

# Lorraine Allanson

## Mountain Whispers

[www.mountainwhispers.com.au](http://www.mountainwhispers.com.au)

### Q How did you come up with your business name?

My business is called Mountain Whispers, based in the beautiful world heritage Blue Mountains. The Blue Mountains have always had a special place in my heart from horse-riding in the Megalong Valley in my early 20's to then being proposed to there by my husband, Roger. There was always a calling - like a "whisper" in my ear whenever I was in the mountains. It was as if the mountains were whispering to me and from there, Mountain Whispers was born.

### Q What service do you offer your clients?

Mountain Whispers is a boutique collection of four award-winning, historic Blue Mountains homes that have been restored to their former glory by me, Lorraine Allanson. My vision was to provide luxurious self-contained accommodation for discerning travellers and to recreate the golden age of the Blue Mountains, when travellers from around the world enjoyed this natural wonderland in fine style. Luxury in-house indulgences have been added such as private chef and waiter, massages and facials and the addition of "La Bella Rouge", a sumptuous dedicated treatment room - we will pamper you from head

to toe with unrivalled relaxation for the mind, body and soul. We can provide guests the perfect escape from today's hustle and bustle, allowing them to reconnect with themselves and loved ones.

### Q What are the biggest challenges ahead for your business?

Since the bushfires in October 2012, overcoming the bushfire stigma remains a challenge. The Blue Mountains is Australia's most accessible wilderness that can be visited throughout the entire year. Raising awareness and encouraging people to visit during spring and summer continues to be a

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challenge - we are not solely a winter destination. We have an abundance of waterfalls and crystal clear pools to swim in, and virgin wilderness that would alleviate anyone's stress and strains.



### Q What do you love most about your business?

At Mountain Whispers, it's all about offering guests a by-gone "experience" in a historic environment. A quality escape with all the indulgences that they want to tell others about, whilst at the same time, so good that they want to keep it a secret! Knowing that I've created an environment where proposals take place, people fall in love again, friends become lovers and those recovering from poor health or deteriorating and terminal, can come together and make lasting memories.

### Q What business advice can you give to others who are starting out?

Ensure you have a thorough and comprehensive business plan. Research your market and seek advice from experts in their field. Research relevant industries, enter numerous awards gaining exposure and recognition in your industry and network as much as you can. Running your own business can be very lonely and knowing you have support is extremely uplifting and vital to all women.