**Lodge / Hotel name:**

**Supplier / Operator:**

**Location:**

**Wildlife: (based on Carels' strategy of this particular trip)...**

**Number of rooms:**

**Family rooms:**

**Facilities: ie Swmming pool, gift shop, internet, spa/beauty therapist**

**Additional activities:**

**Level of comfort: ie Basic, comfortable, uncomfortable, lavish/pampered**

**Experience rating: Unacceptable, exceptable, market suitable, exceeded our expectations, WOW**

**Type of trip: Family travel, honeymoon, luxury safaris**

**Type of traveller: First time visitor, adventurous, brand conscious, children, comfort conscious, community conscious, disable, discerning, eco/nature conscious, energetic/active, mature, romance, value seekers**

**3 unique selling points:**

**Look and feel:  ??? (not so sure of relevance here/repitition)**