

Small Business Marketing experts guide Sails Restaurant and Function Centre to Two 2010 Moreton Bay and Islands Tourism Awards

Sails Restaurant and Function Centre has proven itself as a local business and tourism winner, taking out two recent awards in the 2010 Moreton Bay and Islands Tourism Awards.

Sails Restaurant and Function Centre was not located in a high traffic area, so management decided to engage Marketing Angels to provide complete outsourced marketing strategy expertise and assistance. Brisbane Marketing Angel Hilary Knights undertook major market research and developed a stellar marketing plan, encompassing a brand refresh, as well as the development and implementation of local area marketing activities, strategies and tactics. Much of the approach to date has been to work with other local businesses, charitable and community organizations and local government. An approach that has clearly paid off.

Sails won the award for best restaurant and catering service, recognising a significant contribution to tourism through the provision of food and beverage. The award submission itself also won the Judges' Gold Award for the highest number of points for an award submission. Sails has become a dining and conference destination since its 2007 renovation, and with help from Marketing Angels, helps attract visitors to the region by ensuring that all visitors can enjoy the waterfront ambience and fine dining.

The awards recognise Sails' relentless determination to use its unique location, diverse culinary offerings and outstanding menu to promote the area to tourists as well as engage with local residents and businesses.

John Chapman, ARE's CEO says, "We are very pleased to have won the 2010 Moreton Bay and Islands Tourism Award for best restaurant and catering services as well as the Judge's Gold Award. These achievements are a credit to our hardworking and highly passionate staff who demonstrate a high level of professionalism in their day-to-day operations and in particular with our diners. We are proud of our contribution to local tourism, and the way our outstanding restaurant showcases some of the best things Moreton Bay and Islands has to offer Brisbane tourism - ambience, fine dining, and impeccable service right on the waterfront at Suttons Beach. Marketing Angels have been instrumental in helping build our profile locally and attract more visitors to the region as a result."

Hilary acknowledges Sails commitment to marketing, having spent the past two years working with Marketing Angels. "The management of Sails have been very supportive of many of our suggestions and ideas, which has made all the difference in helping raise awareness of the Sails, it's great location and superior service".

About Marketing Angels

Marketing Angels is a national Marketing Consultancy located in Sydney, Melbourne, Brisbane and Canberra.

Marketing Angels has more than fifteen consultants throughout Australia boasting a wide variety of expertise and industry experience.

We work as outsourced marketing managers and directors for small to medium sized business, helping business owners work out the right marketing approach and implement it.

We specialize in helping small business owners who need experienced marketers to help them develop a consistent focused marketing approach that would work!

For more information go to www.marketingangels.com.au

About Sails Restaurant and Function Centre

Sails Restaurant and Function Centre, owned by Airport Retail Enterprises, offers elegant casual dining at its 350 seat waterfront restaurant, cocktails at the 153 Bar, as well as superb conference and function facilities overlooking the magnificent Moreton Bay, Sutton Beach and the surrounding parklands. Diners enjoy seasonal menus reflective of Sails Restaurant's waterfront location offering the delicious tastes of Australian alfresco cuisine.

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