

Top 10%, the Guests have Spoken: 18 North Coast Reflections Holiday Parks Rated Travellers' Choice

Proving the NSW North Coast is next level as a tourist destination of choice and securing their positions as the go-to places for exceptional guest experiences, 18 North Coast Reflections Holiday Parks have been rated Travellers' Choice 2022 by online travel platform, Tripadvisor.

Twenty-two Reflections Holiday Parks (18 from the NSW North Coast) were named Travellers' Choice 2022 after ranking within the top 10% of properties on Tripadvisor and consistently receiving great guest reviews over the last 12 months.

Reflections North Coast General Manager Sam Leo said it was an amazing achievement for 18 Reflections parks along the NSW North Coast to be rated in the top 10% of all accommodation choices available on Tripadvisor. "Our guests are at the heart of everything we do, and we are proud to support regional tourism by focussing on being the best of the best in terms of guest experiences," Sam said. "Guest feedback is a gold mine, and we take every opportunity to act on what is said to us to keep improving. This overwhelmingly positive feedback affirms that we are headed in the right direction. I love this part of the world; the NSW North Coast vibe is perfect for travellers and is right up there as a number one tourist destination."

Reflections Mid North Coast General Manager Nigel Walker said he was proud of the hard work and dedication of the staff across the Mid North Coast parks. "The location and staff at parks like Jimmys Beach, Hawks Nest and Seal Rocks are second to none with staff proud to have their parks named as a Travellers' Choice," Nigel said. "We work hard to make sure our individual guests feel like they are the most important person at the park."

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

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

Reflections Holiday Parks CEO Nick Baker said the positive Tripadvisor reviews reflected the ethos of all Reflections Holiday Parks to care deeply about the guest experience. "To put it simply, we care," Nick said. "Our staff are committed to providing great holiday experiences and take pride in the great feedback they get from guests. 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."

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Mr Baker said Tripadvisor was an important guide for guests making decisions to ensure they have a great holiday experience and is an honour for so many Reflections Holiday Parks to be recognised as a Travellers' Choice on this platform.

"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," Nick said.

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 3
****Please contact for more photos or to arrange photos/interviews at the parks.***



The team at the Reflections Holiday Park at Clarkes Beach in Byron Bay are proud to have their park rated a 'Travellers' Choice 2022' by Tripadvisor.



Reflections Jimmys Beach on the Mid North Coast is a nature paradise.

“The location and staff at parks like Jimmys Beach, Hawks Nest and Seal Rocks are second to none, with staff proud to have their parks named as a Travellers’ Choice.”

- Mid North Coast GM Nigel Walker

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 New South Wales. 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.