



JOIN BIG4TM

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

GO BIG on building the success of your park by joining BIG4 Holiday Parks.

We're Australia's leading holiday park brand committed to making
Australia's backyard accessible to everyone.

Join the BIG4 family and become part of a beloved
and trusted Australian brand. You'll be supported by a
dedicated team committed to helping your park thrive.



↪ Find out
more!



BIG4TM

HOLIDAY PARKS

THE **BIG** BENEFITS OF BIG4

So why choose BIG4? Besides being Australia's #1 holiday park brand, BIG4 delivers park owners **BIG** benefits to help your park succeed!

- 1 A dedicated park success team focused on strengthening your business.
- 2 A trusted brand that drives customer demand, boosting occupancy and revenue.
- 3 Your park is featured on BIG4.com.au, Australia's largest holiday park booking platform.
- 4 Access to the industry's most engaged membership database.
- 5 Choose from two flexible park models to unlock value in the way that suits you best.

WE'RE **BIG** ON COMMUNITY

BIG4 is a cooperative owned by its parks, designed to grow and support your business—not compete with it. Our focus is on strengthening our network and driving guest experience through digital innovation and brand growth.

With a clear ambition to make Australia's backyard accessible for everyone, we reinvest our profits to increase customer demand, enhance our digital experience, and **deliver results for our parks.**

HOW WE MAKE IT HAPPEN

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



THE STATS THAT MATTER



\$117,154,497

WEBSITE SALES
(11% UP YOY)



7,702,051

WEBSITE VISITORS
(3% UP YOY)



286,651

TOTAL ANNUAL BOOKINGS
(5% UP YOY)



300K+

BIG4 PERKS+
PAID MEMBERS



67%

OF BIG4 WEBSITE
SALES WERE
BIG4 PERKS+
MEMBERS



290+

PARKS IN THE
BIG4 NETWORK



10%

CABIN
REVENUE
GROWTH



\$257

AVERAGE CABIN
RATE (32%
HIGHER THAN
INDUSTRY AVG)



\$71

AVERAGE SITE
RATE (21% UP ON
INDUSTRY AVG)

Website, membership, and nightly rate figures based on 2024 full year reports. Brand intention figures based on Market & Brand Assessment research conducted in December 2024.

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	✓	✓
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 Nick Jacobs



0427 441 529



nick.jacobs@big4.com.au

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