



# *Summits to seas*

and a bit in between

Who we are, what we do, and how we collaborate

# About us

Piedras Blancas, Argentina



## Hi there

We are Anita Verde and Peter Marshall (Neat and Pete), just your average Australian's seeking magic and beauty in this amazing planet.

As photographers, mountain enthusiasts, and aquaholics with a passion for conserving the wild, happiness for us equals: a remote location with a mountain to climb, an ocean to explore, and strangers to talk to.

But we're not just your average storytellers. As professional consultants, we also advise Governments and industry on sustainable tourism, investment attraction, destination planning, economic development, brand strategy and marketing.

We hope our stories inspire you to wander and challenge yourself while respecting and protecting our earth.



# We're more than just bloggers

Atacama Desert, Chile

## How it all started

We initially started our blog [summitstoseas.com](http://summitstoseas.com) as a hobby to document the amazing adventures we were having. As a husband and wife consulting team in our 'grown up' consulting business K2 Group, we have the flexibility to travel and conduct our business from amazing places. Although we've written strategies for Governments whilst at 5,000 meters in Nepal, we wouldn't say we're exactly your digital nomads, but we've made sure that travel is an increasing priority alongside our professional work.

## Our professional creds

Anita Verde (AKA Neat) worked from many years as a senior marketing professional for Tourism Victoria, leading a team in the delivery of destination development, marketing and brand strategies for Victoria's tourism regions. For those of you that don't know, Tourism Victoria (now Visit Victoria) is the Victorian State Government's peak tourism board in Australia. As a consultant since 2012, she has advised the private sector, along with numerous State and Federal Governments; including Tourism Australia on everything from destination planning, foreign direct investment, economic development, brand strategy and marketing.

She's also a whiz in business strategy with a Masters of Business Administration, and loves writing and photography - hence our blog and freelance work.

Peter Marshall (AKA Pete), has extensive experience in Local Government, including 18 years at CEO level. Putting Pete's experience and achievements in to words is quite overwhelming, but basically if you need something really tough done, he can do it.

Over his career he has secured major infrastructure and private investments into the millions and has worked very closely with local communities and Governments. Peter provides specialist advice on the commercial, political and governance aspects of tough projects, project planning, development strategy, project feasibility, and government relations. He's also done his fair share of marketing over the years, including setting up regional tourism boards.

In addition he's a civil and water engineer, with a keen interest in sustainable tourism development and investment, and a mad keen underwater photographer. Wide angle of course!

# What we do

Piaynemo, Raja Ampat West Papua

## Story telling & photography

If you have a destination or experience to promote; you're a dive operator, adventure operator or resort needing a photo shoot or travel story; or a magazine seeking a tailored story with a unique angle about a wild and wonderful place - we'd love to work with you.

We can provide your audience with a visually driven story alongside a detailed first hand experience and unexpected attributes of a destination and its culture. Any written content we create will be supported by a selection of high quality topside and underwater photographs if appropriate.



## Business strategy, brand strategy, marketing & communications

We can help set you on a clear path to drive growth and energy in your business. We provide clients with: strategic business plans, market and trends analysis, competitor reviews, brand audits, new brand strategy development, marketing and campaign strategy, content creation, and the delivery of; research, moving footage and photography. We have specialist expertise in the area of tourism destination marketing and brand strategy and have undertaken brand development, marketing strategy and implementation for numerous tourism destinations and products.

## Tourism destination management planning

We can help you develop a Destination Management Plan (DMP) for building and managing the visitor economy for your destination or experience. A DMP will help you to identify areas where greater collaboration is required, and how to manage and invest sustainably in your destination or experience for increased economic, environmental and social outcomes.



## Customer experience audits

Sometimes, you just *don't know what you don't know*. And while customer feedback is really valuable, even when you ask for feedback, you don't always get the detail you need to make improvements in your business.

A customer experience audit will analyse the current situation of your offer or destination, evaluate your development potential, and identify the most useful short-term actions. We will identify areas for improvement across your customer's entire journey; from those very first interactions online, to the 'on ground' experience, and how you provide customer aftercare - which is super important for building loyalty, ongoing engagement, and repeat visitation.

We will even look at any infrastructure required to meet your brand promise, identify any staff training needs and work with your staff to make improvements.

This is the ideal service for both small and emerging destinations and experiences in their initial development phase, or more established operators who need a fresh pair of eyes. It's a great way to benchmark your progress and improvements over a number of years, and will help you in your journey of continuous improvement, which is necessary in the current competitive travel environment.





Alor Archipelago, Indonesia

## Investment attraction

With significant experience in sustainable investment attraction, we know how to develop a pipeline of investment targets and deliver investment attraction outcomes that generate jobs and build on a destination's brand as an attractive investment location. We can provide industry knowledge and leadership, insight and the marketing savvy necessary to advance your direct investment efforts.

We also have extensive experience in building community ownership of strategic vision and gaining high levels of community, stakeholder and government support for investment projects through effective strategy planning, communication and engagement.



## Government & private sector relations

We provide specialist advice in dealing with the private sector, federal and state governments and councils at both the political and departmental level. With over 18 years experience as a council CEO, Pete can use his extensive experience in working with governments, councils and the private sector to advise you in your stakeholder dealings and negotiations to achieve win-win outcomes.

