

Travel Experiences' Leader Appointed CEO of Reflections Holiday Parks

Former CEO of innovative travel technology company, Triptech and outdoor experiences' app CamperMate, Nick Baker will take the helm of Reflections Holiday Parks from July to continue to position the group of 37 Crown land holiday parks as the leading provider of home-grown caravan and camping experiences.

With more than 20 years' experience in the Tourism Industry, Mr Baker has also held pivotal roles as CEO for gift experience provider, Redballoon and as Chief Marketing Officer for Tourism Australia. His industry expertise also comes from his years at Voyages Hotel & Resorts, Ayers Rock Resort Management, Ramada Renaissance Hotel and Renaissance Hotels International.

Reflections Holiday Parks Chair Wendy Machin said Nick's passion for innovation and delivering great travel experiences made him a perfect fit for leading Reflections Holiday Parks into 2021 and beyond.

"Through his previous roles, Nick has been instrumental in creating seamless travel opportunities, which aligns with our drive to create memorable holidays and entice more people to embrace the great outdoors through our parks with their fresh air and vibrant regional communities."

Reflections Holiday Parks brings together a portfolio of 37 holiday parks and 33 Reserves on Crown land in some of the best locations in NSW. The organisation has grown from a series of smaller Trusts operating the parks as separate entities, to one of the largest players in the sector turning over \$57 million.

Mr Baker said he was excited to be joining Reflections and to bring his background in experienced-based tourism coupled with Indigenous engagement, technology and an absolute conviction in the power of the outdoors, to help this dynamic organisation build an exciting future.

"I'm looking forward to this hands-on role and helping shape experiences and products that keep the brand top of mind when people think of exceptional destinations for booking a holiday," Mr Baker said.

Mr Baker will commence his role as CEO at Reflections from 12 July 2021.

#Ends#



***Photo Information:** Former CEO of innovative travel technology company, Triptech and outdoor experiences' app CamperMate, Nick Baker said he was looking forward to the opportunity to shape holiday park experiences and continue to position Reflections as an Industry Leader.*

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