



## **TOURISM WINNERS MADE 'WRITE' DECISION WITH PIP CLOSE**

Peppers Hidden Vale is celebrating! After three years as a finalist, it has won the much-prized Deluxe Accommodation title at the 2008 Queensland Tourism Awards.

While Peppers Hidden Vale is in itself a tourism winner – presenting a real “Aussie bush” getaway on a working cattle station in south-east Queensland’s Scenic Rim – the resort’s decision to use Pip Close Marketing Services for its award submission also proved to be the ‘write’ stuff.

Pip Close Marketing Services provides small and medium sized enterprises in Queensland’s south-east with strategic and innovative marketing.

Director Pip Close has over 30 years’ experience in business, marketing and hospitality.

“The Queensland Tourism Awards are so hotly contended that it makes good business sense to outsource such a specialist requirement as award submission writing,” said Ms Close.

“Award submission writing is an intensive marketing exercise: a 40-page document summarizing a business.

“Outsourcing enables a business to focus *on* their business; to get on with what they do well.

“I’m just thrilled that Peppers Hidden Vale’s efforts to give guests the ultimate bush experience amid luxury have paid off.”

Pip Close also wrote award submissions for two finalists in other categories.

Scenic Rim View Cottages had never before made the final cut in its Hosted Accommodation category.

Peppers Spicers Peak Lodge was a finalist in the Luxury Accommodation category this year, having won the title in 2006 and 2007 with PCMS submissions

“All three businesses will benefit from their extraordinary success in the 2008 Queensland Tourism Awards,” Ms Close said.

Further information

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