

Reflections Holiday Parks at Lake Keepit and Copeton Waters Rated Travellers' Choice

In a nod to the NSW New England Region as a tourist destination of choice, Reflections Holiday Parks at Lake Keepit and Copeton Waters have been recognised for excellence and rated 'Travellers' Choice 2022' destinations by online travel platform, Tripadvisor.

Lake Keepit near Gunnedah and Tamworth and Copeton Waters near Inverell are among 22 Reflections Holiday Parks winning a 'Travellers' Choice 2022' commendation after ranking in the top 10% of properties on Tripadvisor and consistently receiving great guest reviews.

Regional Manager Inland Parks Leith Smith said the New England Region was 'next level' as a tourist destination and he was proud to see Lake Keepit and Copeton Waters recognised based on outstanding guest experiences.

"I'm so happy to see all of the hard work that our staff have put in at Lake Keepit and Copeton Waters recognised," Mr Smith said. "We are dedicated to providing memorable places for the local community and travelling tourists to enjoy all year round."

"Lake Keepit and Copeton Waters have seen almost 73,000 total visitors in the last year. This amounts to around \$3.4 million injected into surrounding communities through tourist and visitor spending. With 18,500 Day Passes for vehicles also coming into both parks, we know Lake Keepit and Copeton Waters are incredibly popular for tourists and the local regions.

"Becoming the Travellers' Choice for exceptional guest service and outstanding guest reviews aligns with our vision to keep improving the customer experience and benefiting regional townships through providing memorable nature-based experiences."

Member for Tamworth and Minister for Lands and Water Kevin Anderson said the Travellers' Choice 2022 commendations were a great way to boost tourism in the region.

"Lake Keepit and Copeton Waters play a huge role as important recreation centres and tourism drawcards for communities surrounding Tamworth, Gunnedah, Inverell and Armidale," Mr Anderson said. "Our dams are 2-3 times the size of Sydney Harbour and are vital for water supplies, with the adjoining Reflections parks providing brilliant holiday locations on Crown land for fishing, boating, camping and family daytrips."

Reflections Holiday Parks CEO Nick Baker said Tripadvisor was an important guide for travellers during their trip planning and positive Tripadvisor reviews reflected the ethos of all Reflections Holiday Parks to care deeply about the guest experience.

"Our staff are committed to providing great holiday experiences and take pride in the great feedback they get from guests," Mr Baker said. "Our parks rival any overseas vacation and showcase amazing regional destinations throughout NSW. Many of our guests are holidaying closer to home and rebook with us again and again."

"Being rated as a Travellers' Choice on the world's largest online travel guidance platform means people can be secure in the knowledge that a holiday with Reflections will be second to none."

The 22 Reflections Holiday Parks which received a *2022 Travellers' Choice award* included:

- **NSW New England Region:**
Copeton Waters (Near Inverell), Lake Keepit (Near Gunnedah and Tamworth)
- **NSW South Coast:**
Bermagui, Eden
- **NSW North Coast:**
Ferry Reserve, Massy Greene, Clarkes Beach, Lennox Head, Shaws Bay, Evans Head, Red Rock, Corindi Beach, Moonee Beach, Urunga, Nambucca Heads, Scotts Head, Bonny Hills, North Haven, Forster Beach, Seal Rocks, Hawks Nest, Jimmys Beach

To book a Reflections Holiday Park' experience visit www.reflectionsholidayparks.com.au. There are some great Winter deals on offer including, 20% off all cabins, \$10 Tuesdays for 3-night stays across a Tuesday night and 15% off longer stays of 7 nights or more across powered and unpowered sites. Find the latest Reflections offers at <https://reflectionsholidayparks.com.au/latest-deals>.

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Contact Kimberly Rigby, 0418 383 296 | Photos attached | P2 of 4
****Please contact for more photos or to arrange photos/interviews at the parks.***



Reflections Holiday Parks Lake Keepit has been named in the top 10% of properties on Tripadvisor and a 'Travellers' Choice for 2022.

MEDIA RELEASE

Thursday, 28 July 2022



Reflections Holiday Parks Copeton Waters has been named as a Travellers' Choice for 2022 and is in the top 10% of accommodation on Tripadvisor.



Happy campers! Guests love the relaxed atmosphere at Copeton Waters and the team love seeing guests enjoy everything the park has to offer.



***“New England Region is ‘next level’ as a tourist destination and I’m proud to see Lake Keepit and Copeton Waters recognised based on outstanding guest experiences.” -
Regional Manager Inland Parks Leith Smith***

About Reflections Holiday Parks

Reflections is a leading nature-driven escapes organisation, welcoming two-million-day visitors and overnight guests to its New South Wales holiday parks each year. Operating as a profit for purpose business, Reflections manages 37 holiday parks and 43 community reserves on NSW Crown land. Any surplus from its operations is reinvested in the 9,289 hectares of land that it manages on behalf of the people of NSW. Reflections generates approximately \$98 million in economic value for regional NSW each year, in terms of income and flow on impacts (BDO, 2022).

Our focus is on providing exceptional experiences. Surpluses generated by Reflections Holiday Parks are used to directly support and revitalise the group’s holiday parks and surrounding Crown land reserves to ensure that visitors and local communities can enjoy these precious community assets for generations to come. Our success is measured by our quadruple bottom line performance, including social, cultural, environmental, and economic outcomes. We grow when our people, our places and communities are at their best.

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