



MEDIA RELEASE

CAIRNS HOLIDAY PARK – *from rags to riches....*

Cairns Holiday Park is thrilled it is the proud winner of the HMAA 2009 **award for best 4 star Caravan & Tourist Park accommodation** category, at the Hotel Motel and Accommodation Association's 2009 National Inaugural Awards for Excellence, held at Cockle Bay Wharf, Darling Park in Sydney, last Friday night.

Australian Tourist Park Management (ATPM) took over the management of Cairns Holiday Park in 2005. At that time, the Park was known as Cairns City Caravan Park with a AAA star rating of 1.5. Negative word of mouth was abundant about the product on offer at the Park due to poor management and years of inadequate capital works. ATPM had the foresight and expertise to design a park that catered for the Cairns market. Redevelopment plans were submitted and approved by Council, paving the way for upgrade works to the Park which have now has been carried out on time and within budget. During any works of this nature, ATPM ensures local labour is utilized in order to support the community.

The new look Cairns Holiday Park offers amazing choice of accommodation. Lodgings and Cabins adorn one side of the Park and with great new and refreshed facilities of new laundry block, new swimming pool and makeover of camp kitchen, we bring together the best of the old fashioned caravan park and move well into the 21st century new look Tourist Park. The camping sites, concrete sites and the shady RV sites allows for all guests from near and far. www.cairnsholidaypark.com.au

The HMAA gala function was attended by over 250 leaders of the tourism and accommodation industries in addition to representatives from Tourism NSW and government MP. *McLeod's Daughters* and *Home and Away* actress, Sophie Cleary, performed the role of MC for the event.

HMAA is the peak body for the Australian Accommodation Industry, representing hotels, resorts, motels, motor inns, serviced and holiday apartments, bed & breakfasts, guesthouses, backpackers and time share establishments across Australia. www.hmaa.com.au

“The HMAA Accommodation Industry Awards for Excellence are all about achieving and maintaining the highest standards in the accommodation industry”, said Lorraine Duffy, HMAA’s Chief Executive. “HMAA understands and rewards the vital contribution of accommodation operators in creating, inspiring and promoting tourism, through providing the highest standards of service to their guests”.

“Winning this highly coveted award as best 4 star Caravan & Tourist Park category is magnificent recognition for our business and for the tourism industry of Cairns and TNQ region”, said Rob & Roz – Resort Managers. “We have worked very hard to build our business into one which brings credit on us, our staff and our region, so we are pleased as punch to bring this award home to Cairns and TNQ.

“The businesses and people who won these awards overcame many worthy finalists and their success is a tribute to their commitment to excellence in every facet of what they do, and to the tourism industry in Cairns & TNQ”, concluded Lorraine Duffy.

Australian Tourist Park Management (ATPM) currently provides local councils and private owners with services ranging from Management, Development, IT, HR, Risk Management, Sales, Marketing and Operational guidance. ATPM develops and implements best practice across its group of Parks around Australia and has successfully operated under a multiple facilities model for 15 years. ATPM has grown from its first management contract of 9 holiday parks to currently managing and leasing **28 parks throughout QLD, NSW, VIC & SA.** www.atpm.com.au Managing Director, Steve Billett, is proud of the progress of the Cairns Holiday Park over the last 2 years; it is a real rags to riches story. Being awarded 4 star award in our chosen category by HMAA we hope is just the start in the achievements we have planned for the Cairns Holiday Park. The Park is also a finalist in this week’s TTNQ awards and has submitted for the Tourism Qld 2009 awards.

Media Contact

Karen Naylor

Karen@atpm.com.au

Mobile - 0430 671 684

Direct - 07 5607 1405



Karen Naylor
Sales & Marketing Manager
P: 07 5607 1405 ext 19 M: 0430 671 684
F: 07 5657 7091 W: www.atpm.com.au
A: PO BOX 862 Tweed Heads NSW 2485



ATPM
Australian Tourist Park Management