

## HOLIDAY PARKS OF THE FUTURE

# HOW TO IMPROVE THE CUSTOMER EXPERIENCE WITHOUT BLOWING THE BUDGET

Customer experience has long been recognised as the key battleground for just about every industry and nowhere is that more true than with holiday parks. Disruptions caused by COVID-19 have put extreme pressure on tourism operators, with holiday parks seeing losses of more than \$400 million during the height of the pandemic.<sup>1</sup>

However, with restrictions easing in 2021, there has been an upturn in local tourism with international travel still out of reach for most of the year. Moreover, more people are looking to take working holidays with a difference. The rise in remote working caused by COVID-19 means that many Australians can continue to do their day jobs from any location, as long as they have internet connectivity.

This makes it more likely that Australians will consider travelling domestically in 2022 and it's highly likely that many of these trips will be taken by road, making holiday parks a more attractive destination due to their affordability.<sup>2</sup>

While there is reason to be cautiously optimistic, holiday parks aren't quite out of the woods yet. They will need to deliver exceptional customer experiences underpinned by strong internet connectivity to remain competitive.

1. <https://www.consultancy.com.au/news/2539/australian-holiday-parks-see-revenue-nosedive-by-400-million>

2. <https://home.kpmg/au/en/home/insights/2020/12/beyond-covid-19-rise-of-domestic-travel-tourism-australia.html>

1

## PROVIDE PEACE OF MIND WITH CONTACTLESS CHECK-INS

Although restrictions continue to ease throughout the country, business owners cannot be complacent against the threat of COVID-19. Many Australian families are ready to start resuming travel now that lockdowns and border closures are coming to an end. However, it's important to anticipate potential continuing unease when it comes to being in large public spaces. The threat of COVID-19 has not receded and, even with high rates of vaccinations, the virus is still widely present throughout the country. In fact, case numbers are rising as people begin travelling more freely.

With this in mind, it's understandable that travellers may be nervous about venturing far from home and entering unfamiliar environments. Providing COVID-safe, contactless check in options and additional hygiene measures for guests and staff will allow travellers to relax and enjoy their holiday.

2

## KEEP YOUR GUESTS CONNECTED

Whether it's a working holiday or the desire to share family pictures on social media, providing a consistent and reliable Wi-Fi network for holidaymakers can enhance the overall customer experience. From streaming content to video calls, being able to provide high-quality Wi-Fi both indoors and outdoors can ensure your guests are connected when they need it most. Indeed, travellers are no longer willing to put up with spotty Wi-Fi or even having to pay for W-Fi. They expect to be able to connect to free, reliable Wi-Fi networks wherever they go. This is even more important for holiday parks that are located in remote and regional parts of Australia where cellular coverage could be unreliable.

An additional benefit of free on-site Wi-Fi is the option for travellers to connect via a landing page which can collect key guest analytics for future promotional use. This valuable real-time data can let holiday park operators share digital offers and messages with users for a more personalised experience that can lead to increased brand loyalty and return visits.







**HOLIDAY PARK OPERATORS CAN IMPROVE THE PHYSICAL ENVIRONMENT TO CREATE A PLEASING AND ATTRACTIVE EXPERIENCE FOR CUSTOMERS BY USING INTERNET OF THINGS (IOT) SENSORS TO MONITOR OUTDOOR LIGHTS, POOL CHEMICAL LEVELS AND EVEN COMMUNAL AREA AIR-CONDITIONING.**

3

### **OFFER A SECURE AND SAFE HOLIDAY DESTINATION**

Personal and physical safety is a huge concern for people travelling away from home, including families and solo travellers. Connected closed-circuit television (CCTV) cameras and other digital security options for guests can provide peace of mind that they are safe and secure when onsite. Everything from petty theft to assaults can be recorded on these devices, which can act as a deterrent for criminals and make guests safer. Furthermore, the technology can recognise vehicle licence plates allowing for automated entry and departure through boom gates for authorised vehicles, it can determine how long vehicles have been parked as well as when they have entered or exited the premises. This can prove useful if there is an incident that needs to be investigated.

4

### **TAKE CARE OF ALL THE FINAL TOUCHES**

Guests want to enjoy a visually appealing holiday destination, knowing that amenities are modern and clean for their enjoyment. But it is the little things that aren't always noticed that can add the final touches to a traveller's stay. Holiday park operators can improve the physical environment to create a pleasing and attractive experience for customers by using Internet of Things (IoT) sensors to monitor outdoor lights, pool chemical levels and even communal area air-conditioning. Automatically adjusting, fixing, maintaining or replacing these elements delivers an overall impression of professionalism and value, letting guests enjoy all areas of the holiday park without concern.

Running a next-generation holiday park that lets travellers stay connected to work, family and friends during their stay, keeps them safe and secure, and provides clean & well presented facilities that are always in working order can help holiday park operators rebuild as the nation emerges from COVID-19. By creating exceptional experiences, holiday park operators may even be able to capture a larger share of the market as travellers who would normally go overseas explore their own backyard. These unique customers could turn into repeat visitors and even brand ambassadors if the customer experience resonates strongly with them.

**TO LEARN HOW VERTEL CAN HELP YOU TURN YOUR HOLIDAY PARK INTO A NEXT-GENERATION TOURISM DESTINATION, CONTACT THE TEAM TODAY.**