



**MEDIA RELEASE**

**Friday, 27 April 2018**

## **Same Friendly People; Same Great Holiday Experiences**

**Families seeing *Reflections Holiday Parks* pop up in their social media feed or in their favourite camping magazine may be surprised to learn that this new player in town is actually an old favourite.**

*Reflections Holiday Parks* CEO Steve Edmonds said holidaymakers looking to stay at their favourite locations across previously-named *North Coast Holiday Parks*, *South Coast Holiday Parks* or *Inland Waters Holidays Parks* will be happy to know they have not disappeared – just rebranded.

"We are the same great 37 holiday parks which are now based on a common brand that clearly outlines the offering and geographic location," Mr Edmonds said.

"Each of our parks are now easily identifiable as part of one Group and our guests can enjoy an easier booking system through a one-stop-shop web site where you can plan and book your holiday experience.

"Combined with our new tagline, *nature never felt so good*, the change to *Reflections Holiday Parks* repositions our brand as a leader in recreational destinations for both domestic and international visitors.

"Our holiday parks are places where families can immerse themselves in the truly amazing natural surrounds this great State has to offer and our strategic focus is to enhance that 'natural' experience for our guests.

"People living in urban environments have a greater need than ever to get back to nature and balance the 'nature deficit.'"

The group's North Coast, South Coast and Inland parks rebranded to *Reflections Holiday Parks* to:

- Drive repeat business based on reputation
- Provide strong brand recognition
- Increase the number of site offerings across the state
- Utilise one web site instead of four

Mr Edmonds said the group was proud to deliver on the Mission to transform its portfolio of traditional caravan and camping parks into iconic NSW holiday destinations.



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The direction and essence of our new brand and what we are providing guests is encapsulated perfectly in this [short 30-second video](#).

To book a Reflections Holiday Park' experience visit [www.reflectionsholidayparks.com.au](http://www.reflectionsholidayparks.com.au). Reflections Holiday Parks are keen for you to visit their wonderful parks.

**#Ends#**

### **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. With the same friendly people, 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.*

**Contact Kimberly Rigby, 0418 383 296**  
**Photo attached**

**Page 2 of 2**