



**NEW SOUTH WALES CROWN
HOLIDAY PARKS TRUST**



MEDIA RELEASE

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Hot Spell, Country Music, New Café and the All-Clear for Blue-Green Algae Sees Lake Keepit's Visitor Numbers Soar

Inland Waters Holiday Parks (IWHP) Lake Keepit is experiencing one of its busiest holiday seasons yet with visitor numbers soaring over the Christmas and New Year period and more expected in the coming months.

Park Manager Paul Irwin said Lake Keepit saw a 15 percent rise in occupancy between Christmas Eve and New Year's Day compared to the same time last year.

"This is a great result and we are only expecting to get busier with an earlier blue-green algae alert removed, the dam at almost 100 percent capacity and our popular swimming pontoon about to be reinstalled," Mr Irwin said.

"Australia Day week especially promises to be booming here as it coincides with Tamworth's Country Music Festival held from 20 – 29 January. Local entertainer Dale Duncan will play at the park in front of the kiosk on Friday, 27 January from 6:30pm and we are expecting a good turnout for that. The kiosk will be open until 8:00pm to cater for the crowd so bring a rug or chair and enjoy the music.

"I'm particularly happy that the red alert for blue-green algae in some areas of the dam has been removed as it gives park guests and day visitors peace of mind to enjoy the water.

"Guests are also loving our splash park for the younger kids and our recently re-opened café which is a one-stop-shop for food and supplies, including ice and fishing licences."

NSW Crown Holiday Parks Trust (NSWCHPT) CEO Steve Edmonds said the high occupancy numbers over the holiday period reflected the positive feedback from guests and showed that families were increasingly looking for a quintessential Australian holiday experience.

"The park's Net Promotor Score (NPS) which measures the guest experience was 87 percent positive over the Christmas holiday break and shows that we are on the right track with our Vision to be the leading provider of recreational destinations that excite guests, energise communities and showcase sensational NSW locations," Mr Edmonds said.

“The industry averages less than 50 percent making 87 percent exceptionally positive feedback.”

IWHP Lake Keepit is one of 36 holiday parks managed by NSWCHPT which boast some of the most iconic waterfront locations in the state. For further information about Lake Keepit and a full list of accommodation and rates visit www.inlandwaters.com.au or contact park reception on (02) 6769 7605.

To explore the Group’s NSW coastal parks visit www.northcoastholidayparks.com.au or www.southcoastparks.com.au.

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