**1. Product**

* **Core product:** High-quality wellness and rehab services in a luxurious setting.
* **Additional features:**
  + Private access to a lake and diverse outdoor activities.
  + Comprehensive wellness offerings: saunas, pools, massages, physiotherapy, meditation.
  + Tailored dietary plans for guests with special requirements.

**2. Price**

* **Premium pricing:** Positioned as a high-end resort catering to affluent clients.
* **Value-added pricing:** Higher costs justified by exceptional service and bespoke offerings.

**3. Place**

* **Physical location:** Situated high on a mountain in Tyrol, surrounded by untouched nature with no nearby disturbances.
* **Digital presence:**
  + High-end website with booking options and virtual tour features.
  + Mobile app for service reservations and personalized communication.

**4. Promotion**

* **High end collaborations:**
  + Sport: Golf Clubs, Polo Leagues
  + Events: Yacht Shows
  + Companies: private aviation
* **Content marketing:** Blog posts on wellness, healthy living, and luxury experiences.

**5. People**

* **Staff:** Highly qualified professionals, including physiotherapists, masseurs, and meditation guides.
* **Customer base:** Affluent, mostly middle-aged adults (40+), seeking peace, luxury, and rejuvenation.

**6. Process**

* **Booking process:** Seamless online booking with personalization options for stays.
* **Service processes:** Smooth coordination of services like housekeeping, activity planning, and tailored health programs.

**7. Physical Evidence**

* **Visual identity:** Sophisticated branding through an elegant website, brochures, and digital presence.
* **Exclusivity:** Photos and videos highlighting the unique location and luxurious facilities of the resort.

**USP**An exclusive sanctuary in the Tyrolean Alps: Private access to a crystal-clear lake and untouched nature – far away from distractions.