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## PHUKET HOSPITALITY CONSULTANCY DELIVERS GOLD IN PRESTIGIOUS PATA MARKETING AWARDS

**(Immediate Release – July 25, 2007)** - Respected Phuket hospitality firm C9 Hotelworks' expertise in hospitality and destination marketing has seen it secure the prestigious Pacific Asia Travel Association (PATA) Gold Award for Marketing.

C9 Hotelworks launched the Phuket Perfect campaign in conjunction with boutique Bangkok-based media company Delivering Asia Communications to highlight the island's idyllic lifestyle and market 31 condominiums at the Movenpick Residence Karon Beach.

The campaign won the coveted Gold Award for Hospitality Marketing.

PATA President and Chief Executive Office Peter de Jong said the 2007 PATA Gold Awards were chosen from one of the strongest collections of candidates ever. An unprecedented 339 entries from 132 organisations worldwide were submitted for the 28 categories.

C9 Hotelworks and Delivering Asia Communications conceptualised and executed the creative and purchased the media for the campaign, which focussed on two core components.

The first was a 10 second television vignette which aired exclusively during primetime on the CNN television network with a call to action to visit [phuketperfect.com](http://phuketperfect.com), a website which showcased the Phuket lifestyle and how it could be attained by investing in one of the Movenpick Residences on Karon Beach.

C9 Hotelworks Managing Director Bill Barnett said Phuket needed some positive news after recent events in Thailand and the Phuket Perfect campaign was a vehicle to get a positive message out where, perhaps, other organisations could have been doing more.

"The campaign really put Phuket back on the map in terms of people's perception of the destination," Mr Barnett said.

"After the tsunami tragedy and other events in Bangkok, it needed to be communicated that Phuket remained a perfect holiday and second-home destination, and this was one of the main achievements of the campaign.

"It not only brought attention back to the island, but achieved strong sell-through results for the condominium project."

Delivering Asia Communications Director, Communications Services, Mark Armsden, said it was an honour to be recognised in such a way by marketing and communication peers in the industry.

"I think the strongest message we delivered during the campaign was we were not just about highlighting the product but also marketing the destination and the lifestyle the product afforded those who invested," Mr Armsden said.

"Bill Barnett from C9 Hotelworks played a large role in getting this project off the ground and for a smaller media agency like Delivering Asia Communications to be achieving results like this for our clients is most satisfying as the PATA Gold Awards have always been an extremely competitive forum."

- Ends -

### **About C9 Hotelworks**

C9 Hotelworks is a Phuket-based hotel and residential consulting firm. They have played an active role in many of the island's largest developments and represent a number of international investment groups through their role in asset management.

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