



MEDIA RELEASE

Friday, 23 November 2018

Seal Rocks Shines Silver in Tourism Excellence

After a huge year of comprehensive park upgrades and tourist offerings, the Reflections Holiday Parks group and team at Seal Rocks are celebrating the park's triumphant result at last night's prestigious 2018 NSW Tourism Awards held at Luna Park.

Considered an industry event of the year, the awards recognise the outstanding achievements of tourism businesses across the state. A first-time finalist at these awards, the Reflections Holiday Park at Seal Rocks earned a silver for its strong commitment to delivering high-quality accommodation and experiences to visitors.

Reflections Holiday Parks CEO Steve Edmonds said this year saw significant landmarks reached, with the park having recently completed \$6 million in accommodation and recreational upgrades, as well substantial upgrades in WiFi infrastructure to dramatically improve the digital experience and phone reception for guests.

"As a group, we are excited to provide innovative new accommodation at our parks which cater to a broader range of markets," Mr Edmonds said. "Seal Rocks received a new cabin and beach tent precinct, a new innovative guest lounge and an improved playground designed to integrate with its coastal surroundings."

"Seal Rocks is much-loved holiday park and treasured community asset; the experiences this important tourist destination provides guests aligns with our back to nature focus."

Reflections Holiday Parks Seal Rocks was also recognised as a Quality Tourism Accredited Business at the awards under a newly-established Quality Tourism Framework. Governed by the Australian Tourism Industry Council, the new 'Quality Tourism' brandmark is a symbol of excellence for businesses participating in its quality tourism programs.

Seal Rocks Park Managers Eddy and Justine Syme said they were dedicated to creating a sense of community with their guests. "We love to see the stress of daily life just drop away when our guests first arrive – we couldn't imagine a more perfect holiday spot than Seal Rocks," they said. "We are especially looking forward to the end-of-year holidays and our planned festive activities for guests."

Managed by the Tourism Industry division of the NSW Business Chamber, the state's peak business organisation, and proudly supported by the NSW Government, the NSW Tourism Awards celebrate and acknowledge tourism excellence in NSW.

Visit www.reflectionsholidayparks.com.au to find out why these parks are number one and why Seal Rocks is a must-visit destination in the NSW North Coast.

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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.



L-R: Reflections Holiday Parks CEO Steve Edmonds, Regional Manager Mark Martin, Seal Rocks' Managers Eddy and Justine Syme & Executive Manager Marketing Rebecca Smith.