

TOURISM BUSINESS OF THE YEAR

ESPERANCE BAY HOLIDAY PARK



Since taking over the operations of the park in 1996, Esperance Bay Holiday Park has experienced strong and consistent growth. Where possible, they have re-invested the large majority of the earnings back into the development of the wider park. Their long-term approach is to support the park in delivering robust revenue performance whilst maintaining competitive prices.

About a year ago, they made the decision to allow guests to bring their dogs into the caravan park. This has proved to be a very successful decision, the impact of which is visible in the revenue generation of the park. Management have also relatively recently made a concerted effort to focus on cost minimisation and have implemented strategies to reduce cleaning costs, cost of chemicals and their power, water and gas charges.

EBHP have also started to promote the 'community spirit' that travellers are increasingly keen to experience with regular Sunday night BBQs. They often have entertainment and provide a venue for all of their guests to share stories and experiences. This has seen huge buy-in from guests and has seen guests extending their stays just for the chance to join in.

The primary and most important thing EBHP do to keep their customers returning is to provide an experience that exceeds expectations. Their accommodation and facilities are reasonably priced, clean and fitted out to high quality specifications which means their guests leave feeling like they

have had a good experience and great value for money.

The quality and friendly nature of EBHP's service also means that they retain a high percentage of their guests. They offer service with a smile and staff that will go out of their way to assist guests on their travels through Esperance. Whether it be finding out about local services, arranging for transport or pointing guests in the direction of the best local attractions, their staff are willing to go the extra mile.

EBHP are a member of the Top Parks group, which provides a 10% discount when Top Park members stay with us. They chose this loyalty program as they felt it best reflected their customer base and provided the most benefit to their returning guests. EBHP offer their guests membership with Top Parks which means that they are able to provide an incentive for guests to return immediately. For families returning to stay at EBHP, they ensure that they are able to stay on the same site if they request it and will happily move people around to accommodate regular guests.

EBHP are huge advocates for tourism in our town and they recommend tours, events and attractions to all of their customers with the aim of keeping them in Esperance for as long as they can. EBHP are passionate about Esperance and know that for every day longer a guest spends in town, the flow on effect to local business is exponential. While upgrading their Holiday Units, they have used local suppliers, local retailers and local tradespeople, keeping the benefits of tourism within the community and helping to create more jobs and opportunities in the town.

In a more 'far-reaching' sense, EBHP have raised over \$3,000 for the Royal Flying Doctor this year which benefits every member of the state. They chose the Royal Flying Doctor to be their charity of choice as they understand that the reassurance of this service is invaluable to people living regionally and remotely.