

JOIN BIG4™

The gateway to your Holiday Park's success.

GO BIG and be part of the BIG4 Family. We're Australia's leading Holiday Park Marketing cooperative with a purpose to make Australia's backyard accessible to everyone. By joining BIG4 you'll be part of a loved and trusted brand, supported by a team that will enable your park to truly thrive.



Find out more

BIG4™
HOLIDAY PARKS



The BIG benefits of BIG4

So why choose BIG4? Well, besides being Australia's number 1 holiday park brand, BIG4 offers our parks owners BIG benefits!

- 1 A supportive park success team to ensure your park succeeds.
- 2 A brand name that allows you to increase occupancy and grow revenue.
- 3 Your park's listing on BIG4.com.au, Australia's largest booking platform for Holiday Parks.
- 4 Tap into the largest and most engaged membership base in the industry.
- 5 Two different park models to choose from, allowing you to unlock value in a way that suits you best.

We're BIG on community

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 - 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 - 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

- **\$115m+** total annual sales via BIG4.com.au (increase of **20%** YOY.)
- Over **11m** annual engaged sessions on BIG4.com.au.
- **300,000** BIG4 Perks+ paid members.
- Average rate of **\$248 per night** for cabins booked via BIG4.com.au vs the industry average of \$188.
- **Twice as many travelers** intend to stay at BIG4 in the next 12-24 months compared to our nearest competitor.

Website, membership, and nightly rate figures based on 2023 full year reports. Brand intention figures based on Market & Brand Assessment research conducted in December 2023.



Unlock value your way

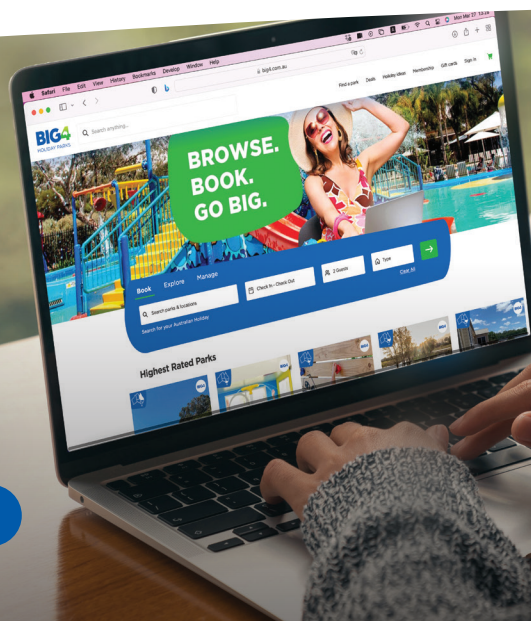
Become a Web Partner Park or a Fully Branded BIG4 Park depending on the needs of your park.

INCLUSIONS/ BENEFITS	FULLY BRANDED PARKS	WEB PARTNER PARKS
List your property on BIG4.com.au	✓	✓
Exposure 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 than 450k BIG4 members	✓	✓
Large marketing campaign inclusions	✓	✓
A dedicated Park Success Specialist	✓	
Full access to 500k+ members	✓	
Complimentary listing on Campermate	✓	
Complimentary ReviewPro subscription	✓	
Annual BIG4 national conference and connections	✓	
Tailored park-specific marketing	✓	
Supplier partner offers	✓	



Join **BIG4** today!

Contact us on 03 9811 9326



BIG4TM
HOLIDAY PARKS