

**We help Holiday Parks
& Camp Grounds
attract travellers &
increase their bookings
by reaching more of
their ideal guests.**

HOLIDAY
BRANDS

holidaybrands.com.au

A romantic scene of a man and a woman sitting on the ground by a campfire at night. They are positioned on either side of a small fire, holding hands. The scene is framed by the dark interior of a tent, with the opening of the tent acting as a circular frame. The background shows a calm body of water under a starry night sky with a soft orange glow from the setting or rising sun. The overall mood is intimate and serene.

BECOME AN
EXTRAORDINARY
DESTINATION

WITH GREAT BRANDING + MARKETING

We understand the unique challenges associated with marketing to caravanners & campers, & the importance of crafting a strong brand that reflects what makes a stay with you special.

Over the past 9 years, we've helped parks across Australia of all sizes increase their exposure & build loyalty with return guests.

If you're serious about growing your profile, talk to us, before your competition does!

**HOLIDAY
BRANDS**

BE FOUND & BOOKED, FIRST!
DESIGN | WEBSITES | SOCIAL | PRINT | DIGITAL

WHAT WE CAN DO



BRAND & DESIGN



SOCIAL MEDIA



WEBSITES & SEO



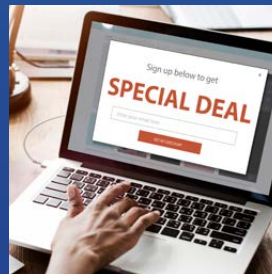
PRINTING



SEARCH & SOCIAL ADS



PHOTOGRAPHY



DIGITAL MARKETING



STRATEGY & ACTION PLANS



SIGNAGE



PROMO



GUEST EXPERIENCE



LOYALTY & REWARDS

HOLIDAY BRANDS



L **Leanne Lucas**
1 review
★★★★★ 2 months ago
Positive: Professionalism, Quality, Responsiveness, Value
Amanda is great to work with and her understanding of her clients needs is exceptional. We are so happy with our new web site and facebook design. I would highly recommend Holiday Brands and would be more than happy to use her services in the future.

M **Mike Pearcy**
1 review
★★★★★ a week ago **NEW**
Positive: Professionalism, Quality, Responsiveness, Value
Holiday Brands was recommended to us initially by Family Parks. We find them to be a thoroughly professional organization that produces a product that exactly meets our needs and expectations. Nothing is too much trouble for them & the finished product is always of high quality.

SOME OF THE BRANDS
THAT TRUST US



CASE STUDY

BRAND
WEBSITE
PHOTOGRAPHY
SOCIAL MEDIA



Getting your brand, website, & social media right can mean a big boost in booking traffic (even off-peak!)

After designing a new brand & website to engage travellers and highlight what makes the park great place to stay, we helped Poona Palms optimise their social media, grow their audience quickly & set up results driven ad campaigns that have delivered incredible results.

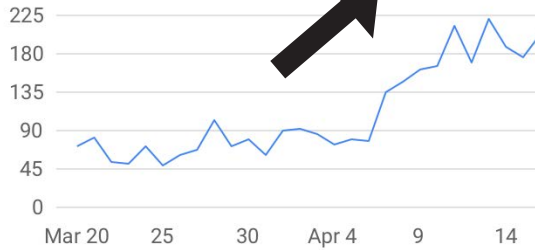
Since the park has seen a significant increase in bookings & interest since we started our work, we now manage Poona's social media and website on a regular basis to drive bookings & website traffic.



NEW
PHOTOS

CASE STUDY

2,847



IN THE FIRST WEEK OF LAUNCHING THEIR NEW STRATEGY, WE **TRIPLED** POONA'S DAILY WEBSITE TRAFFIC & THEY TOOK **60 NEW BOOKINGS!**

ENGAGEMENT



HUGE GROWTH!

