

Media Release

For immediate release

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ATPM exceeds customer expectations

The award-winning Australian Tourist Park Management (ATPM) has spilled its 'secrets to success' at the recent *Caravan, RV and Accommodation Industry of Australia* (CRVA) national conference.

Managing Director Steve Billett was invited by the CRVA to share his industry insights with more than 300 delegates in a 40-minute presentation on gaining and retaining customers.

"Our company has been operating for 17 years," said Mr Billett. "It has grown from a three-person team managing seven tourist parks to a dynamic business with more than 250 people and 30 holiday parks and resorts".

Mr Billett told delegates that his philosophy was simple - always exceed customer expectations. He said this one simple tip not only ensured that guests had a memorable experience, but it also increased the chance of repeat visitation.

"Repeat business is paramount in this industry. It is much easier and more cost effective to keep customers than it is to gain new ones," said Mr Billett.

"ATPM has always placed great emphasis on customer service, and this has played a major part in our success. We offer little things that make a huge difference, such as free fresh milk and newspapers for cabin guests, free onsite activities, helping park caravans on site and assisting with forward bookings, tours and attractions."

ATPM has emerged as a major player in the holiday park industry in the past few years. Its core business is providing management, development, marketing and consultancy services to the holiday park and resort industry.

It is also the owner of *Escape2 Holiday Parks and Resorts*, which currently holds 12 unique properties in its portfolio. Escape2 differs from other groups in the industry in that it owns or leases its properties and is not a marketing chain.



All properties are developed to the high standard that has become synonymous with Escape2 and ATPM.

Mr Billett said he is pleased that his company's expertise is being recognised in the industry.

"Speaking at the CRVA conference was great exposure for ATPM and Escape2," said Mr Billett. "It is humbling to know our advice and experience is valued by others in the industry and hopefully we can use that to build a sustainable future for the industry."

General Manager John Tilton has also presented at the Caravan Industry Western Australia annual conference and the Local Government Managers Australia (LGMA) conference in Western Australia in the past.

*****ENDS*****

ATPM is a dynamic and progressive company combining fantastic outdoor locations with exceptional hospitality and facilities. The company has been operating for 17 years and currently owns or manages 30 holiday parks and resorts across five Australian states, including 12 under the Escape2 brand. It provides extensive management, development, marketing and consultancy services to the holiday park and resort industry.

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RECEIVED
03 MAY 2011

BY:

Mr Steve Billett
Managing Director
Australian Tourist Park Management
PO Box 862
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Dear Steve *Steve*,

On behalf of Caravan, RV & Accommodation Industry of Australia (CRVA), I would like to take the opportunity to thank you for participating within our 2011 National Conference "Imagine".

The 2011 National Conference speaker programme was put together after much thought on current issues affecting the Caravanning industry, and was based on feedback received from potential and past delegates of the event. We were delighted at your acceptance to be part of the plenary sessions, adding to the strength of the educational programme.

The conference theme "Imagine" was a challenge to all industry participants to explore and embrace new ideas, thought processes and business practices with the aim of continuing to grow our vibrant caravanning industry in the face of current economic challenges.

Your presentation "**Over Delivering on Customer Expectations**" was greatly valued and a well-received presentation that was informative, relatable and thought provoking.

This year's national conference was seen as a resounding success with a record number of more than 550 delegate registrations and a record level of conference sponsors for now the eighth year in a row, adding ongoing credence to the growth and legitimacy of the industry's only truly national event.

Once again, thank you for your active participation at the CRVA 2011 National Conference.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Ben Yates', written over a large, stylized flourish.

Ben Yates
Chief Executive Officer