

NRMA finalises acquisition of ATPM

NRMA today confirmed the completion of its acquisition of Australian Tourist Park Management (ATPM).

The acquisition expands the mobility group's holiday park operations from four to 39 nationally and welcomes the appointment of a new CEO.

The acquisition significantly enhances the NRMA's tourism and travel portfolio, which includes Thrifty Car Rental, Travelodge Hotels and the Kurrajong Hotel in Canberra.

ATPM has been a leader in the management and ownership of Holiday Parks around Australia for over 20 years and it currently successfully manages NRMA's portfolio of holiday parks.

The NRMA's purchase of ATPM is the latest in the company's strategy to invest in Australian domestic tourism providing more choice for quality family holidays.

The NRMA's current Executive General Manager of Travel & Touring Paul Davies will be appointed CEO of ATPM/NRMA Holiday Parks and will be relocating to the Gold Coast to lead the business. He has extensive tourism experience in senior leadership roles including with Qantas, British Airways, Taronga Zoo and Tourism Australia.

NRMA Group CEO Rohan Lund said despite the change of ownership, in all ways it will be business as usual for ATPM staff at the head office and the parks. "The current team lead by Mark Manteit has developed this Gold Coast business to a national leader in the tourism sector. We acknowledge his achievements together with his team.

"The NRMA commitment is to continue to grow the ATPM business through investment in the existing network of parks and continuing to expand. "By bringing the businesses together we can provide a world-class experience for families young and old, including the millions of NRMA Members who will be able to enjoy discounts nationwide," Mr Lund said.

New CEO ATPM/NRMA Holiday Parks Paul Davies said he is committed to building on the recent success of ATPM. "Supporting regional communities and growing domestic tourism are two important aspects of the NRMA's new strategy. By investing in and managing these businesses we will be helping to stimulate local economies while also providing Members and customers with the best value accommodation in the best locations," Mr Davies said.

"The NRMA and ATPM pride themselves on delivering great experiences in great locations, and we look forward to expanding our own footprint while working with our partners on realising our shared ambitions for these parks."

Glenn Sedgwick, Chairman of ATPM, said completing the transaction between two of the major Australian-owned participants in the domestic tourism sector created a new force in the industry and built on the strengths of both. "We see the joining of ATPM and NRMA as a way to build on NRMA's great strengths in membership services along with ATPM's market leading capabilities in park operations and development. Our shared ethos around service to customers and members would underpin the new organisation" Mr Sedgwick said.

"With the increasing corporatisation of the tourism sector, this transaction ensures that an important part of the Holiday Park industry remains in the hands of a community organisation, which should be good for families seeking terrific experiences in great locations. "We are proud of our team at ATPM and believe they will complement the team at NRMA and together reach a new level of performance in the industry."

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