People reached	104,918 ▲1629%
Post engagements	15,920 ▲616%
Page likes	3,187 ▲1382%

NEW FOLLOWERS

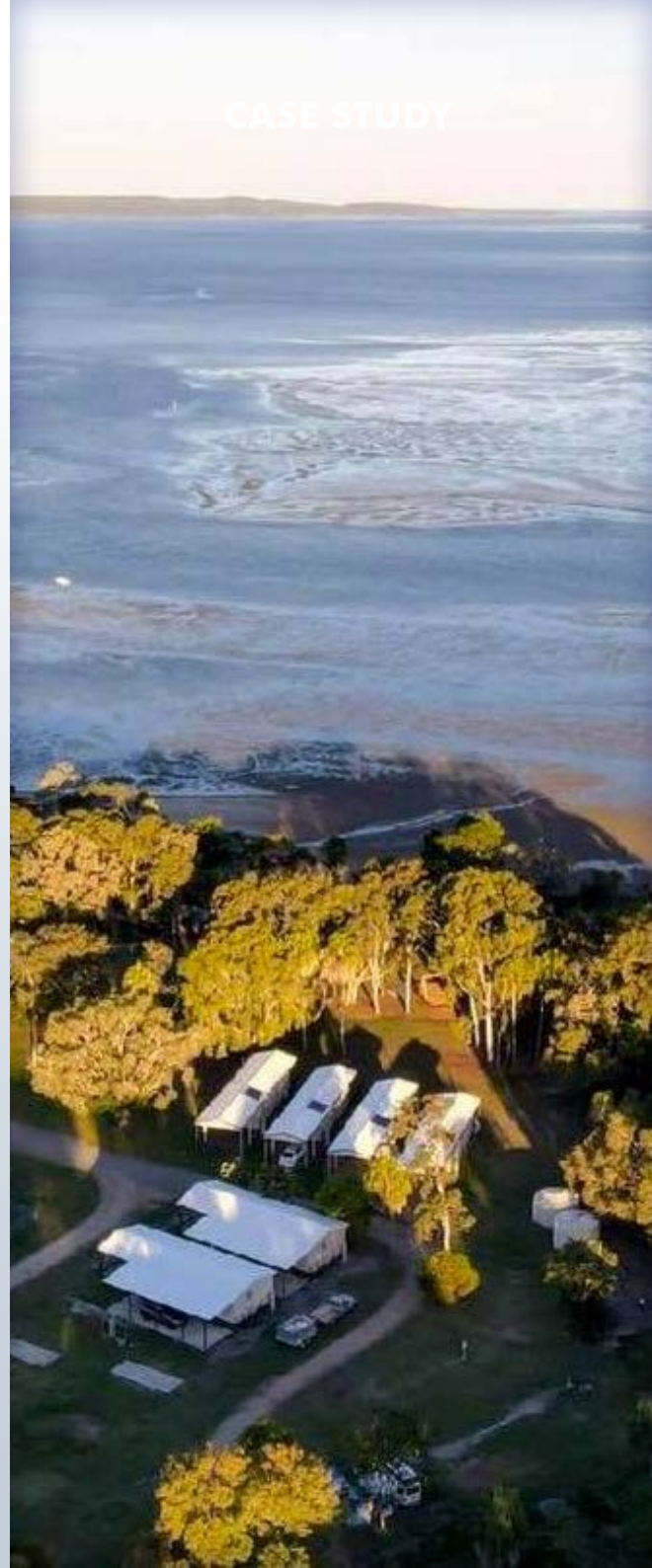


FROM 2,500 FANS TO 8,200+! (UP 230%!)

BOOST IN WEBSITE TRAFFIC

EVEN DURING THEIR 30 DAYS OF TESTING WITH A SOCIAL KICKSTART, WE ALSO SO A BIG BOOST IN NEW WEBSITE TRAFFIC

New Users
44.67%
4,615 vs 3,190



NEW BRAND

- BBQ + Kitchen
- Swimming Pool
- Dog Off Leash Area
- Playground
- Tennis/Bball Court

NEW MAP



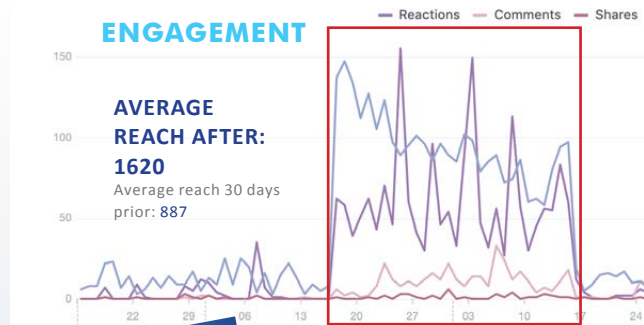
CASE STUDY

SOCIAL MEDIA
ADS
CONTENT
STRATEGY



How would you like to more than double your followers & exposure every month whilst increasing bookings?

