

Media Release



Vancouver, Canada (May 4, 2021)

Clayoquot Wilderness Lodge Chooses Wagstaff as North American Agency of Record

Baillie Lodges' Clayoquot Wilderness Lodge is proud to announce it has selected Wagstaff Media and Marketing as its North American agency of record to help grow awareness of the grand reopening and new ownership of Canada's iconic property.

The lodge, located on Vancouver Island, will gain a new look in time for the forthcoming opening in June this year. Some of the carefully considered enhancements taking place ahead of the opening include upgraded interiors for the property's 25 luxury tents to a more contemporary look and feel. A reinvigorated range of incredible wilderness adventures for guests will also be introduced, including a series of signature experiences included in the tariff.

Baillie Lodges Chief Operating Officer Craig Bradbery said Wagstaff's expertise, creativity, and connections in the media world would give the luxury lodge a competitive advantage in generating awareness in the Canadian and US markets.

"Wagstaff's breadth of experience in the luxury space, as well as its network across their five North American offices, including Vancouver, provide us with the on-the-ground support we need to reach our target travelers," Mr Bradbery said.

"Baillie Lodges already has an established working relationship with Wagstaff thanks to their public relations support for sister property Southern Ocean Lodge on Kangaroo Island in South Australia, so it was a natural fit as an extension of our Australia-based team and its global media and marketing efforts," he said.

Mary Wagstaff, President of Wagstaff Media and Marketing also spoke of the partnership.

"We are thrilled to represent such a legendary Canadian property. With a physical presence in Vancouver, we are perfectly poised to help relaunch Clayoquot Wilderness Lodge to discerning travelers in North America," Ms Wagstaff said.

The account will be led by Ernst Flach, Director, who is based in Vancouver, CA and brings over 15 years of destination marketing and media experience, including five years at Wagstaff leading the South Australian Tourism Commission, Italian National Tourist Board (ENIT), and Visit Iceland accounts, as well as over ten years in senior marketing roles at the Canadian Tourism Commission (Destination Canada). Supported by the Wagstaff network in Los Angeles, San Francisco, Chicago and New York, Ernst will oversee the international team from Vancouver, CA supporting Baillie Lodges in growing their business with Clayoquot Wilderness Lodge in the Canadian and US markets.

For more information please contact:

Ernst Flach, Wagstaff Media and Marketing at ernst@wagstaffmktg.com

About Clayoquot Wilderness Lodge

Vancouver Island's celebrated luxury outpost Clayoquot Wilderness Lodge skirts the banks of its namesake ocean inlet, Clayoquot Sound and offers an escape to the still, tranquil beauty of Canada's remote wilderness. Accessible only by seaplane, the journey to Clayoquot is symbolic of a real departure from the everyday. Set among magnificent conifer forests, the lodge offers guests an unforgettable experience of the landscape and its wildlife. Adventure-filled days are bolstered by local produce-driven, sustainable dining, fine wines and the chance to unwind in generously appointed campaign-style guest tents.

About Baillie Lodges

Baillie Lodges is an intimate portfolio of luxury lodges setting new benchmarks for premium experiential travel. Set in exclusive locations of unique natural or cultural significance, the boutique properties appeal to the discerning global traveller seeking a remarkable experience. Baillie Lodges was founded in 2003 by James and Hayley Baillie. In 2019, KSL Capital acquired Baillie Lodges with the aim to further expand the unique collection of luxury lodges. For more information, please visit baillielodges.com.au. Baillie Lodges' Australian properties are honoured as members of [Luxury Lodges of Australia](#).

About Wagstaff Media & Marketing

Since Mary Wagstaff founded the company in 1999, Wagstaff has grown from a humble staff of one to an international full-service agency with more than 60 account executives and offices in Los Angeles, New York, Chicago, San Francisco, and Vancouver, Canada. From the beginning, Wagstaff has been dedicated to supporting clients in all verticals of the hospitality world, including travel and tourism representation, hospitality lifestyle and culinary products, personalities, events and festivals, hotels, airlines, as well as distinctive wine and spirits brands – creating innovative marketing strategies that build brand awareness, drive business, and secure results that matter.

Image for download [here](#):

