



Fast facts

About G'day Group

Founded by Grant Wilckens in 2004 with three caravan parks in WA, G'day Group is now Australia's leader in regional accommodation experiences with more than 300 properties across the country.

G'day Group is home to Discovery, a network of more than 85 owned and operated holiday parks and resorts, with properties in iconic regional destinations, including Kings Canyon, Rottnest Island and the world famous El Questro. The company also owns G'day Parks, a network of 220+ independently owned licensed parks and more than 200,000 G'day Rewards members, and Australia's number one regional travel community, Wikicamps (which is also the #1 paid app in the App Store).

After becoming a \$1 billion company in 2020, G'day Group is now valued at \$1.5 billion and has ambitions to double in size in the next five years. The company is majority owned by Australian Retirement Trust and founder and CEO Grant Wilckens is the Chair of the Caravan Industry Association of Australia and a Board Director of the South Australian Tourism Commission.

About Discovery

Discovery is the largest owner-operated regional accommodation network in Australia, with more than 85 locations across the country.

Discovery Parks are known for features like swimming pools, jumping pillows and nature playgrounds. The extra special touches throughout these parks make them an ideal holiday 'home base' for all types of travellers. From the coast to the outback and every in between, Discovery Parks are located in some of Australia's most sought-after regional destinations. Discovery Parks generally include powered and unpowered camp sites and self-contained cabins with all the comforts of home. A number of Discovery Parks also feature glamping tents, offering a unique accommodation experience in nature.

Discovery Resorts, located in iconic places in Australia, are as much about the destination as the location itself. Everything that is needed for the perfect holiday is in one location. Packed with impressive features and facilities, such as onsite restaurants, immersive experiences and experiential accommodation options. Visitors enjoy hiking to raging waterfalls, a bush breakfast around a campfire or sunrise walks in an incredible setting surrounded by rust-red rock.

About G'day Parks

G'day Parks is Australia's largest holiday park network and the ultimate gateway to great Aussie getaways at more than 300 regional destinations across the country.

With leading digital booking tools including the G'day Parks app and website, G'day Parks offers an easier more rewarding way to find and book your next Aussie holiday.



G'day Parks is also home to Australia's leading regional travel loyalty program, G'day Rewards with more than 200,000 members who benefit from discounted stays, in-park benefits and access to special offers from some of Australia's largest retailers including Shell/Coles Express, The Good Guys, FlyBuys and Virgin Australia.

With more holiday parks in more places, we deliver unmatched choice and freedom, great accommodation and, of course, a warm and welcoming g'day.

About the industry

Once considered the cheap way to travel, Australia's holiday park industry has come into its own over the past decade as park's have been reimagined into family friendly holiday destinations that rival some of the country's best-known resorts.

With Australians trapped at home during 2020 and 2021, many got out there and rediscovered their own backyard, falling in love (or back in love) with the humble holiday park.

In fact, in 2022, the sector contributed more than 15 million trips and 61 million accommodation nights – an all-time record and a 20% year-on-year increase.

89% of domestic caravan and camping trips take place in regional Australia, and for every dollar spent on accommodation, three dollars is spent in the local community.

Where to find us

www.discoveryholidayparks.com.au / @discoveryparksandresorts
www.gdayparks.com.au / @gdayparks
www.gdayrewards.com.au