



MEDIA RELEASE

Monday, 26 February 2018

\$6 MILLION REDEVELOPMENT AT SEAL ROCKS

A \$6 million revamp of one of NSW's most popular holiday parks at Seal Rocks has been completed, Minister for Lands Paul Toole announced today.

Mr Toole visited the park today to celebrate the completion of the staged redevelopment, which began in 2013, and to officially launch the new identity developed by the NSW Crown Holiday Parks Trust.

"Through the \$6 million investment at Seal Rocks, families will be able to enjoy a relaxing time together in the enhanced natural setting," Mr Toole said.

"The park here at Seal Rocks is one of the Trust's flagship sites, so it's fitting we announce not only the completion of major upgrades to the facilities here, but the Trust's new look," Mr Toole said.

The Reflections Holiday Parks group consolidates the management of 37 holiday parks and recreational reserves on Crown land throughout NSW and brings a new vision for ecologically-sustainable holidays.

"Keeping these important recreational spaces on Crown land well maintained for visitors and local communities to enjoy is incredibly important and will help drive increased visitation and economic growth throughout regional NSW," Mr Toole said.

Member for Myall Lakes Stephen Bromhead said the improvements at the holiday park will have a positive impact on the tourism economy across the region.

"Seal Rocks has long been a popular holiday destination for families, and I have no doubt this redevelopment will encourage more domestic and international visitors to visit this beautiful part of the world," Mr Bromhead said.

"The six new cabins, guest lounge and improved playground here at Seal Rocks are an example of what can be achieved at other parks throughout the State under the management of the Reflections Holiday Parks."

Reflections Holiday Parks CEO Steve Edmonds said the focus on back-to-nature getaways and innovative new accommodation catering to a broader range of markets and visitors' budgets, was an exciting direction for the organisation.



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"We're looking forward to beginning work at our other parks throughout NSW, improving visitor facilities and creating more nature-based holiday experiences for visitors," Mr Edmonds said.

Reflections Holiday Parks Chair Wendy Machin said the Trust was proud to see the Group's 37 holiday parks and popular recreational reserves on Crown land now under one unified banner.

"*Reflections Holiday Parks* is a cohesive and recognisable market-facing identity which focuses on the back-to-nature experiences our parks are renown for," Ms Machin said.

"Holiday needs are changing, with more demand for the '*back to nature*' holiday and simple things in life that turn holidays into amazing memories and life-changing experiences."

For more information on the new *Reflections Holiday Parks* branding please refer to this [short 30-second video](#).

To book a Reflections Holiday Park' experience visit: www.reflectionsholidayparks.com.au.

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About NSW Crown Holiday Parks Trust (NSWCHPT)

NSWCHPT was formed in 2013 to consolidate the operations of 28 coastal and nine inland holiday parks and reserves located on Crown land throughout NSW and incorporated three holiday park brands under its corporate banner. (North Coast Holiday Parks, South Coast Holiday Parks and Inland Waters Holiday Parks.)

Reflections Holiday Parks brings its 37 holiday parks and public recreation reserves on Crown land under the one unified banner. The promise of *Reflections Holiday Parks* is to be *the place where happy holiday seekers and nature lovers will discover the quintessential caravan and camping break and create unforgettable experiences and family memories.*

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