Caloundra Waterfront Holiday Park

Website Briefing Document

caloundaholidaypark.com.au

# Background:

Our current website has been very successful but is getting to end of life for many reasons. We have a name change, lost control the CMS, it isn’t mobile friendly, the branding is out of date, the info is out of date etc etc etc.

# Scope of Work:

The initial piece of work is to merge the purchased Wrap Bootstrap with the provided content & collateral. At this stage decisions regarding a CMS have not been decided, in part to decisions regarding integration requirements.

The website should operate as static site.

# Site Structure:

Site structure should remain as for fixed assets, but any additional assets and modifications should be placed in the following directory structure:

/content/images 🡨image files

/content/type 🡨 type/font files

/content/style 🡨customised styles for the site.

/scripts 🡨 any additional scripts that you add.

# Site Pages

Home – Majority of the site with a sublet of all information

Cabins – A page with a list of cabins & photography

Campsite – A page with information regarding campsites

Booking Now (offsite) – Link to our booking engine.

FAQ – Frequent Asked Questions

Specials / Campaign Page – Page for displaying further details about specials.

# Template:

Template has been purchased from WrapBootStrap.com. Template name is *Modicate*.

Link to a live version is: <http://livedemo00.template-help.com/wt_58434_v1/>

# Font / Type

For H1 / Hero text, I would like to use the font “Have a nice day” (in the dropbox, to be deployed as a webfont).

Otherwise just the standard san serif used in template.

# Home Page

\*\* Opening Paragraph \*\*

For a holiday packed full of family fun, you've found the ultimate destination. Ideally situated on the water's edge of the famed Pumicestone Passage, choose accommodation from luxury cabins to the fun of camping outdoors.

Come and enjoy Caloundra Big4 as it is conveniently close to Caloundra's amenities including beaches, parks and shops. It's everything you need for a refreshing family break.

Call to book on 1800 550 138

\*\* Cabin Paragraph \*\*

Luxury Cabins

Feel right at home in our fresh, modern cabins that bring a little luxury to your family break. Close enough to neighbours to make new friends, but far enough away to enjoy time out, our luxury cabins include:

* Waterfront & Poolside Views
* Airconditioning
* TV & DVD player
* Self contained kitchen
* Private bathroom

\*\* Caravans and Camping \*\*

Enjoy the beauty of Caloundra's great outdoors with creek views from your comfortable caravan or camping site. With new and modern facilities, caravanning and camping has never been so easy.

* Large flat grassed sites for easy parking
* Camp Kitchen, BBQ & seating areas
* Modern clean amenities & laundry
* Park & everything is in walking distance

\*\* Location & Activity \*\*   
With its golden beaches and picturesque hinterland, Caloundra offers visitors the very best of both worlds. Caloundra Waterfront Hoilday Park is an hour fifteen from Brisbane and 25 minutes from Maroochydore Airport.

In addition to our stunning local beaches you will find other popular family activities including Australia Zoo and Mooloolaba's UnderWater World, both guaranteed to keep the little (and big) ones entertained.

Caloundra Waterfront Holiday Park is close to:

* Fantastic beaches
* Wonderful Parks and picnic areas
* The beautiful Plumicestone Passage
* Local tourist attractions & activities

\*\* NEEDS TO BE SOMEWHERE ON THE FRONT PAGE \*\*

Caloundra Waterfront Holiday Park is an independent member of BIG4 Holiday Parks of Australia, owners of the BIG4 trademark.

## Cabins Copy

\*\* Banksia Family Cabins \*\*  
Sleeps: Up to 6  
2 bedrooms  
Suits: Families with water babies!

With room for six sleepy heads to rest after a day filled with fun, the family can spread out across two bedrooms, an open plan living and dining area, plus covered verandah, to while away the balmy nights.

