

Case Study: BIG4 Beacon Resort



BIG4 Beacon Resort is nestled amongst the picturesque National Marine Park in Queenscliff Victoria, just a short 90-minute drive from Melbourne. With the beach a hop, skip and a jump away and an ever-expanding range of impressive facilities for all ages, they welcome an abundance of domestic and international travellers every year. The family-owned caravan park has been kicking goals since 1970, winning numerous industry awards and has captured the hearts of guests with their relaxed Aussie vibes – so much so, that **68% of all of their travellers are repeat guests or referrals!**

Endeavouring to stay ahead of industry trends and uphold their reputation of delivering outstanding holiday experiences, BIG4 Beacon Resort turned to NewBook in 2014 after discovering the system could be tailored to their needs and aligned with their growth strategy. From early on in their NewBook journey they took full advantage of the extensive range of features and as NewBook expanded and added additional functionality,



the BIG4 Beacon team were quick to take up new offerings. They're now using NewBook's PMS, booking engine, in-built channel manager, dynamic pricing, automation tools and numerous other integrations to **simplify their operations, grow their revenue and have achieved impressive results** to date!

“In the first year of using dynamic pricing, **we grew our revenue by \$161,000!**”

Eager to ensure they yield maximum benefit from their pricing decisions, BIG4 Beacon Resort integrated IDeaS Revenue Management with NewBook in January 2019. This resulted in a **13.7% increase in revenue earned during February to April**, compared to the same period in 2018! As their revenue continued to grow at a rapid rate, they explored ways they could further reduce their operational overheads and credit card fees were one area they felt they could definitely improve on. They implemented BPAY payments, which saw **their credit card merchant fees drastically decrease by 41%**! With more money in their pockets, they've been able to invest and expand their offering, helping them to remain the preferred holiday destination for their valued guests. NewBook's automated surveys have been pivotal in providing insights into the experiences they're providing and what their guests would like to see changed or added to create even better stay experiences.

"NewBook transformed our business and streamlined it to be virtually paperless!"

Passionate about preserving mother nature's beauty, BIG4 Beacon Resort makes the most of NewBook's paperless initiatives, sending 95% of their correspondence via email and SMS, which has allowed them to **significantly reduce their paper usage and footprint** on the environment. They also use NewBook's paperless check-in, task lists and have online compendiums to minimise paper wastage. **A sustainability dream team!**

Since being part of the NewBook family, they have continued to grow each year and their openness to trying new features first has helped them to save time and increase their revenue. **They've invested their profits to create new facilities**, such as their popular free kids' activity program, day spa and luxury villas, which has resulted in exponential growth and a 46% rise in international travellers. To keep up with demands and maintain their high level of service during their growth period, they on-boarded a heap of new staff with an 81% increase in employees in the last five years and they show no signs of slowing down! BIG4 Beacon Resort were the **runners-up of the Automation Award** at the 2019 Tourism Innovator Awards for their commitment to embracing technology and drive to stay ahead of the game.

We can't wait to see what they do next!