

BONVILLE INITIATIVE ANNOUNCED AS STATES BEST FOR 2009



Bonville Golf Resort has been announced as having the Best Tourism Initiative for 2009 at the prestigious NSW, Australian Hotels Association Awards for Excellence. Bonville's tourism initiative which won the award was the professional production and distribution of a 4 min promotional DVD showcasing all that Bonville Golf Resort has to offer. This included the golf course which has been voted as the most beautiful on the Australian mainland for 9 years, Functions and Weddings which have seen Bonville voted as Australia's best caterers, the recently refurbished accommodation, conferencing facilities & award winning fine dining restaurant.

Bonville's General Manager, Brad Daymond explains "The production and distribution plan for the DVD was planned over an extended period with the goal being to showcase this beautiful property and the Coffs Coast as far and wide as possible, to whet the appetite of potential golfers, conference organisers, wedding couples, holiday makers and business executives. This prestigious award is great recognition for the marketing efforts we have undertaken in recent years, promoting Beautiful Bonville".

Judges critique entries on many aspects of their overall marketing strategy, including how Bonville has used the DVD as part of their tourism marketing strategy, the interaction and involvement with local & state tourism associations and bodies and also how the right people were targeted to receive the DVD to in order to promote Bonville/Coffs Coast effectively.

Bonville now moves onto the National Australian Hotels Association Awards for Excellence to be held in 2010.