* Reverse Cycle Air Conditioning
* Bathroom with shower
* All bed linen and towels supplied
* Ceiling fans
* Fully equipped kitchen for 4-plate cooktop, microwave, fridge and dishwasher
* Full cooking utensils, crockery and cutlery
* LCD TV with DVD player
* Covered verandah

\*\* Pandanus Waterview Villa \*\*

Sleeps: Up to 5  
2 bedrooms  
Suits: Water lovers who like extra space to themselves

Up to five lucky guests can enjoy this ultra modern, deluxe cabin with its fully equipped kitchen, bathroom and living area. And for gorgeous water views, simply stroll onto your verandah…

1 x queen-size bed, 1 x double bunk, 1 x single bed  
Bathroom with shower, separate toilet  
Reverse Cycle Air Conditioning  
All bed linen and towels supplied  
Ceiling fans  
Fully equipped kitchen for 4-plate cooktop, microwave, fridge and dishwasher  
Full cooking utensils, crockery and cutlery  
LCD TV with DVD player  
Covered verandah

\*\* Hibiscus Waterfront Cabin\*\*

Sleeps: Up to 4  
2 bedrooms  
Suits: Smaller families who love great water views!

Take in Caloundra’s most famous stretch of water in this spacious cabin overlooking the Pumicestone Passage. Thoughtfully planned to sleep four, it offers each guest plenty of space to relax.

* 1 x queen-size bed, 2 x single beds
* Bathroom with shower, separate toilet
* Reverse Cycle Air Conditioning
* All bed linen and towels supplied
* Ceiling fans
* Fully equipped kitchen for 4-plate cooktop, microwave, fridge and dishwasher
* Full cooking utensils, crockery and cutlery
* LCD TV with DVD player
* Covered verandah without outdoor dining

\*\* Palm Family Cabins \*\*

Sleeps: Up to 8  
3 bedrooms  
Suits: One large family, or families holidaying together

You’ll be tempted to stay inside all day thanks to this spacious cabin with all the holiday bells and whistles. Offering easy access to the deliciously cool resort pool, up to eight can enjoy their holiday in the Palm.

* 2 x queen-size bed, 2 x double bunks
* Bathroom with shower, separate toilet
* Reverse Cycle Air Conditioning
* All bed linen and towels supplied
* Ceiling fans
* Fully equipped kitchen for 4-plate cooktop, microwave, fridge and dishwasher
* Full cooking utensils, crockery and cutlery
* LCD TV with DVD player
* Covered verandah with outdoor dining.

\*\* Lilly Pilly \*\*

Sleeps: Up to 4  
1 bedrooms  
Suits: Suits couples or young families.

These budget style cabins are a great option for a quick get away to the Sunshine Coast for either young families or perfect for a couple. There is no easier way to stay in down-town Caloundra than in a Lilly Pilly.

* 1 x queen-size bed, 1 x double bunks
* Reverse Cycle Air Conditioning
* All bed linen and towels supplied
* Ceiling fans
* Fully equipped kitchen for 4-plate cooktop, microwave, fridge.
* Full cooking utensils, crockery and cutlery
* LCD TV with DVD player
* Covered verandah with outdoor dining.

## Camping

With Caloundra right on your doorstep, BIG4 Caloundra is the perfect place for a camping and caravanning holiday. Close to beaches, restaurants, the famed Sunday markets, we are the perfect place to camp.

We have 3 fantastic camping options from your popular creek-side campsites, our standard caravanning sites, plus our peaceful creek side sites.

We have A-Class amenities and facilities, with the cleanest of clean amenities, a family bathroom, laundry a special access bathroom, plus camp kitchens and BBQ Areas.

With new and modern facilities, caravanning and camping has never been so easy.

\*\* Caravan Sites \*\*

Have your cake and eat it. Stay in the heart of Caloundra while enjoying the modern and clean camp facilities are modern and clean. Perfect for a holiday and convenient for those passing through.

Features of our caravan sites include:

* Large flat grassed sites for easy parking
* Combination of slabs and eco-mats
* Site located power and water
* Camp Kitchen, BBQ & seating areas
* Modern clean amenities & laundry
* Full access to park activities
* Dump Site
* TV Aerial Connection

\*\* Creek Side Camp Sites \*\*

We offer beautifully grassed tent and campervan sites with modern clean amenities and facilities nestled along the creek front.   
  
Features of our camping sites include:

* Beautifully grassed & flat camping sites
* Camp Kitchen & Entertaining areas
* Modern, clean amenities and laundry facilities
* Close access to all park facilities

\*\* Creek Side Caravan Sites \*\*

These extremely popular sites are nestled along the creek front right in the middle of the park. These sites are quiet at night and are close to the amenities and the key facilities of the park. Take a short stroll out on the boardwalk and enjoy the vista of the waterfront.

Features of our caravan sites include:

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