury camping' experience, in a pristine wilderness setting. The nightfall experience encourages a sense of isolation and holistic well-being. Heart, body and spirit are nurtured through the delicate combination of World Heritage protected wilderness, private luxury tent accommodation, organic food, fine wine, environmentally-sensitive activities and the highest level of service.

#### Mentoring Program Achievements

*nightfall wilderness camp* has done exceptionally well with its active social media presence thus far. Despite a number of weather setbacks, Steve and Heidi have developed and maintained a positive personal story which helps excite the visitor about sharing in the luxury experience that *nightfall wilderness camp* offers.

Key achievements include:

- Framing the current marketing/messaging in a distinctly **personal context** by weaving Steve and Heidi as hosts into the overall camp experience and having this shape key aspects of the operation
- Adjusting the website, images and printed literature in line with the **personal experience offering**
- Creatively working the unique features of **Australia's Green Cauldron National Landscape into the experience**, through sharing local stories of Westray's Grave and the Stinson wreckage
- Developing **unique packages** with other **local operators**



*With discrete attentive service and only six adults staying at any one time, nightfall camp offers a personalised and private eco-sensitive luxury Scenic Rim accommodation and travel experience.*

#### WHY ARE WE BEST PRACTICE?

- Undertaking an **active social media presence** which successfully highlights the **personal experience offering** and is underpinned by an understanding of the **target market and key global trends**.