

JOIN BIG4™

*The gateway to your
Holiday Park's success.*

GO BIG and join the BIG4 family, Australia's leading Holiday Park marketing cooperative. Join us in making Australia's backyard accessible to everyone and we'll enable your park to truly thrive.



Find out more

BIG4™
HOLIDAY PARKS



BIG4's Big Benefits

So, why go BIG4? Well, besides the fact that we are Australia's most well-known, trusted and loved Holiday Park brand, we offer our park owners so much more.

- ① A supportive group of staff solely focused on ensuring your park succeeds
- ② A brand name which allows you to generate more demand, fill more nights and grow your business.
- ③ Your park on big4.com.au, Australia's largest booking platform for Holiday Parks.
- ④ A membership base to tap into which is the largest and most engaged in the industry.
- ⑤ Two park owner membership options allowing you to unlock value through BIG4 in a way that suits you best.

All backed by and delivered for... you!

BIG4 is a cooperative owned by our park owners and operated solely for their benefit. Our park owners have the chance to influence the direction of the group and we don't own or operate any parks ourselves.

We have no hidden agendas and can take a laser focus to achieving our simple ambition...

to make your park as successful as it possibly can be.

How we make it happen

BIG4 has a range of strengths which allow us to give our park owners the best chance of success.

-  Brand fame - BIG4 is twice as well known as the next best in category
-  Our reputation for guest satisfaction - 44 years delivering quality, fun holidays in the best, most diverse locations.
-  Park owner loyalty - very rarely do BIG4 parks leave the group once they've joined.
-  High quality audience - our members are Holiday Park lovers who understand the category, spend more and cancel less.
-  Fame, quality and trust allow BIG4 Parks to generate more demand and maximise revenue.

The stats that matter

- **\$78,000,000+** total annual sales via [big4.com.au](#) (increase of **38%** YOY).
- Over **8,200,000** annual engaged sessions on [big4.com.au](#) from over **6.6m** unique visitors.
- **275,000+** total BIG4 Perks+ Members (paid).
- Average rate of **\$227 per night** for cabins booked via [big4.com.au](#) vs. industry average of \$172.
- **Twice as many travelers** intend to stay at BIG4 in the next 12 months compared to our nearest competitor.

Website, membership and nightly rate figures based on 2022 full year reports.
Brand intention figures based on Market and Brand Assessment research conducted in December 2022.

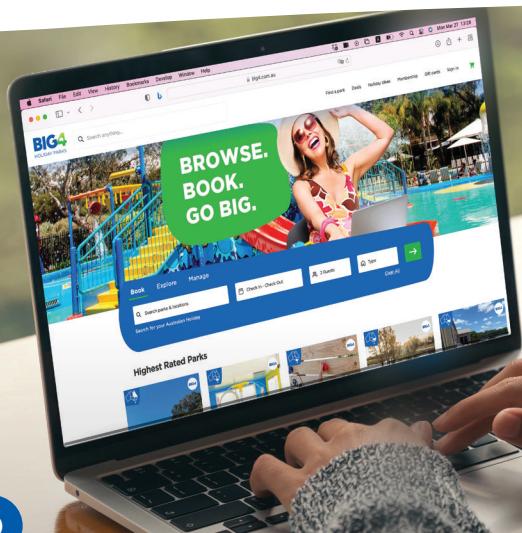


Unlock value your way

Become a Web Partner Park or a Fully Branded BIG4 Park depending on the needs of your park.

INCLUSIONS/ BENEFITS	FULLY BRANDED PARKS	WEB PARTNER PARKS
Leverage the BIG4 Name and Brand	✓	
Tailored park specific marketing	✓	
Full access to 500,000 members	✓	
A dedicated Park Success Specialist	✓	
Supplier Partner Offers	✓	
Annual BIG4 National conference and connections	✓	
Access to the country's largest industry-owned cooperative.	✓	✓
List your property on big4.com.au	✓	✓
A dedicated Online Success Team	✓	✓
Your park listing in front of millions of unique visitors	✓	✓
Performance benchmarking, sales reporting	✓	✓
eDMs sent to more than 500,000 BIG4 members	✓	✓
Large Marketing Campaign Inclusions	✓	✓

Join **BIG4** today!



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BIG4
HOLIDAY PARKS