

Just what we need.....

Kui Parks a network of caravan parks

The need for good quality, clean, friendly and cost effective caravan parks are now a reality. Many travelling nomads have voiced their need for an alternative delivering just what they need.

Bert & Kenau van Spronsen, have been avid caravanners for nearly 45 years, having lived and caravanned around South Africa, Europe and Australia. They set up Kui Parks 4 years ago and have approximately 80 parks in the Kui Parks network around Australia.

Why Kui Parks?

As keen caravanners they have travelled extensively around Australia. In Bert's many years in corporate world, the cost of caravanning was not an issue, until he left, and became more frugal in his spending. As Bert and Kenau entered the 'older' phase of life they realised that some of the larger / destination / family parks were becoming too expensive to stay at. They felt they just did not need many of the facilities on offer nor want to pay for them a response they get from many other travelling nomads too!

What the customers were saying

While looking to buy their own caravan park, and having completed a Caravan Management Course they undertook research amongst park owners and travelling nomads. They were struck by the fact that many parks showed empty sites when trying to sell their parks. Considering the media hype on the fact there were not enough caravan parks, it got them thinking. There was a disconnect! Why were people not visiting these smaller to medium sized parks?

Too many people were seeing the large network parks or freedom camping, as the only options to spend a night, due to their loyalty card structure. Bert also realised that there were many independently operated caravan parks that had no national exposure but offer a cost effective alternative to travellers.

The research had also indicated that the travelling nomads had simple needs. Many do not need facilities with jumping pillows, water theme parks etc. In fact they found that all they want is clean amenities, cost effective, well maintained sites and friendly staff. There are many parks that deliver on those criteria already and that there was a need to make sure more nomads get to know about these, delivering on what the customer (travelling nomad) wants.

Kui Parks criteria

Kui Parks was established to bring together these parks who do the right thing, to offer them more national exposure and a loyalty network that will help increase their occupancy.

Bert & Kenau personally visit all the parks to ensure they meet the key criteria, to ensure a level of standard is met, before they are invited to join.

Membership

Kui Parks has a loyalty program inviting all traveling nomads to join. As a member, you qualify for a 10% discount every time you stay at a Kui Park, to a maximum of \$30 discount per stay.

Kui Parks is pleased to be associated with the Australian Touring RV Club and would be pleased to offer all new members a 20% discount off the loyalty membership.

The normal loyalty membership price is \$28 for 24 months however, as an Australian Touring RV Club member you receive the membership for \$22.40.

To join, visit the Kui parks website <http://kui parks.com.au/join-kui-parks>. Complete as normal.

In the COUPON section please enter **ATRVC20**

In the “ **Caravan club, news site, group or association membership**” please indicate **Australian Touring RV Club**.

Complete the payment process.

We will send a membership card to you within 2 working days.

Should you have no email address, please call 03 9730 2077, and Kui Parks