



# A Business Opportunity



## Bella Vista Accommodation Nationwide New Zealand

### Contact details

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# Welcome

to the Bella Vista Accommodation Network

## The Bella Vista Story

The founder of the Bella Vista Accommodation Network was the late Ian Little.

Ian travelled extensively for both business and pleasure around New Zealand. Whilst travelling, Ian realised consistency and reliability were two key components necessary to ease the stress of travelling. He understood that predictability can ease the numerous choices faced by guests so that they can focus on the business or pleasure at hand. Hence his vision of a nationwide network to accommodate guests was born.



### Our Strategy

Focus on consistency to enhance our customers experience and leverage our network potential.

## #TrustBellaVista

Individual motels within the Bella Vista network benefit from the same building design and colour scheme, therefore making each site easily recognisable and convenient to access. The business model is designed around individual ownership of the network's motel businesses. This means that each motel has separate business owners so guests can enjoy the help and assistance of hosts who intimately know the surrounding area.



Bella Vista is proud to be New Zealand owned and operated

# The Bella Vista **Vision**

## Our Story

*You know what you're going to get, why stay anywhere else? Bella Vista is your first choice*

Our aim is to be the **Motel of Choice** in New Zealand. We are the only standardised design motel network throughout New Zealand. This requires attention to detail in all aspects of our operations. All Bella Vista locations have a common business and marketing strategy and this is overseen by our Sales & Business Development team whilst Bella Vista's exterior and interior design is supported by a dedicated specialist all with the aim to support you to make your business a success.

## The Bella Vista **Culture**



Our business culture is a key facet of our network and we encourage an open and supportive culture within all our business relationships

No stone is left unturned as we continually improve and enhance the guest experience, and everyone is encouraged to contribute their ideas. Ongoing education and inspiration is vital.

## Our Promise

*Rest assured. You will instantly know what to expect, enjoying comfort and convenience every stay.*

## Why is the Bella Vista Brand Important?

- All businesses share the same brand providing a nationwide exposure that independent motels can't compete with.
- The brand delivers a collective strength as all motels support the marketing of the brand enabling marketing dollars to go further.
- Our Bella Vista business owners recognise the brand's value and a key part of our culture is the pursuit of ongoing excellence so that we can fulfil the brand promise.
- A brand is a promise and a promise must be kept.

# The Bella Vista Business Owner



There are certain key criteria to becoming a successful Bella Vista business owner which include:

- ✓ **Friendly with good people skills**
- ✓ **Good communication skills**
- ✓ **Respect in all relationships**
- ✓ **Positive attitude to both staff and guests**
- ✓ **Business acumen and desire to operate your own business**
- ✓ **Focused with strong attention to detail**
- ✓ **Team player, enabling you to make the most of the Bella Vista brand.**
- ✓ **Integrity in all business dealings**



Melissa & Tom Syben  
Bella Vista Wanaka

## Owner's Testimonials

*"Before we even opened our motel we were able to contact other Bella Vista operators to get some idea of how their individual businesses were run. In fact we were able to stay with several to learn their operating systems. It was a huge advantage to be able to have a hands-on experience in an almost duplicate motel."*

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*"Once we opened our motel the support from the rest of the group was invaluable. As we were new to motelling we were initially very stressed in trying to cope with a number of things, including the computer booking systems, invoicing, telephone systems plus the day to day running of the motel. It was reassuring to know we could call any number of other BV operators at any time to get help and advice."*

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*"Being part of a New Zealand individually owned chain of motels was a great advantage over our opposition as we forwarded and received many bookings from our fellow Bella Vista operators. We also shared and gave each other ideas in trying to keep up with a constantly and rapidly changing tourism industry."*

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*"Combining our advertising funds meant we were able to keep the likes of our website up to date, making it easy for New Zealand and overseas customers to book. "*

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*"We liked the freedom of running our own business while benefitting from the support of the group management and our fellow moteliers in terms of IT, purchasing and networking. In addition, the work undertaken by the group's sales and marketing manager enabled us to access clients that we would not have reached as an independent motel and to help us grow our business."*

# Meet the Team



**Natalie**

CEO



**Julie**

Bella Vista Central Liaison



**Rob**

General Manager,  
Sales & Business Development



**Anne-Marie**

Design

## Bella Vista Moteliers Council & Executive

All Bella Vista business owners comprise the Moteliers Council. An Executive team is nominated and represents the Bella Vista Moteliers Council at meetings with the Bella Vista management team throughout the year. Everyone gets together at the bi-annual conferences and regular communication is maintained via buddy groups.



**Our Experience**

*We connect with and exceed our customers' expectations.*

## Your next steps

If you have read the information contained in this document and wish to move forward to secure your own Bella Vista business, then the next steps are as follows:

1. We encourage you to discuss the opportunity with your family, friends, legal and financial adviser. This is a serious commitment and your contacts will be helpful in identifying any personal and financial issues.
2. If you feel encouraged to pursue this opportunity you can enter into a Conditional Agreement for Sale and Purchase with a Vendor of a particular Bella Vista motel.
3. Bella Vista Management will then forward you the Bella Vista Prospective Purchasers form to complete.
4. You then have an initial meeting with the management team. This is ideally face to face and you can ask questions.
5. Once you have been conditionally approved by the management team to become a Bella Vista business owner you will have a number of conditions to be met and completed prior to settlement date.
6. Pre-settlement training at another Bella Vista locality to be arranged by management.
7. Settlement day. Take over your new business.

## Responsibilities of the Prospective Purchaser

- Ensure a full due diligence has been undertaken.
- Obtain advice from your professional advisors both legal and financial.
- Once you have entered into a conditional Agreement for Sale and Purchase; complete a Bella Vista Prospective Purchaser form and arrange meeting with management.
- You must be prepared to participate in the prospective purchaser application approval process which includes the following checks; Credit, Criminal, Immigration, English competency and Employment. Referees will also be requested and contacted.
- Attend an interview with Bella Vista management via SKYPE.
- Meets conditions associated with conditional approval, prior to settlement (details of these to be provided post interview).
- Attend and complete Bella Vista pre-takeover training (minimum 2 nights, 3 days).
- Commit to becoming a Bella Vista team player.
- Commit to doing all you can to ensure your property keeps the Bella Vista brand promise.

