



JOIN BIG4™

Help your Holiday Park unlock its potential

Go BIG with the country's leading holiday park brand, a true-blue brand Aussies know and trust.

Become part of the BIG4 family and you'll be backed by a team dedicated to helping your park thrive.



↪ Find out more!

BIG4™
HOLIDAY PARKS

WHY CHOOSE BIG4?

AUSTRALIA'S #1 HOLIDAY PARK BRAND

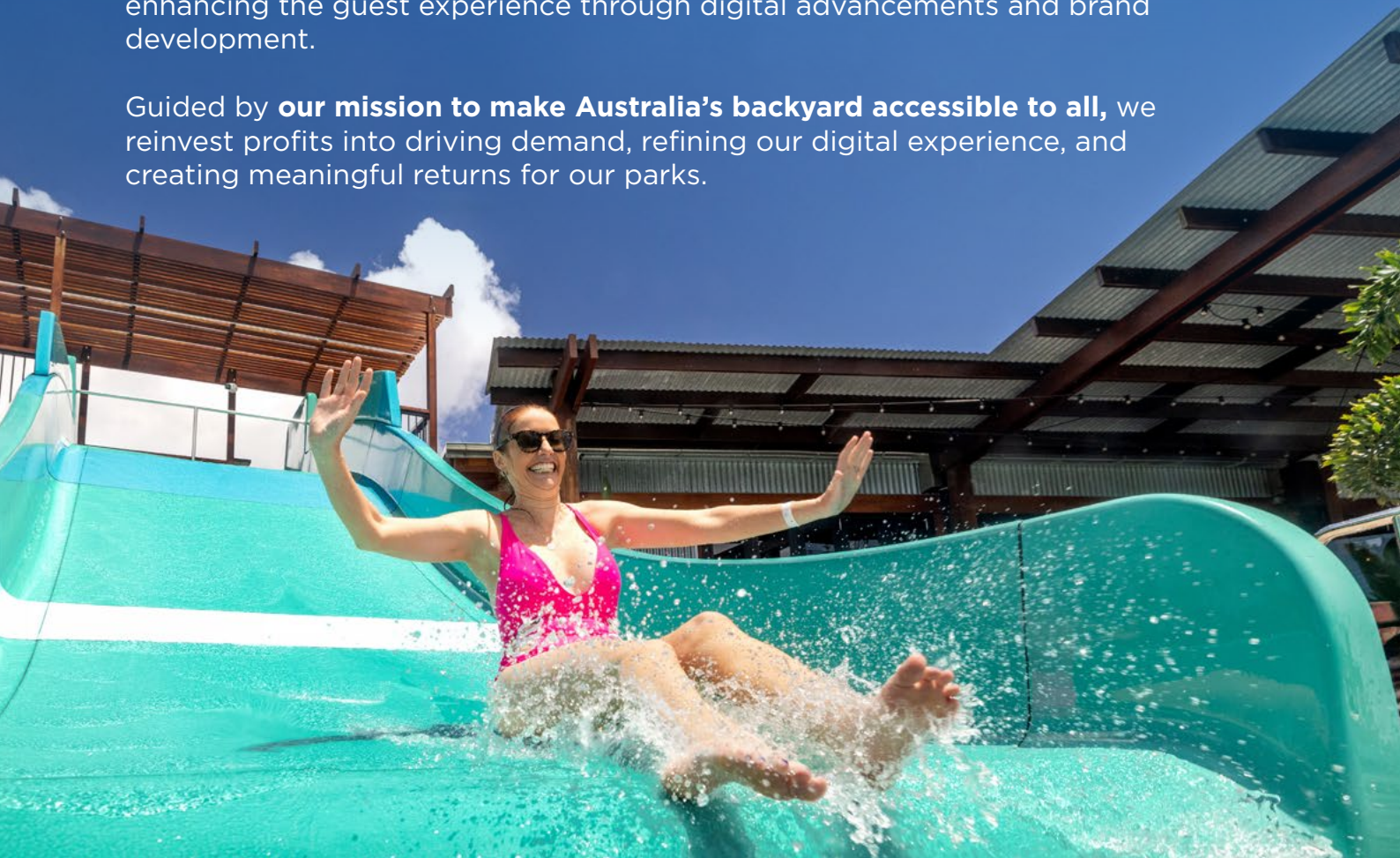
BIG4 delivers BIG benefits to our parks to help you succeed.

- 1 A dedicated park success team focused on supporting and strengthening your business
- 2 A trusted brand pushing customer demand, boosting occupancy and driving revenue
- 3 Your park featured on BIG4.com.au, the country's BIGGEST holiday park booking platform
- 4 Tap into the industry's most engaged membership database
- 5 Two flexible park models to choose from to unlock value for your park

COMMUNITY AT OUR CORE

As a cooperative owned by its parks, BIG4 exists to help your business grow rather than compete with it. We focus on building a strong network and enhancing the guest experience through digital advancements and brand development.

Guided by **our mission to make Australia's backyard accessible to all**, we reinvest profits into driving demand, refining our digital experience, and creating meaningful returns for our parks.



HOW WE MAKE IT HAPPEN

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



Unrivalled brand recognition - BIG4 is twice as well known as the next best in category



Our reputation for guest satisfaction - **over 45 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 - we recognise our members are Holiday Park lovers who understand the category, spend more, stay longer, and cancel less



Quality parks, enviable locations and a trusted brand allows BIG4 Parks to **generate more demand and maximise revenue.**



From 1979...



to today!

THE STATS THAT MATTER



\$141,189,892

WEBSITE SALES
(19% UP YOY)



10,176,616

WEBSITE VISITORS
(5% UP YOY)



345,185

TOTAL ANNUAL BOOKINGS
(19% UP YOY)



320K+

BIG4 PERKS+
PAID MEMBERS



72%

OF BIG4 WEBSITE
SALES WERE
BIG4 PERKS+
MEMBERS



300+

PARKS IN THE
BIG4 NETWORK



16%

CABIN
REVENUE
GROWTH



\$286

AVERAGE CABIN
RATE (47%
HIGHER THAN
INDUSTRY AVG)



\$78

AVERAGE SITE
RATE (27% UP ON
INDUSTRY AVG)

Website, membership, and nightly rate figures based on 2025 full year results.
Brand intention figures based on Market & Brand Assessment research conducted in December 2025.

GROW YOUR BUSINESS, YOUR WAY

Join us as either a Fully Branded BIG4 Park or Web Partner Park, and find the right fit for your park's needs.

INCLUSIONS/ BENEFITS	FULLY BRANDED PARKS	WEB PARTNER PARKS
List your property on BIG4.com.au	✓	✓
Expore to millions of unique visitors	✓	✓
Access to Australia's largest industry-owned cooperative	✓	✓
A dedicated Online Success team	✓	✓
Performance benchmarking and sales reporting	✓	✓
EDMs sent to more that 450k BIG4 customers	✓	✓
Large marketing campaign inclusions	✓	✓
A dedicated Park Success Specialist	✓	
Full access to 320k+ members	✓	
Complimentary listing on Campermate	✓	
Complimentary ReviewPro subscription	✓	
Annual BIG4 national conference and connections	✓	
Tailored park-specific marketing	✓	
Supplier partner offers	✓	



Find out more!

BIG4TM
HOLIDAY PARKS

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