

## **'BAUNTI ESCAPES' BENEFITS FROM TOURISM AWARDS**

Wally Beadman is convinced that the Tourism Awards have been a good thing for BAUNTI ESCAPES. He, and fellow company directors, Nicola Beadman and Les and Jodie Quintal, were pleased to win the 2008 prize for Tour and Activities, and proudly promote this in their advertising.



Wal says that putting together an entry was useful and encouraged all involved in the business – office staff, tour guides, bus drivers – to think about what they *are* doing to satisfy visitors, and how products and services could be improved to get more customers. As a result of feedback from visitors, and this self-evaluation, BAUNTI ESCAPES has established new tours and set up a booking system based around the needs of the holidaymaker. An itinerary planning tool is now under consideration and BAUNTI has introduced a reward system for visitors and, despite the worldwide recession and lower visitor numbers, “...*we have done as well in this financial year as we did in the previous year.*”

Wal is certain that “...*business planning is a best practice and benefits everyone.*” He doesn’t mind his plans being assessed by independent, off-island judges, and is sure of the confidentiality of the process. The awards, he believes, “...*help improve standards, generally, on the Island.*”

The Governors Lodge Resort is proud to sponsor the Tour and Activities Award and Jo Kelly, Resort Manager, says:  
*The Norfolk Island Tourism Awards provides all of us who are involved in the tourism industry with the opportunity to showcase our businesses, and receive recognition in achieving a high standard in the respective award categories. I feel the Tour and Activities Award is a prestigious prize because the majority of visitors will participate in a tour whilst on the Island – this makes the award very competitive.*

*(Jenny Jauczius, Norfolk Online)*