



MEDIA RELEASE

Burnie Travelcentre honoured with 2016 Pateman Award

Tasmanian agency wins \$3,000 service grant

20 November 2016: **It was a case of third time lucky for Travellers Choice's Burnie Travelcentre this weekend when the Tasmanian agency was named as the 2016 recipient of the Brian Pateman Agency Award for Excellence.**

For the previous two years, the agency - located in Tasmania's north-west coast - was named as a finalist in the annual award, which recognises outstanding performance by a Travellers Choice member across a range of categories, including support for fellow members, preferred suppliers' sales and marketing strategy.

Travellers Choice Managing Director Christian Hunter claimed Burnie Travelcentre's owner Kathy Granger epitomised the group's welcoming culture and strong work ethic.

"Kathy is passionate about her business and her team, and she embodies the open and supportive culture for which our group is known," says Hunter. "She is also proof that with hard work anything is possible.

"Over the past year her agency's sales have soared, with double digit growth among key preferred partners. She is also an astute and creative marketer who is active in the digital arena and takes full advantage of support services such as the Travellers Choice Cruise Club and the group's consumer magazine, *Discover*, to give her agency an edge."

As the 2016 recipient Burnie Travelcentre receives a \$3,000 service grant, which the agency can now put towards any of Travellers Choice's extensive range of member services, including the group's Digital Managed Services, which provide members with assistance in areas such as social media management, search engine optimisation and email marketing.

Granger accepted the 2016 award from Joan Pateman - wife of the late Brian Pateman, after whom the honour is named - during Travellers Choice's Annual Shareholders' Conference, held in Canberra from 18-22 November.

Four other Travellers Choice members were honoured during the Conference as finalists for the Brian Pateman Agency Award for Excellence, including:

- City Beach Travel and Cruise (WA)
- Jamison Travel (ACT)
- Naracoorte Travel n Cruise (SA)
- Ucango Travel & Cruise Centre (QLD).

For more information on Travellers Choice please visit www.travellerschoice.com.au.

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