

Reflections Holiday Parks Calls for People to, *'Take a Break, Give a Break'* on the South Coast

The NSW tourism industry is making fresh calls for Aussies to throw them a lifeline by holidaying on the South Coast. With the recent travel restrictions imposed on travellers from Greater Sydney and Victoria, the peak season is at risk of being squashed a second year running unless locals and those living in nearby regions visit this January.

"We're calling on travellers to 'take a break, give a break'. If you live on, or near, the South Coast - by taking a short break this January, you're helping local businesses and tourism operators catch a break they need," says Steve Edmonds, CEO of [Reflections Holiday Parks](#) whose January bookings have been slashed by up to 80 per cent at some parks.

"Our [South Coast](#) holiday parks in Eden and Bermagui are particularly hard hit," Mr Edmonds said. "After droughts, bushfires, the first wave of COVID and the Victorian outbreak and lockdown, our park staff, nearby tourism operators and small businesses have been doing it tough. We urge travellers from Canberra, regional NSW and the border bubble to grab their tent, or caravan, and have a last-minute break. After all, these world class tourism experiences are right on our doorstep."

The summer's peak season usually sees both Eden and Bermagui Holiday Parks hit around 66 per cent occupancy. January 2020 saw the parks take a huge hit with occupancy dropping to a record low of 13 per cent thanks to last summer's bushfires. This January, the parks are predicted to reach 40 per cent occupancy, down 26 per cent from 2019.

The travellers who are staying at these parks are having a summer holiday that would turn most people green with envy according to Mr Edmonds: "They're holidaying outdoors in nature which we know is a safer setting for social gatherings and leisure activities. If you have the ability to visit this January, why not seize the opportunity to experience the South Coast without the crowds."

The most up-to-date travel information is available on the [NSW Government website](#).

Visit www.reflectionsholidayparks.com.au to book now.

#Ends#



'Take a Break, Give a Break' on the South Coast this January.
Picture taken at Reflections Eden

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>