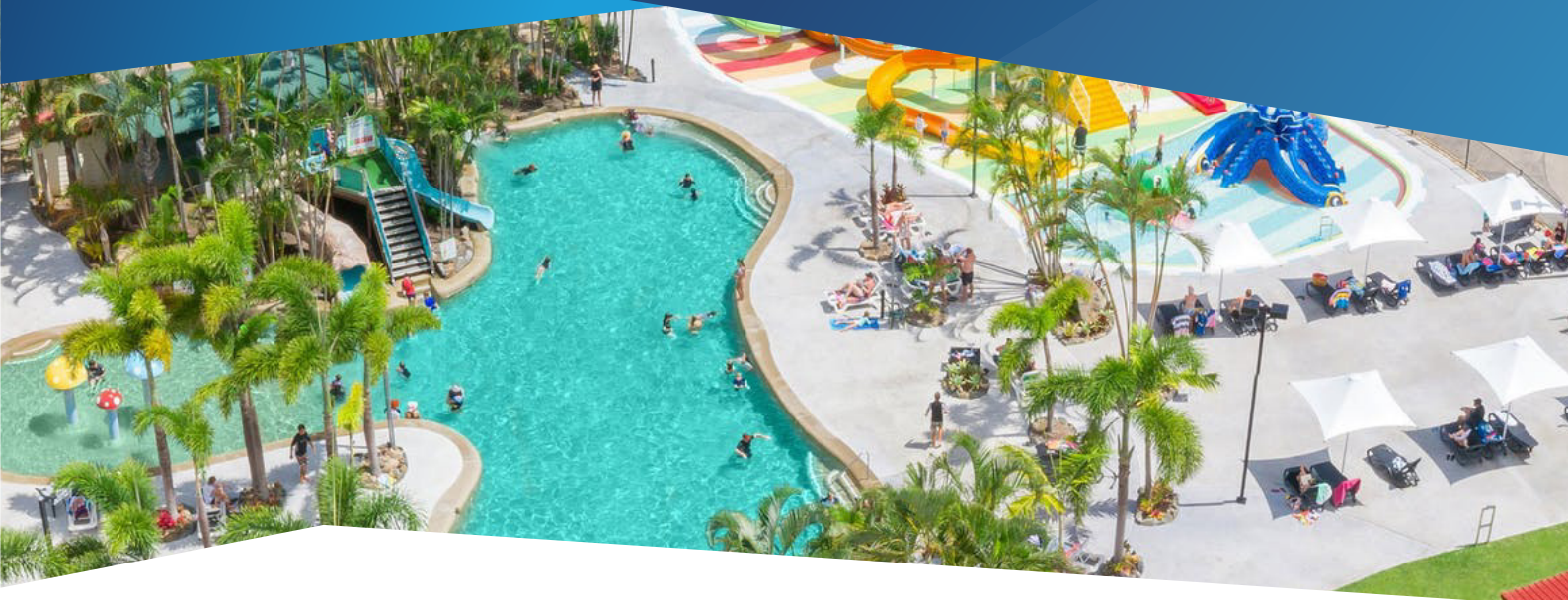


Case Study: BIG4 Adventure Whitsunday Resort



BIG4 Adventure Whitsunday Resort is a slice of paradise in Airlie Beach QLD, offering accommodation for a range of travellers and budgets including glamping, caravanning, self-contained condos, cabins and villas. Driven to be the best, the McKinnon family has significantly transformed their park over 26 years by continually innovating and enhancing their impressive list of facilities, robust offerings and embracing NewBook's technology.



BIG4 Adventure Whitsunday Resort partnered with NewBook in 2016 and have unlocked many new opportunities by implementing new initiatives to increase their bookings, simplify their operations and grow their revenue. They are using our in-built channel manager alongside our property management system and direct booking engine to maximise their exposure and make the most of the wide range of OTA connections we offer.

With their new facilities and NewBook's occupancy forecasting and reporting tools, BIG4 Adventure Whitsunday Resort were able to execute and exceed their growth strategy with a massive **44% increase in gross revenue, a 14% rise in spend per site, install 8 new deluxe cabins and grow their mid-week occupancy by 3.5%, breaking company records!**

As part of their extensive growth strategy, BIG4 Adventure Whitsunday Resort switched on NewBook's dynamic pricing feature. Dynamic pricing enabled them to simplify their pricing structure by allowing NewBook to automatically choose the best rate to maximise occupancy and provide the best financial return. All they have to do is set their minimum and maximum nightly rate and NewBook takes care of the rest! This feature alone has allowed them to grow their revenue exponentially and invest more money in other areas of their business.

In the past 12 months alone, BIG4 Adventure Whitsunday Resort has been able to achieve a **12% growth in occupied nights!**



In 2017, they set a goal to offer the ultimate Whitsunday mainland holiday, which led them to build their Big, Huge, Mega Waterslide Park, designed especially for young families who account for 55% of their target market. While a significant investment, it has paid massive dividends, enabling them to further expand and build brand new cabins, create a new state-of-the-art website and they are also planning even more exciting additions!

BIG4 Adventure Whitsunday Resort were the well-deserving winners of our top award, the Trailblazer Award at the 2019 Tourism Innovator Awards and we can't wait to see what they do next!

To find out how NewBook can amplify your business, contact our technology experts at **1300 744 458** or sales@newbook.cloud.