



MEDIA RELEASE

Thursday, 8 August 2019

Reflections Partnership with Vertel and Purple Wi-Fi Provide Better Connected Parks

Reflections Holiday Parks has committed almost \$1 million to create a new Wi-Fi infrastructure across four of its holiday parks along the NSW North Coast, partnering with Vertel.

Reflections Holiday Parks CEO Steve Edmonds said the new Wi-Fi infrastructure was successfully up and running at **Forster Beach, Seal Rocks, Scotts Head and Hawks Nest.**

"The upgraded infrastructure at these popular parks has overcome connectivity issues and provides guests with an improved digital experience and better mobile phone reception," Mr Edmonds said.

"Proper connectivity is important for our guests who expect to be able to keep in touch with family and friends, stream video from sites like Netflix, and more.

"The Group has invested a \$316,837 government loan, with a total investment of \$1 million over the next five years."

Most people expect fast and reliable connectivity wherever they go. Due to the physical location and older infrastructure at the four coastal parks, Reflections contacted Vertel to provide a connectivity solution.

Vertel Commercial Director Tony Hudson said Vertel, worked with its analytics partner, Purple Wi-Fi to present a comprehensive solution for Reflections to help the Group deliver on its vision of highly available and reliable connectivity.

"We delivered an adaptable Wi-Fi infrastructure that meets Reflections requirements now - and into the future," Mr Hudson said.

"We are pleased to have provided an infrastructure solution which aligns with Reflection's strategic vision, delivers value, and, most importantly, enhances customers' experiences.

"Reflections can now offer a broader range of enhanced services at the parks with the new Wi-Fi infrastructure in place, such as corporate training events with reliable connectivity."

"Emergency management as well as guest comfort are critical with the Wi-Fi infrastructure providing communication capabilities to isolated locations, like the Reflections' park at Seal Rocks. Being able to guarantee this experience will help Reflections attract new and repeat customers to its parks."



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"Mr Hudson said Vertel provided both fibre and fixed wireless connectivity services to the parks.

"Fixed wireless especially is ideal for hard-to-reach places – in effect we can go where others often can't, cost-effectively," Mr Hudson said.

"Our innovative network software allows Reflections to offer high performing connectivity across all of its parks, and manage that connectivity centrally, greatly simplifying network management and future-proofing the infrastructure."

Vertel worked with Purple Wi-Fi to enrich Reflections' connectivity service with analytics. A customisable splash page greets park Wi-Fi users, which can be utilised as a marketing vehicle for Reflections or its partner organisations. This helps the business capture visitor information, set rules around the customer journey, and report back on metrics such as the number of users. This will let Reflections ensure it continues to offer focussed, market leading services based on detailed customer profiles. The services also assist Reflections in making more informed operational decisions, such as about staffing levels, by knowing how many guests are typically onsite, and when.

Purple Wi-Fi Country Manager – Australia and New Zealand Oosman Abdul Kader said Purple Wi-Fi enabled Reflections to capture data on its customers through the Wi-Fi network designed and delivered by Vertel.

"Bookings are often made through third-party sites, so Reflections had no real way of capturing data on its customers through the Wi-Fi network," Mr Kader said.

"With Purple Wi-Fi, guests complete a simple form when they access the Wi-Fi, which records their information.

"Since September 2017, Reflections has had 10,500 people log on to the Wi-Fi. With this individual data,

"Reflections can now build a more complete picture of its customers, develop tailored campaigns and promotions with compelling offers, communicate with them through the channels they prefer during and after their stay and track the success of these campaigns."

Cosy up in a cabin or campsite and enjoy some of the greatest destinations NSW has to offer. Visit www.reflectionsholidayparks.com.au to book at a Reflections Holiday Park now.

#Ends#

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(Pictured at Reflections Holiday Parks Hawks Nest)

Reflections Holiday Parks Group Manager Corporate Services Michelle Griffin says the new WiFi infrastructure is successfully up and running at four of the Group's coastal Parks.



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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

<https://www.reflectionsholidayparks.com.au>

About Vertel

Vertel is a wholly-owned, Australian national telecommunications carrier with over 40 years' experience delivering critical network infrastructure and services to enterprise, government and service provider organisations. With a broad range of fixed and mobile network and cloud services, underpinned by excellence in delivery and on-going operations, we specialise in serving customers with high availability, performance, management and security requirements for business, mission and life-critical operations. As the world's first wireless carrier to achieve MEF certification for its Ethernet Layer 2 service, we can design, build and deliver carrier-grade connectivity and applications for organisations throughout Australia. <https://www.vertel.com.au/>

About Purple Wi-Fi

Purple is a software solution that 'sits' on top of an existing guest Wi-Fi network. When guests connect, Purple captures their data via a captive login portal, and tracks their movement whilst in that venue using their devices' unique MAC address.

The social WiFi offering allows users to gain free access to a public Wi-Fi networks through their existing social media accounts or a short form. By partnering with Purple WiFi, Reflections Holiday Parks gain valuable analytic insights into the profiles and movements of their customers and a sophisticated built-in marketing platform.

<https://purple.ai/>