PROFILE FOR EREKERE

1. Logo redesign with transparent background

Key words – Experience, Pocket friendly, Luxury experience , Adventure, Connection/Networking, Fun

Competitors – Irinajo, social prefect, Afcon, Ajalanene, Toke

Why Erekere – The Extra – Adventure - Trying something new

Mission – To be a reliable tourism brand that offers luxury experience at pocket friendly prices

Vision – To curate experiences that linger for either groups and individuals

Future additions –

* Plan tours
* Travel Advisory/ bank
* Podcast experience
* Travel agent

Channels – social media, youtube, referals, website

Audience – youth, corporate organisations (eg team bonding activities)

Colours – yellow, blue, green and red

Personality – Extrovert, Adventurous, Sanguine