



Junxion *reinvented an identity* for the Inn at Laurel Point, now considered one of *Condé Nast's* top 20 Canadian hotels.

## Case Study: The Inn at Laurel Point

*The Inn at Laurel Point* is a unique hotel in the popular tourist city of Victoria, British Columbia. Its spectacular Arthur Erickson-designed architecture graces the south point at the entrance to the Inner Harbour, blending seamlessly with the natural beauty of Canada's west coast. Originally owned by local entrepreneur and socialite Paul



### Inn at Laurel Point

to operate a first-class property with a quirky style that celebrates the location, the good things in life, and most importantly, the individual.

Arsens, the *Inn at Laurel Point* is staffed and managed by a team committed to carrying forward Paul's vision:



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Junxion Strategy reinvented a fresh identity for the *Inn at Laurel Point*, positioning them as a destination at the heart of the new Victoria—a city breaking free of its traditional heritage. With a subtle name change from *Laurel Point Inn*, we also aimed to reinforce the Inn’s historically significant location—a destination in itself.

### The Business Challenge

With just over 200 stylishly appointed rooms, and situated on a park-like point with views across the Inner Harbour and out to the Pacific, the *Inn at Laurel Point* is a remarkable property. But as an independent hotel, it struggled to compete with the familiarity and momentum enjoyed by the numerous chain properties found in Victoria. Spectacular as its location is, the *Inn at Laurel Point* sits on the fringe of the central city core, so it doesn’t see sufficient walk-by traffic to gain new attention. And until extensive renovations were completed in 2007, many local residents had dismissed The Inn, recalling only its heyday in the 1980s. The classic *Empress Hotel*, a significant chateau at the harbour front, had taken centre stage of the hotel experience, and no other hotel had been able to capture the imagination of tourists looking for something different.

### How We Helped

A new Victoria has begun to emerge in recent years—one that departs from traditional, British influences. It celebrates modern culture, and embraces the natural and energetic West Coast lifestyle. Contemporary tourists can immerse themselves in the luxurious styles, flavours and comforts of the Pacific Rim.

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### Stay Different...

*Inn*, we also aimed to reinforce the Inn’s historically significant location—a destination in itself. Architecturally stunning, the *Inn at Laurel Point* is perfectly suited for the new type of traveler in Victoria. It blends a fresh sense of style and luxurious surroundings with a relaxed and welcoming atmosphere, inviting newcomers to ‘Stay Different...!’

Victoria—a city breaking free of its traditional heritage. With a subtle name change from *Laurel Point*

### ► Measuring Success

Management and staff fully embraced the new positioning, taking advantage of the opportunity to create a standard of hospitality that isn’t measured against the traditional, but rather on the rich value of countless individual experiences. We rallied the team around the positive culture of ‘quirky,’



encouraging individuals to take responsibility for the brand experience and to reach continually for excellence on their terms. We are excited to see the evolution of the team and the property they love. Today, the hotel is attracting world-class talent—a sure sign of momentum in a highly competitive industry. *Condé Nast* considers the *Inn at Laurel Point* to be one of *Canada’s Top 20* hotels, and *Aura*, the hotel’s restaurant and lounge, was recognised as one of the *Top 10* new restaurants by *Where Canada Magazine*.