

Case Study

Heathcote Queen Meadow Caravan Park
Business growth through brand and website development



Heathcote Queen Meadow Caravan Park is a 10-acre park, within walking distance to wineries, cafes, gourmet local produce and specialty shops. The park offers a range of accommodation including self-contained cabins, powered and non-powered caravan and camping sites.

In early 2017 new owners Jeanette and Bryan Parkes purchased a rundown Park that had no specific brand or website in place. Their vision was to grow the business into a tourist park for families and retirees.

Since starting in early 2017 the business is now thriving. Customer referrals have grown through brand recognition and they receive 60% of their bookings via their website online booking system.



"We chose WWWART Design Services on recommendation and have been extremely pleased with the professional and friendly service we have encountered.
 Being new to the business world, we needed advice and support which was practical and easy for us to understand and follow. The support we have received from WWWART has been invaluable.
 Thank you, Fiona and Jayden for creating a brand that we love, a professional website that has improved our business and the ongoing support we continue to receive."

Jeanette Parkes
 Heathcote Queen Meadow Caravan Park

✓ The Challenge

There was no real brand in place and what promotional elements had been implemented weren't consistent. There was very little to work with, and what was there was actually damaging as it showed just how run down the park was.

The challenge was to change how the park was perceived and promote the business to the tourist trade as a vibrant place to be.



✓ The Approach

We needed to create a professional image both online and off, and to do this Jeanette and Bryan were looking for professional advice.

After speaking with one of our clients and learning about how we work Jeanette made contact. Her reflection on our initial phone call was that we were able to reassure her that her vision could be achieved and, it would all come together in the end. We spoke in terms that she could understand, we were approachable, friendly and able to help her comprehend the steps that needed to be taken.

Over the next three months we worked through the design process, developing a logo, tagline, business card, letterhead, website, DL brochure, signage, email signature and updating their online presence in Google results. Working on one element at a time helped to reduce the sense of being overwhelmed, while they were learning the ins and outs of their new business.

The Results

"Guests are now recognising our brand, it has a feel-good feeling about it. They remember the bright colours and tagline and often comment on how professional it all looks! We have a number one ranking in Google for Heathcote Caravan Park and currently don't have a need to list on any of the big booking websites like booking.com where commissions are high."

Jeanette Parkes • Heathcote Queen Meadow Caravan Park

✓ Initial 12 Month Stats