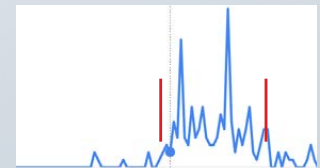
We helped 3 well known Sunshine Coast Holiday Parks boost their social media following & supercharge their engagement (times each post was seen or actioned) in just one month! On top of this their booking traffic increased right away! Following a successful initial campaign to test various audiences and content styles, we delivered a content strategy & blueprint for each park so they can manage their social in house knowing what to post (& when) for best results.



NEW FOLLOWERS



BOOKING TRAFFIC



SOCIAL SCHEDULE - WEEK 4

POST 1	POST 2	POST 3	POST 4
Food Tip	Event	Local Aussie Dish	Local Aussie Recipe
Monday	Thursday	Saturday	Sunday

SOCIAL MEDIA POSTING SCHEDULE
COOLUM BEACH HOLIDAY PARK

REGULAR POST TYPES

REGULAR POST TYPES	WHY POST?	WHEN TO POST?	HOW TO POST?
REGULAR POSTS	Build brand awareness and engagement	Monday - Friday, 9am - 12pm	Use high-quality images and videos
REELS	Reach a wider audience and increase engagement	Monday - Friday, 12pm - 3pm	Use trending audio and hashtags
STORIES	Engage with your audience and show behind-the-scenes	Monday - Friday, 9am - 12pm	Use interactive stickers and polls
SPONSORED POSTS	Reach a targeted audience and increase conversions	Monday - Friday, 9am - 12pm	Use high-quality images and videos

HASHTAGS

- #SunshineCoast
- #CoolumBeach
- #HolidayParks
- #Vacation
- #Travel
- #Australia
- #QLD
- #Coolum
- #SunshineCoastHolidayParks
- #CoolumBeachHolidayPark
- #CoolumBeachHolidayParks
- #CoolumBeachHolidayParks

INFLUENCER BRANDS

Marketing to get more this summer?
Book a table! What's your summer plan? www.sunshinecoastholidayparks.com.au

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CASE STUDY

BRAND
SOCIAL MEDIA
WEBSITE
REWARDS



What if you could trust one place to manage your brand, your strategy, and your marketing results?

Trusted by Family Parks to manage their brand, website experience and digital strategy for over 9 years, we've delivered some big wins:

Designed the entire FP brand across three channels. Corporate, Park Brand, and Rewards Brand.
Managed the deployment of new brand across the organisation & it's member parks across Australia & New Zealand.

Developed and implemented new marketing strategy and park member returns. Cutting annual costs by 30% & increased exposure by 8x (AU) & 14x (NZ).

Designed and deployed new ANZ membership rewards program, increasing value and eliminating hefty annual costs

Designed and project managed new website build - including user experience planning, and first of it's kind map locator with integrated member rewards listings.

Cross Media Advertising campaign development with co-campaign management (Better Homes & Gardens, National TV etc)

E-news communications & member updates, improving read rate by 200%+

Ran a social media kickstarter post Covid to establish new strategy for ad campaigns and content

Design, planning and print management of annual magazine



FAN BASE

YOUR AUDIENCE IS NOW 29% LARGER!

WE DELIVERED:
4388+ NEW LIKES/FANS

- Reached 71,000+ new people
- Ads seen 141,000+ times
- Over 76 additional clicks on our ads or pages

ENGAGEMENT

REACTIONS INCREASED BY 44%
COMMENTS INCREASED BY 300%
SHARES INCREASED BY 100%

WEBSITE INCREASES

AUSSIE TRAFFIC TO YOUR WEBSITE FROM FACEBOOK NEARLY TRIPPLED!

GET AHEAD OF YOUR COMPETITION.

BE FOUND, & BOOKED, FIRST!

MARKETING + BRANDING FOR HOLIDAY PARKS

HOLIDAY
BRANDS

1300 627 783 holidaybrands.com.au