MEDIA RELEASE
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**NRMA Parks and Resorts Promises More Family Fun as Airlie Beach
Joins the Club**

NRMA Parks and Resorts has continued its route of expansion across Australia’s eastern states with the acquisition of the popular Seabreeze Tourist Park in the tropical resort town of Airlie Beach in Queensland’s sun-soaked Whitsundays region. A significant investment of almost $10million is already slated to enhance the park’s facilities and guest experience.

As part of the move, the property will be renamed NRMA Airlie Beach Holiday Park and brings the total number of NRMA holiday parks across Australia to 37. The latest addition to the growing NRMA Parks portfolio brings the number of its Queensland properties to nine.

Renowned as the gateway to the Whitsunday Islands and the Great Barrier Reef, the coastal community of Airlie Beach is a popular holiday destination in itself with views of the Coral Sea, a range of family-friendly marine activities, accommodation and eateries, plus access to the lush tropical rainforests of the Conway National Park in the hinterland. Airlie Beach sits on the lands of the First Nations Gia people.

NRMA Airlie Beach Holiday Park is considered the town’s best-located holiday park, offering guests easy access to the Airlie Beach lagoon and its waterfront precinct, while the resort-style shops, restaurants and the Coral Sea Marina are all within walking or bike-riding distance of the park.

The lush 13-acre park features cool Balinese-style one- and two-story villas – ideal for families and friends travelling together – as well as new two-bedroom bungalows and cabins, all of which include onsite storage areas for boats and cars. A sun-dappled camping area features powered and unpowered sites for caravans, campervans and tents. The planned multimillion-dollar investment will further enhance the property and include water play areas, family cabins and entertainment offerings.

Tropical wildlife is abundant in the park, with lizards, frogs and a cacophony of birds offering a friendly encounter for guests. Onsite, the large pool is the hub for family fun, while reception can facilitate bookings for the many tours to the Whitsundays and Great Barrier Reef which depart from the doorstep.

NRMA Parks and Resorts CEO Paul Davies said the latest addition to the group’s growing portfolio would be a boon for holidaymakers seeking a tropical Queensland escape.

“Airlie Beach is a wonderful getaway for families and friends with the chance to explore the Whitsundays, the reef and the rainforest or just relax in the tranquil park surrounds,” Mr Davies said.

“For our portfolio, Airlie Beach is a natural fit along the touring route between popular stopovers at Yeppoon and Bowen, enabling a seamless NRMA road trip itinerary of Queensland’s tropical north,” he said.

“With the planned multimillion-dollar redevelopment of the park, we’re keen to offer a boost to the Queensland tourism industry, which has done it tough over recent months, and drive a return to the fun family holidays for which the state is renowned.”

**About NRMA Parks and Resorts**: One of the most trusted brands in Australia, NRMA’s 37 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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