

MEDIA RELEASE

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## Local community reaps benefit following \$22 million redevelopment of Discovery Parks - Goolwa



A year on from a \$22 million redevelopment at Discovery Parks – Goolwa, the coastal township has benefited from an additional \$6.5 million in economic activity thanks to a major spike in tourism visitation.

Unveiled in mid-March last year, the redevelopment included a new splash park, swimming pool, outdoor cinema, coastal nature playground, over 25 new deluxe, family-friendly cabins and nearly 50 extra powered sites for caravans and campers.

Designed to attract more visitors to the region throughout more of the year, the redevelopment has proved a winner for the local community. Average bookings and nights sold each month have more than doubled and more than 16,000 additional accommodation nights were sold in the 12 months post-redevelopment than the year prior, resulting in the park generating more than \$11.2 million in economic benefit for Goolwa.

Pleasingly, for a town that traditionally relies on seasonal visitation, there has been a significant uplift in off-peak periods over the past year, as nights sold and bookings increased by 140% between May and September 2022, while bookings from interstate guests have also increased by 112%.

G'day Group Chief Investment Officer Amanda Baldwin demonstrated how quickly regional communities can realise major benefits from investment in quality accommodation facilities.



“As we know, Goolwa and the Fleurieu Peninsula is a hugely popular tourist destination, particularly in peak summer periods when demand has often far exceeded available accommodation,” Amanda said.

“This redevelopment has not only provided much needed additional capacity during peak periods but supported by significant marketing investment and our national customer base, we’ve been able bring more visitors to the region throughout more of the year.”

“Importantly with quality accommodation and a great range of in-park activities and facilities, the park is a family destination in itself, providing plenty for the kids to do and a great opportunity for adults to unwind, which encourages people to stay longer and come back more often.”

Alexandrina Council, Mayor Keith Parkes said, “we are incredibly proud to support G’day Group’s development at Goolwa Caravan Park, and be involved in the remarkable success and witness the tremendous economic benefits it has brought to our community.”

“We are grateful to G’day Group for recognising the potential of our region and delivering a world-class destination that caters to the needs of families and holidaymakers. With its outstanding amenities, in-park activities, and a perfect setting for relaxation, the park has become a destination in itself, enticing visitors to extend their stay in Alexandrina and return more frequently.

“We look forward to continuing this prosperous partnership and welcoming even more guests to our beautiful town throughout the year. Together, we are building a vibrant and thriving community and strengthening investment opportunities for our local businesses,” he said.

The \$22 million redevelopment was supported by a \$500,000 grant from the South Australian Tourism Commission and made possible in partnership with the Alexandrina Council.

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## About G’day Group

Founded by Grant Wilckens in 2004 with three caravan parks in WA, G’day Group is now Australia’s leader in regional accommodation experiences with more than 300 properties across the country.

G’day Group is home to Discovery Parks, a network of more than 85 owned and operated properties, including iconic regional resorts at Kings Canyon, Rottnest Island and the world famous El Questro. The company also owns G’day Parks, a network of 220+ independently owned licensed parks and more than 200,000 G’day Rewards members, and Australia’s number one regional travel community, Wikicamps.

G’day Group reached \$1 billion status in 2020 and has ambitions to double in size in the next five years. The company is majority owned by Australian Retirement Trust and founder and CEO Grant Wilckens is the Chair of the Caravan Industry Association of Australia and a Board Director of the South Australian Tourism Commission.