



## THE IMPACT OF RATINGS AND AWARDS ON VISITOR NUMBERS

Announcement to NSX: Jimmy Crow Limited - JCC

The directors and management of **Jimmy Crow Limited** (JCC) are conscious of the importance of industry awards and ratings of the Company's tourism assets in generating increased occupancy and revenues. JCC owns and operates **Magnums Backpackers**, a multi award winning property at Airlie Beach on the Whitsundays mainland that, despite being first established in 1988, continues to evolve and expand and achieve new goals.

Management strives to encourage structured and regular 'familiarisation' inspections by Inbound Travel Operators (ITO's) who invest their reputation when recommending accommodation and tours to their customers who book and pay 'sight unseen'. With the support and coordination of JCC's experienced and respected team and Tourism Whitsundays (TW), 2017 has seen a steady flow of agents and professional bloggers visit our property providing outstanding positive feedback.

All of the Jimmy Crow team are committed to promoting the Great Barrier Reef and Whitsundays following the damage and related 'travel discouraging' media in the aftermath of Tropical Cyclone Debbie in March 2017. The State and Federal Governments have committed significant funding to internationally promote the Whitsundays and ensure the regions strong recovery.

The Company spared no effort in getting Magnums Backpackers back into business within 10 days after Tropical Cyclone Debbie, re-opening immediately after the restoration of power, water and other services. Today post Cyclone Debbie Magnums is operating at 80% capacity with high achieved occupancy and an expectation of being fully operational by December 2017

The Directors are pleased to confirm that during the last two weeks, Magnums Backpackers has been listed by 'Hostelworld' as one of the Top 26 Backpacker Accommodation properties in Australia (<http://www.hostelworld.com/blog/best-backpacker-hostels-in-australia/>). Magnums is the only Whitsundays property listed in the Top 26. Magnums also received confirmation that the property has been listed as a finalist in the highly sought after **Golden Backpack Awards**, (<http://goldenbackpackawards.com.au/>) and confirm that it has taken **its 6<sup>th</sup> consecutive win in the Backpacker section** and second **Hall of Fame Award at the Whitsunday Tourism Awards** held at Hamilton Island on September 30<sup>th</sup>. <https://www.tourismwhitsundays.com.au/>. These numerous accreditations will undoubtedly reflect in international and Australian bookings and ultimately on the bottom line of the Company's profit results.

Shareholders in JCC are encouraged to learn more about Magnums Backpackers on the Company's website <http://www.magnums.com.au>.

### JIMMY CROW LIMITED

#### ELIZABETH HACKETT

Executive Chair