



**MEDIA RELEASE**

**Thursday, 10 February 2022**

## **Innovation and a Superior Guest Experience Drives New Partnership Between Reflections Holiday Parks and RMS Cloud**

**With contactless technology becoming a real game changer in the Tourism Industry, Reflections Holiday Parks has joined forces with globally renowned software company RMS Cloud to take its operations and guest experience soaring to the next level.**

Reflections Holiday Parks CEO Nick Baker said the partnership with RMS Cloud was aligned with the group's absolute commitment to providing the best possible guest experience.

"There is a huge resurgence in camping escapes, and we have 37 holiday parks throughout coastal and country NSW which connect people to amazing regional townships and the beauty of the NSW countryside," Mr Baker said.

"Communication is key for our guests and RMS software technology will allow our parks to really boost their connection with guests to provide the information they need for booking, check in and during their stay.

"Understanding our guest demographics better, we will also be able to target our marketing offers and campaigns to give our diverse range of customers a more personalised and tailored experience.

"Nearly two million people enjoy our holiday parks and wilderness reserves every year; our job is to be stewards of the land we operate on and help guests create memories that will last a lifetime.

"The last few years of pandemic has presented many challenges for the Caravan and Camping Industry, so it is incredibly important for industry operators to step up and really focus on the guest experience.

"Our partnership with RMS Cloud will absolutely deliver on this expectation and their innovative software will be crucial to all aspects of running our parks."

RMS Cloud CEO and Founder Peter Buttigieg said the partnership between Reflections Holiday Parks and RMS Cloud represented two leaders of the Australian holiday parks industry joining forces.

"RMS Cloud have led the market in park management technology for over 35 years and remain committed to producing the best possible solutions for Australian Parks," Mr Buttigieg said. "We look forward to delivering our future-focused, innovative platform and enabling Reflections parks to achieve great and ongoing success."

To find out more about Reflections Holiday Parks or to book online, 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 43 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 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.

**About RMS**

Based in Australia, RMS Cloud is a globally renowned software company which produces and supports online booking, channel management and front office systems to the world's hospitality industry.

RMS has been at the forefront of developing property and reservations management systems for over 30 years for the holiday park, caravan and RV park, hotel, motel and apartment segments with specialty applications for the mining, defence, facility and shopping centre industries.

The RMS property management system offers the unique ability to provide real-time online booking functionality, which enables the collection of bookings from a property's website, the global distribution system and an expansive variety of third-party travel websites.

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The Reflections Holiday Park at Clarkes Beach is just one of the 37 Reflections Holiday Parks throughout regional NSW that will be able to lift the guest experience using RMS Cloud software technology.

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With a huge resurgence in camping escapes, Reflections Lake Glenbawn is one of the Group's nine inland country parks that will use RMS Cloud software technology to take its operations and guest experience to the next level.

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