



Media Release

For immediate release

3 February 2011

Vibrant holiday destination for Portland

Portland is set to gain a vibrant new holiday destination, after Glenelg Shire Council awarded the 21-year lease of Portland Bay Holiday Park to Australian Tourist Park Management (ATPM).

ATPM has been successfully managing the park for the past two years and will now embark on a capital works program aimed at providing a sustainable future for the park, the city of Portland and the Glenelg Shire.

ATPM Managing Director Steve Billett said the 3 star park is ideally located to become an iconic holiday destination.

"The park has a prime cliff-top location, but its facilities have become outdated and it's not living up to its full potential," said Mr Billett.

"We want to create a park that will be a great asset to this wonderful city and ensure a sustainable future for the caravan and camping industry. In conjunction with Council's Coastal Infrastructure Plan, these works will make Portland and the Shire, a premier tourist destination"

The Coastal Infrastructure Plan will create a dynamic environment where an international port operates in harmony with recreational users of the foreshore. The park will be developed to complement the new foreshore, taking advantage of walkways and views.

"Council adopted a masterplan and business plan before advertising the park tender," said Mr Billett.

"This provides clear direction for the future of the park and helps to ensure its long-term viability. It makes it easier for our company to deliver the outcome that Council and the community want."

Anticipated works at Portland Bay Holiday Park include:

- an improved entrance
- recreational precincts including a new pool, putt putt golf and playgrounds
- new camp kitchen
- replacement cabins
- renovation of the amenity blocks
- boat parking
- new studio units
- extra sites including premier sites and ensuite sites.





The works will be completed in various stages and will cost around \$3 million in total. ATPM hopes the completed park will be 4.5 star rated.

Mr Billett said that the upgraded park facilities would easily cater for the budget camper right through to the 4.5 star luxury cabin-dweller. He said that all market types are now seeking more than just a roof over their head from their holiday accommodation.

“Our goal at ATPM is to ensure that all guests take home a memorable experience,” said Mr Billett.

“We combine fantastic outdoor environments with exceptional hospitality and facilities to create the best experience possible.”

“We also do little things that make the difference, such as providing free onsite activities, free milk and newspapers to cabin guests on arrival, helping park caravans on site and assisting with forward bookings, tours and attractions.”

All works at the park will be conducted under ATPM’s policy of environmentally sensitive planning and design, which respects the natural and cultural diversity of the local community.

*****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. It provides extensive management, development, marketing and consultancy services to the holiday park and resort industry.

Aimee Tilton
PR and Event Manager
07 5607 1405
0419 701 070
aimee@atpm.com.au

