MEDIA RELEASE
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**NRMA Parks and Resorts Strikes Gold as BIG4 Ballarat Goldfields Holiday Park**

**Joins the Group**

NRMA Parks and Resorts has struck gold in regional tourism this week with the addition of the prized Big4 Ballarat Goldfields Holiday Park in Victoria’s Central Highlands to its growing portfolio of properties across Australia’s eastern states.

Under the move, the newest park member will be renamed Big4 NRMA Ballarat Holiday Park. The latest addition brings the number of NRMA holiday parks across Australia to 36, while the number of properties in Victoria is now 11. NRMA is now the largest owner of holiday parks in Victoria, with Ballarat following its the acquisition of holiday park properties on Phillip Island and at Mildura late last year.

Just 90 minutes’ drive from Melbourne, Big4 NRMA Ballarat Holiday Park is centrally located in the historic city of Ballarat – now also Victoria’s third largest city – and is within easy walking distance of the award-winning Sovereign Hill 1850s gold rush attraction. Ballarat sits on the lands of the First Nations Wadawurrung and Dja Dja Wurrung peoples.

Gold winner of the just-announced 2021 Top Tourism Town Awards, Ballarat offers an easy weekend or midweek getaway for solo travellers, couples and families and friends travelling together. The region is an emerging hub for great locally produced food and drinks including farmers markets and a local brewery, is home some of the state’s top museums and art galleries and offers a swag of great outdoor adventures from fishing to biking and hiking.

A range of two-storey villas, miners’ cottages and campsites is designed to suit every traveller’s needs, while in-park facilities include sheltered barbecue areas, camp kitchen with indoor and alfresco dining areas, a tennis court, solar heated pool and indoor heated swimming-spa.

Families with kids are well catered for with a playground, giant jumping pillow and recreation rooms with free in-house movies. Kids’ school holiday activities include arts and crafts, face painting, discos, night-time discovery tours, ball games, bingo and popcorn movies. A dedicated Sensory Room has been designed in consultation with occupational therapists for children on the autism spectrum.

NRMA Parks and Resorts CEO Paul Davies said the group was excited to add such a stellar property to its expanding collection of holiday parks across Victoria.

“After a tough time for the tourism industry we’re keen to increase NRMA’s presence in the state of Victoria and – with this latest acquisition - to galvanise tourism in the Ballarat region by supporting local communities and businesses,” Mr Davies said.

“The Big4 Ballarat Goldfields Holiday Park has long been regarded as a jewel in the region, and with NRMA’s leading approach to the guest experience including engaging local tourism operators and food and beverage suppliers as well as investment in in-park facilities, we’re planning to set shining new benchmarks for holidays in regional Victoria,” he said.

“We’re looking forward to welcoming new friends to Ballarat, and NRMA and RACV members can enjoy extra savings and special offers throughout the year.”

**About NRMA Parks and Resorts**: Renowned as one of the most trusted brands in Australia, NRMA’s 36 holiday parks and resorts are located in some of the country’s most incredible natural destinations spanning Tropical North Queensland, New South Wales, Victoria, South Australia and Tasmania each offering unforgettable experiences for guests. Many of the parks also welcome pets, making family holidays even easier, and all have recently introduced more flexible booking conditions and [COVID-19 operational measures](https://www.nrmaparksandresorts.com.au/novel-coronavirus-covid-19-information/how-we-are-keeping-you-safe) to ensure the health and safety of guests.

For more information and bookings call 1800 766 133 or visit [www.nrmaparksandresorts.com.au](http://www.nrmaparksandresorts.com.au)

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