

## BLIGH COURT HOLIDAY COTTAGES SUIT TOURISTS

One of the most important decisions for any traveller is choosing where to stay. There are deluxe and budget options available, but many choose Bligh Court Holiday Cottages as a comfortable base, with good facilities, when visiting Norfolk Island. It is not surprising, then, that they should win the 2008 Gold Tourism Award for Standard Accommodation (up to 3 ½ stars).

Their General Manager, Morgan Evans, was pleased to 'get the gold' in this new category, and entered the Awards so Bligh Court could "...measure the business against its competitors." He feels the submission process allowed them to work out how to reach, and better satisfy, their market. It's worthwhile as he is convinced that many tourists see reasonably priced, comfortable accommodation as integral to enjoying their visit.



Bligh Court's win is also attributable, Morgan says, to his wonderful team who "...together with our wholesaler partners, contribute to the overall success of the company." He's proud to promote the Gold Award in advertising and strongly supports the Tourism Awards which, he believes, "...are very useful in a changing market."

Oxley Travel are the sponsors for this category and their Travel Manager, Jeremy McKessar, says: "When you have so much passion for a destination you're only too happy to see the people involved in an important area, like accommodation, rewarded for their efforts. Events like the Tourism Awards tend to get everyone in the industry enthused."

*(Jenny Jauczius, Norfolk Online)*