



## THE IMPACT OF RATINGS AND AWARDS ON VISITOR NUMBERS

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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 in one of the most central and prime locations 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 the regional tourism promotion authority, Tourism Whitsundays (TW), 2017 has seen a steady flow of travel and booking agents and professional bloggers visit our property providing outstanding positive feedback.

Each of the Jimmy Crow team is 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 late March 2017.

State and Federal Governments have committed significant funding and efforts to internationally promote the Whitsundays and ensure the region's 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, with refurbished facilities by December 2017.

The Directors are pleased to confirm that during the last month, 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/>

Most recently, Magnums has taken **its 6<sup>th</sup> consecutive Gold Medal in the Backpacker section** and its second **Hall of Fame Award at the 2017 Whitsunday Tourism Awards** held at Hamilton Island on September 30<sup>th</sup> [https://myemail.ezmsgs.com/v/2669/1784757554/email.html?k=1YU6XjMvoc86EnN29DftHnb84QQs0nZ-kh5H\\_aO7kN0](https://myemail.ezmsgs.com/v/2669/1784757554/email.html?k=1YU6XjMvoc86EnN29DftHnb84QQs0nZ-kh5H_aO7kN0).

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

