

## **\$2.2 Million Investment in Clarkes Beach Takes Holiday Parks to the Next Level**

**Already a beautiful spot, Clarkes Beach will complete more than \$2m in upgrades next month with bespoke architect-designed cabins taking advantage of the best views on the coast.**

Reflections Holiday Parks CEO Steve Edmonds said Clarkes Beach was a popular location and the \$2.2 million accommodation upgrade will step up the group's Mission to provide inspiring holidays.

"The park has eight new, architecturally-designed cabins which will be completed in time for November bookings and end-of-year-holidays," Mr Edmonds said.

"These are more than cabins - they are the latest in combined indoor/outdoor living experiences.

"We have gone for luxury, but also the latest in Environmentally Sensitive Design (ESD) principles. We are actively delivering our promise to embrace the natural environment and take our holiday parks to the next level."

The improvements at Clarkes Beach include:

- Installation of eight new architecturally-designed, environmentally-sensitive cabins, including four which sleep up to five people and four which sleep up to two
- Enhanced landscaping to encapsulate you in nature

Mr Edmonds said the new cabins raised the bar for holiday park accommodation while respecting the pristine landscape of Clarkes Beach.

"We offer nature-based holidays and the group's new cabins, with their flow through to the outside, have become a real point of difference," Mr Edmonds said.

"We are also continuing to invest in our other North Coast parks, including large investments at Evans Head, Shaws Bay and Lennox Head, to ensure our accommodation offering across the group meets the current demand and is in line with or exceeding industry standards.

"While the new accommodation style is a premium offering, we also ensure a range of accommodation to cater to different needs and price points."

Clarkes Beach has increased its cabin stock from 22 to 26 cabins and has plenty of camp sites available in prime locations with nearby beach access.

"We value the traditional caravan and camping holiday, so the focus of our new cabin installations was one of quality and innovation over quantity," Mr Edmonds said. "With 119 sites at Clarkes Beach, almost 80 per cent of the park remains free for caravanning and camping which we feel is important."

To book an inspiring stay at Clarkes Beach visit [www.reflectionsholidayparks.com.au](http://www.reflectionsholidayparks.com.au).

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### **About *Reflections Holiday Parks***

Reflections manages the operations of 37 holiday parks and community reserves on Crown land throughout NSW. Formed in 2013 to consolidate the operations of 28 coastal and nine inland holiday parks and reserves located on Crown land throughout NSW, the Group incorporated three holiday park brands, (*North Coast Holiday Parks, South Coast Holiday Parks and Inland Waters Holiday Parks*), under its corporate banner, *Crown Holiday Parks*.

Rebranded to *Reflections Holiday Parks* in February 2018, the Group brings its 37 holiday and community parks on Crown land under the one unified banner. The group is a not-for-profit organisation and reinvests its surplus funds across all its holiday and community parks, so visitors and regional communities can keep enjoying these pristine locations. The vision of *Reflections Holiday Parks* is to inspire all who visit.



*Architectural render of cabin 21*



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The new cabins at Clarkes Beach, based on ESD principles, will be seen at more and more holiday parks within the Reflections group.

#### Features include:

- Cross ventilation
- Selective sourcing of material to reduce carbon footprint
- Maximum use of natural light
- Respectful landscaping

