



TO WHOM IT MAY CONCERN

The Augusta Margaret River Tourism Association Inc. has recently completed the development of an online reservation system for its two visitor centres. The system was developed in partnership with a leading technology company based in Margaret River Queensberry IT. The system was custom built for our centres.

Cinde Fisher, Queensberry IT, worked with staff of the AMRTA to design a system that would meet the broad IT needs and skills of our 400 members. It was a very challenging task as the IT needs and skills of our members varies widely. Queensberry IT built a cutting edge system that not only works for our broad membership but is suitable for any visitor centre in Australia.

The Queensberry/AMRTA BookEasy system is a very flexible, user friendly, state of the art reservation system. BookEasy has been the vehicle for our association to exceed its accommodation and tours budget every month by over 30% per cent in commission takings. Eleven per cent of bookings are directly online. We consider this to be new business. Online bookings are for a significantly larger amount, attracting a higher level of commission and are often for longer stays. Interestingly too, is that online bookings seem to include a higher percentage of the top end of the market - for example, five star accommodation houses. We are extremely impressed and have had very favourable feedback from our membership.

Several IT consultants and trainers have reviewed the system and have been extremely impressed. I have worked with many computer companies before, as the Association has custom-designed four reservation systems in the past thirteen years. The service and level of expertise from Queensberry is unmatched. They are extremely quick to respond to our needs and ensure that the system works to the highest standards. I believe Queensberry IT has set new benchmarks in computer programming service delivery in Australia and have taken the Augusta Margaret River Tourism Association Inc. to new levels in innovative marketing.

I recommend the services of Queensberry IT to you.

Yours faithfully

Pauline McLeod
General Manager