

## Media Release

20 November 2010

For immediate release

### New lease of life for NSW resorts

Australian Tourist Park Management (ATPM) has taken ownership of two NSW resorts, bringing them out of insolvency.

Murramarang Beachfront Nature Resort and Myall Shores Nature Resort have been in receivership since May last year, following the collapse of the Mariner Coastal Land Fund, which had owned the properties.

ATPM Managing Director Steve Billett said the company was excited about the purchases with plans already in place to upgrade the existing resort assets.

"These magnificent resorts have been unable to reach their full potential," said Mr Billett.

"They have become very rundown and lost a lot of credibility within the marketplace. We plan to restore them to their former glory and deliver the high standard of facilities and hospitality that ATPM guests expect and deserve."

Mr Billett said the broad plan for the resorts is to reduce cabin density and allow more open space. There will be a stronger focus on sustainability and nature.

Initial improvements have already begun and include higher levels of cleanliness and asset maintenance. Families will be encouraged back to the resorts, with reviewed pricing and incentives such as 'kids stay and eat free' in low seasons. An improved kids club will be introduced, along with other free activities such as outdoor movies.

Caravanners, who had all but abandoned the resorts, will be welcomed back with improved facilities and hospitality. Highly experienced staff will be appointed to key roles and a buffet breakfast will be offered daily.

Mr Billett said that extensive work had been carried out to fix the water supply and sewerage system, which had always been a problem within the resorts.

"The resorts have developed bad reputations and lost a lot of customers over the past few years," said Mr Billett.

"We are confident that guests will see a huge difference under ATPM management, from the attitude of the staff, to the levels of cleanliness, to the maintenance of the resort grounds and assets."

"We would love to welcome all guests, new and old, and show them the ATPM difference."

\*\*\*\*\*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.*

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