



Highland Coast Hotels

Our Common Direction

Contents



Our 'Common Direction' is made up of five elements:

Our Vision *What we aspire to be*

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Our Vision

What we aspire to be

'To be recognised as the leading group of independent-spirited hotels on the North Coast 500.'





Our Mission

How we will get there

We will make a difference every day by creating authentic Highland experiences that will connect our Guests, our People, our Communities and our Environment.

Together, our 'Four Pillars' translate into the DNA of Highland Coast Hotels.

- Pillar 1 Our Guests** *Amaze & Delight*
- Pillar 2 Our People** *Nurture & Develop*
- Pillar 3 Communities** *Engage & Support*
- Pillar 4 Our Environment** *Protect & Enhance*





Our Values

Our guiding beliefs & principles

BE YOURSELF

Be the best you can be. We encourage everyone to have a voice, share experiences and have fun whilst delivering the highest quality hospitality that reflects our Vision.

BE SPIRITED

Always be resourceful, curious, energetic and passionate in the pursuit of delivering the ultimate experience for our Guests.

BE KIND

Show compassion and respect, always remember that just one random act of kindness can go a long way to making a big difference.

BE PROUD

Celebrate the excellence of what we deliver every day by recognising our own and each others' achievements and successes.

BE CONSIDERATE

Act with integrity, consider your actions and their impact on the Environment, local Community *and* each other whilst promoting togetherness and well-being.



Our Pole Star

Making a difference

The starfish



Our Pole Star is 'The Starfish'.

The 'Story of the Starfish Thrower' has inspired many and we have placed it at the very centre of our culture and DNA – to inspire us 'to make a difference - every day'. It is front and centre of everything we do and is the 'glue' that supports our Vision, Purpose, Mission and Values. It is even recognised in our logo.

You will soon receive your [Highland Coast Hotels Starfish Pin](#) which we hope you will wear with pride – a reminder to always do the little things you know will make a big difference to our guests and each other.

If you are unfamiliar with the 'Story of the Starfish Thrower', you can view the short story on YouTube. Simply search for 'Starfish Thrower' or use the link - <https://youtu.be/Z-aVMdJ3Aok>