

Press release for immediate release

Murchison Holiday Park the SMARTest, say Jasons.

This year's annual HAPNZ Holiday Parks Conference and Trade Exhibition was held 30 June, 1 & 2 July. Recipients of the Jasons SMART prize for 2009 were couple Lynn and Brent Winter of Kiwi Park Motels and Holiday Park in Murchison.

The award was presented by Mary Ansell, Jasons General Manager of Operations, who was impressed with their ingenious idea.

“The Winters showed us just how many great opportunities there are to grow an accommodation business in New Zealand. For visitors who have never been on a farm before, it's a chance to experience the activities rural New Zealanders take for granted.”

The couple saw a unique opportunity to develop their business and offer more to their guests. They created a farm experience in their park, offering sheep shearing, hand feeding baby animals, milking cows and a sheep dog demonstration. This was supported by clear, compelling marketing.

“The feedback from guests has been excellent, not just in the guest book comments, but visitors have also been extending their stays and recommending the park to friends and family.” says Mary.

The Winters won \$1000 worth of advertising with Jasons – in their choice of print, web or brochure distribution – and the publicity generated through winning the award.

Each year Jasons Travel Media awards the owner/operator of Holiday Park accommodation they recognise as making a SMART (Specific, Measurable, Achievable, Realistic, Timely) difference in their business. The difference is in changes that save time or money, are more sustainable and deliver excellent customer service.

The HAPNZ conference is seen in the industry as an opportunity to share ideas, and generate awareness of trends and changes in travel and tourism.

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