

Seal Rocks Recognised as the Best of the Best with a Gold Award in Tourism Excellence

Following a Silver Award at the *NSW Tourism Awards* last year, Reflections Holiday Parks Seal Rocks has cemented its position as the best of the best in the tourism industry with its stellar win at the *2019 North Coast Tourism Awards* last night.

Park Managers Justine and Eddy Syme attended the gala event at the South West Rocks Country Club last night and came away with the coveted Gold Award in the Caravan and Holiday Parks category celebrating tourism excellence in regional NSW.

Reflections Holiday Parks CEO Steve Edmonds said the win was a nod to the hard work the Group has been doing across its parks to upgrade the facilities and delight guests with innovative accommodation based on environmentally-sustainable design principles.

"Our Mission is to transform our traditional caravan and camping parks into the most desirable destinations that really exceed visitor expectations," Mr Edmonds said.

"Our Park Managers Justine and Eddy Symes have shown real commitment to providing memorable experiences at Seal Rocks and I would like to congratulate the entire team who work at the park on a daily basis to ensure we remain the best of the best."

Reflections Holiday Parks Seal Rocks is now automatically a finalist in the *NSW Tourism Awards* to be held in Sydney in November where it earned a Silver Award last year for its strong commitment to delivering high-quality accommodation and experiences to visitors.

Park Managers Justine and Eddy Syme said the Gold Award was an outcome Reflections as a whole has been working towards, with their team on the ground to implement and oversee the day-to-day operations.

"We have focussed on guest services and doing more holiday and guest entertainment activities," they said. "We use our Guest Lounge to entertain guests regularly and have our fire pit going three nights a week in Winter."

Operations Manager Mark Martin, who oversees the operations at Seal Rocks, said it was nice to be recognised as a team and an organisation for the hard work and the dedication that is invested in our people and in our properties.

MEDIA RELEASE

Friday, 2 August 2019

Mr Edmonds said since 2013, the park at Seal Rocks has undergone a series of redevelopments and refurbishments which have transformed the park into a first-rate holiday park in an enhanced natural setting.

"We have substantially refurbished our older cabins and our new cabins and landscaping have been undertaken with environmental sustainability design principles in mind," Mr Edmonds said.

"Our amenities block has a solar assisted hot water system, we have incorporated solar lighting for the park's paths and installed a new playground which encourages a natural style of play.

"A new initiative to recycle guests bottles and cans through *Return and Earn* was also implemented.

"Our Park Managers also play host to BBQ gatherings, breakfast cook ups and afternoon drinks and nibbles sessions throughout the year to create a sense of community and sociability amongst guests.

"It's a great way to get to know your guests and thank them for their patronage- and best of all they love it."

Reflections Holiday Parks Seal Rocks boasts the following accommodation options:

- Five premium villas
- One accessible premium villa
- Two premium beach tents
- Seven deluxe cabins
- Four standard cabins
- 86 powered sites

Visit www.reflectionsholidayparks.com.au to find out why these parks are number one and why Seal Rocks is a must-visit destination in the NSW North Coast.

#Ends#

MEDIA RELEASE

Friday, 2 August 2019



Reflections Seal Rocks Managers

Justine and Eddy Syme
celebrate their park's Gold
Award at the North Coast
Tourism Awards last night

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.