



# TWIN TOWNS SERVICES CLUB

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## TO WHOM IT MAY CONCERN

In mid 1999, Best Management Group was engaged by the writer to assist with marketing of the Twin Towns Resort, a major \$50 million development by Twin Towns Services Club.

At the time, the Resort was nearing completion and our brief to David Catterall, Managing Director, was to assist with the overall marketing success of the Resort, with particular emphasis on the wholesale travel markets. At the time the Resort was opening into a most competitive market indeed.

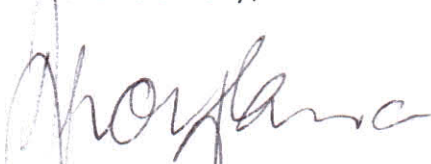
Best Management Group moved swiftly to consolidate our marketing and target key areas of opportunity. Success was achieved in a range of areas including:

- Securing the Tourism NSW annual conference;
- Assistance with development of a Marketing Plan;
- Qantas Holidays Packaging;
- Numerous other wholesale programmes; and
- Development of new holiday packages.

Most of our dealings with Best Management Group were directly with David Catterall who displayed a strong knowledge of the hotel and tourism business and conducted all business in a most professional manner. He and his team also developed an excellent working relationship with Twin Towns Management and staff.

Most importantly, the overall occupancy result for Twin Towns Resort has been most pleasing. The Resort is now on track to be the most successful occupancy performer of any major new hotel on the Gold Coast for many years. Best Management Group has made a recognisable contribution to this result.

Yours faithfully,



**R A ROYLANCE**  
**General Manager**