

EAST ANGLIAN

East Anglian Daily Times Tuesday, February 5, 2013 www.eadt.co.uk

BUSINESSEAST

News

Rewarding loyalty

SUFFOLK: Tourism firms around county support discount scheme

By Duncan Brodie

HOLIDAY cottage agency Best of Suffolk has launched a county-wide "loyalty scheme" offering its guests a range of exclusive discounts.

Best of Suffolk, which is based at a Badingham, near Framlingham, and since 2006 has build up a portfolio of more than 200 properties, has agreed money-off deals with a range of restaurants and tourist attractions.

Benefits for holidaymakers will also include "early bird" discounts on cottage lettings and a range of other offers and rewards, accessible through a new password-protected area on the company's website - www.bestofsuffolk.co.uk.

Alex Tarry, a director of Best of Suffolk, said: "We have a large number of very loyal customers who often holiday with us several times a year.

"The new 'Best of Suffolk Club' is our way of thanking them for their loyalty, and pointing them in the direction of the restaurants, cafes and tourist attractions that we know will look after them and



QUALITY OFFER: Best of Suffolk director Alex Tarry

Photo: ANDREW PARTRIDGE

give them a very enjoyable experience in Suffolk."

Mr Tarry added: "We estimate that Best of Suffolk customers spent in the region of £5.2million of holiday spending money in the Suffolk in 2012, so it is an

extremely valuable contribution to the many small businesses in Suffolk's tourism economy.

"If any tourist attractions would like to join the scheme they should contact our office for details."

Best of Suffolk grew by 24% in

2012 and expanded its portfolio of holiday cottages into Essex, Kent, Cheshire and London under a sister brand, Best Escapes. It has plans for further expansion in 2013, backed by a year-long strategic marketing plan.