# Recent published features

Padar Island, Komodo National Park, Indonesia

As seen in



## FODOR'S TRAVEL

The Magic Of The Highest and Driest Desert on The Planet -  
21 Dec 2019

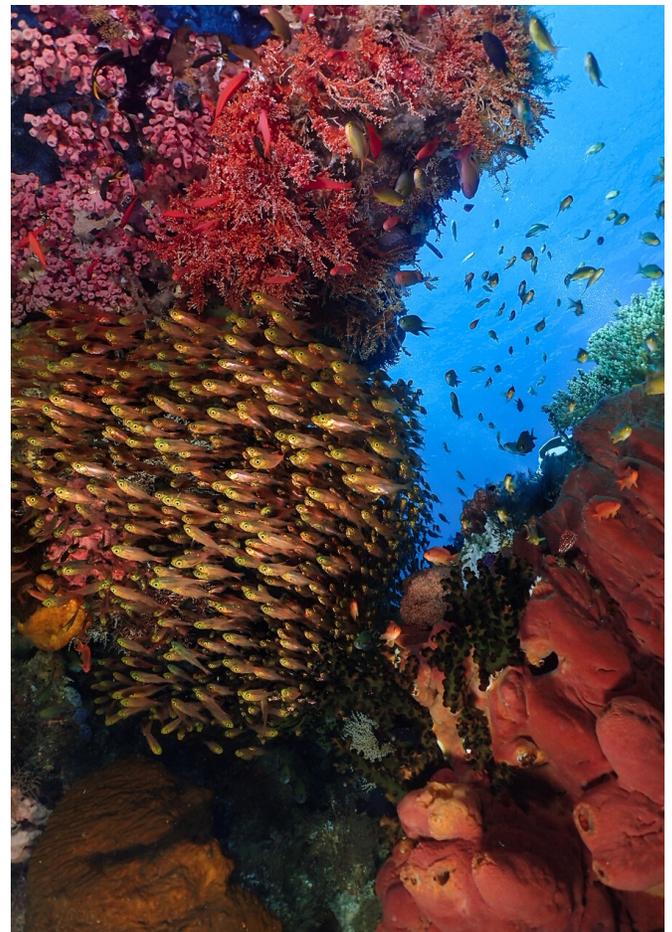
El Norte Grande Gallery

## UNDERWATER PHOTOGRAPHY MAGAZINE

Hidden Halmahera - March 2020  
Komodo and the Mermaid - Nov 2019  
The Last Paradise - Sep 2019  
Alor, Alor - July 2019

## DIVE MAGAZINE

Featured Photographers - The Best of 2019  
Featured Photographers - August 2019



# Tourism related projects & experience

Pashupatinath Temple, Kathmandu, Nepal

- Tourism Australia's, Foreign Direct Investment Strategy.
- Tourism Australia's, Foreign Direct Investment Marketing and Digital Communications Platforms review.
- Tourism Australia's, Foreign Direct Investment marketing communications and content development.
- Victorian State Government - 'Brand Melbourne' Steering Committee
- Tourism Victoria - Brand and marketing strategy development for Victoria's 10 tourism regions.
- Surf Coast Shire's Australia's Surf Capital Project - Torquay.
- Ride High Country Investment Attraction in Cycle Tourism for Regional Development Victoria, including: accommodation (eco, experiential, cycle-friendly, large scale hotels and resorts), bike hubs and services, tour operators, and food and beverage operators.
- Grampians Region 10 Year Cycle Tourism & Trails business Masterplan for Regional Development Victoria.
- Brimbank Council's Visitor Experience & Local Participation Strategy & 5 Year Action Plan.
- City of Darebin's Tourism Strategy & Action Plan.
- City of Greater Dandenong's Tourism Strategy.
- Mt Buffalo Chalet redevelopment for Regional Development Victoria.
- Wine television series, 'Plonk'.
- Frankston Station Precinct and Activities Area Renewal Brand and Communications Strategy for the Department of Environment, Land, Water and Planning.
- \$1 billion East Werribee Employment Precinct Land Realisation Strategy for the Department of Premier and Cabinet.
- Planning and development strategy for the Multi-modal Transport Hub at Fort/Pettah, Colombo Sri Lanka for the World Bank
- Sale negotiations of the Etihad Stadium to the Australian Football League for the Victorian State Government.
- \$5 billion Victorian Regional Rail Link
- Rail level crossing grade separations and urban development as part of the Victorian State Government's level crossings removals program.
- Tourism infrastructure investment advice to Tourism Victoria across key regional tourism destinations
- Fortuna Villa purchase & redevelopment for Regional Development Victoria.
- Brimbank City Council - Developing Sunshine's Heritage Tourism Scoping Study.

# Want to work with us?

Palau Siladen, North Sulawesi Indonesia

## Well we want to work with you too!

We are open to any collaboration or consultancy provided that: you and us are a 'fit', it aligns with our values, and provides value to you and our readers.

We operate on a policy of full disclosure, so honesty and transparency is core to our relationship with you.

If there's a mountain to climb, an ocean to dive, or a remote location to wander, chances are we're in.

You can find out a bit more about us by visiting our blog Summits to Seas or our professional consulting company website K2 Group.

Or just call us. We love a chat!

## Get in touch

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Stupa at Dinboche, Khumbu Valley, Everest Region - Nepal